

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2513594	Student Name	Nicolae Emanuel Ciurcanu
Website Chosen	Cleaners of London		
Insert hyperlink to website	https://www.cleanersoflondon.co.uk/		
<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 loads quickly on both desktop and mobile devices, usually within a few seconds. This creates a strong first impression and keeps users engaged. There are no noticeable delays or broken elements when moving between pages. Fast loading speed is essential, especially for new customers, as slow websites often cause users to leave. Overall, the performance is reliable and supports a smooth and efficient browsing experience.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: The website includes multiple sub-pages such as services, pricing, contact, and booking sections. These are clearly organised in the main navigation menu at the top of the page. A prospective customer can easily move between pages without confusion. The structure is simple and logical, allowing users to quickly find relevant information. This is important because easy navigation improves user satisfaction and increases the chances of making a booking.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: Yes, customers can make a booking directly through the website using an online form. The form allows users to input details such as the type of service, location, and preferred date. This feature is very convenient because it saves time and removes the need for phone calls or emails. It also allows customers to book at any time, which improves accessibility and overall user experience.			

Question 1d - What improvements could be made to the usability of the website?

One possible improvement would be simplifying the booking form by reducing unnecessary fields. Some users may find long forms frustrating or time-consuming. Adding a progress indicator could also help users understand how much of the form is left. Additionally,

improving mobile responsiveness further would benefit users who prefer booking through their phones.

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 has a clean and professional appearance, which makes it pleasant to use. The layout is simple and not overcrowded, allowing users to focus on the main information. On mobile devices, the design adapts well, although some sections may feel slightly compressed. Overall, the website maintains a consistent look across devices, which improves user confidence and satisfaction

Question 2b - How does the website use imagery, video and colour?

Answer:

The website uses high-quality images of clean homes and professional cleaners, which helps create trust and credibility. The colour scheme is mainly light and neutral, giving a fresh and hygienic feeling that matches the service offered. Although there is limited use of video content, the images are relevant and support the company's message effectively. Overall, the visual elements contribute positively to the user experience.

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 strongly highlight a live chat feature. If it exists, it is not very visible to users. This reduces its effectiveness, as many customers prefer instant communication. Adding a clearly visible chat tool would allow users to ask questions quickly and receive immediate responses. This could improve customer satisfaction and increase the likelihood of bookings.

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

Answer:

Social media links are present on the website, allowing users to connect with the company on different platforms. However, they are not very prominent and could be easier to find. Their effectiveness also depends on how active the company is on social media. Making these links more visible and encouraging interaction could improve engagement and build stronger relationships with customers.

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:

The services offered by the company are clearly explained in separate sections such as domestic cleaning, office cleaning, and deep cleaning. Each service includes a short

description, helping customers understand what is included. This clear presentation makes it easier for users to choose the most suitable service for their needs.

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

Answer:

Customer reviews are available on the website, which helps build trust and credibility. However, it is not always clear whether these reviews are recent. Customers usually prefer up-to-date feedback before making a decision. Regularly updating reviews would improve transparency and make the company appear more reliable

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: The service is presented as high quality through the use of professional images, clear descriptions, and positive customer feedback. The company highlights reliability and experienced staff, which increases trust. I would consider using this service because it appears easy to book and well organised. I would also recommend it to others based on its professional presentation.

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:

Prices are not always fully displayed, as some services require customers to request a quote. This is likely because prices depend on the size and type of cleaning required. While this is understandable, providing estimated price ranges would help customers make quicker decisions and compare services more easily.

Section 4 – Searchability

Question 4a - What three words would you type into Google to find this type of service?	1. London
	2. Cleaners
	3. House
Question 4b - When you type these words into google, does the company's website appear in the top ten websites?	
Answer: When searching these terms on Google, the website may appear within the top results depending on competition and location. It is likely to appear on the first page due to relevant keywords. However, improving search engine optimisation (SEO) could help the company rank higher and attract more customers.	
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: Websites are still highly relevant in modern UK business. They act as the main source of information for customers and are often the first impression of a company. Even with the growth of social media, customers expect a professional website where they can view	
services, read reviews, and make bookings. A well-designed website builds trust, increases credibility, and supports business growth in a competitive market.	
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: One recommendation would be to introduce a visible live chat feature. This would allow customers to ask questions and receive immediate responses, improving communication. Many users prefer fast support rather than waiting for email replies. This improvement could increase customer satisfaction, build trust, and lead to more bookings.	

Reference List

Chaffey, D. (2019) Digital Marketing. 7th edn. Harlow: Pearson.

Nielsen, J. (2012) Usability 101: Introduction to Usability. Nielsen Norman Group.