

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2425150	Student Name	Kevin Connor
Website Chosen	Suited cars		
Insert hyperlink to website	https://www.suitedcars.com/		
<u>Evaluation</u> Respond			
to each question			
Section 1 – Usability			
(75 words maximum for each answer)			
Question 1a - How quickly and easily does the website load?			
Answer: The website repsonds quite instant when it comes to loading which is very helpful.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: yes the website has around 4-5 sub pages to choose from and the customer can locate these at the top right of the page.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: the customer is able to make a proffessional booking through their call us option button which allows you to call up personally to book an appouintment. They also have an option to request a quote and that is very convinient for customers.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: They could add some more attracting images of the work they do on cars to entice the customer even more as they will feel more confortable to let the company work on thir vehicle.			
Section 2 – Pleasure – Customer Experience			
(75 words maximum for each answer)			
Question 2a – How pleasant does the webpage look? Are there any differences in appearance on a mobile phone versus a computer?			
Answer:the website is the exact same on the computer as the mobile phone. There are no differences apart from the page being on a bigger screen when using a computer as to a mobile phone.			
Question 2b - How does the website use imagery, video and colour?			

Answer: The website uses images of cars to show the type of work they produce on cars but its very limited to variety of cars and the colours of them.
Question 2c – Has the website made use of an online chat tool on the website? How effective is this to enquire about the product or service?

Answer: the website does not include a online chat but they do allow you to call them and also contact them via whatsapp.

Question 2d – How effective are the social media links on the website?

Answer: the social media tools are useful as they enable you to go straight to their social media pages such as facebook and instagram so you can keep up to date with them.

Section 3 – Perceived Value

(75 words maximum for each answer)

Question 3a - How are the services offered by the company made clear to customers?

Answer: They have a section where they explain what they do and the services they provide to vehicles and they also tell you what wrapping cars means and the benefits it has for your vehicle.

Question 3b - How are customer reviews made available? Are these up to date?

Answer: The customer reviews are displayed at the bottom of the page and it allows you to scroll through a few of them so you are able to make a decision comfortably.

Question 3c – How is the service presented as high quality? For what reasons would you use the company's service or recommend to a friend or family member?

Answer: I would say this company is high quality as they have a lot of information based on what they provide and they also show you visual work that they have done on cars and the reviews make it even better as seeing that other people have had good experiences with them it would make me want to get my car wrapped with them.

Question 3d - Are prices made clear to customers? If yes, do the prices reflect the quality of service shown? If no, why do you think the company has chosen not to include prices?

Answer: The pricing is not displayed on the website for any of their services and i think they did it this way to enable the customers to contact them so they can communicate with them and have a formal business transaction .

Section 4 – Searchability

Question 4a - What three words would you type into Google to find this type of service?	1.car
	2.wrapping
	3. Birmingham

Question 4b - When you type these words into google, does the company's website appear in the top ten websites?

Answer: yes when I search these three words the company's website comes up in the top 10 as it was the third one I saw when I searched.

Section 5 – Reflection and conclusion

(120 words maximum for each answer)

Question 5a - Do you feel that websites still have relevance in modern UK business? Explain your answer.

Answer:

Yes I feel like websites still have relevance in businesses as they outline key things that the customer needs to know about their business such as the services they provide, pricing of services if they include it and also the location of their business they will also have contact details and all of this information is important to the customers.

Question 5b - If you were to make one recommendation about how to improve the website of your chosen company, what would it be? Why have you suggested this improvement?

Answer: in my opinion they could improve on showing a lot more detailed images of previous work they have done for customers in the past and they should also consider putting a price range on the website for specific things so that the customer can compare to other company's websites to see who has the best price. I have suggested these improvements as it would help attract a lot more customers that are mostly online looking for services at the best prices they can find and then adding more detailed images would attract customers based on them seeing the quality of the service they provide.

Reference List

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