

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2429480	Student Name	Hirlez Gabriel Adrian
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 loads quickly and easily in two to three seconds.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: yes it has subpages. 1. Navigation Menus: Quick access to subpages. 2. Internal Links: Guidance within the content. 3. Search Functionality: Directly finding information. 4. Breadcrumbs: Easy return to previous pages. 5. Landing Pages: Leading to specific subpages.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: You can t make an booking oh the website but you have an contact number to call them and speak with them.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: 1. Simplified Navigation: Clear and easy-to-use menus. 2. Responsive Design: Works well on all devices. 3. Faster Load Times: Optimized for quicker access. 4. Consistent Layout: Uniform design across pages. 5. Accessibility Features: Options for users with disabilities. 6. Search Functionality: Efficient search bar for content. 7. User Feedback: Options for users to share their experience.			

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 site looks good, it has images of cars on the homepage to capture your attention. There are no differences when accessing the site from a phone or a computer.	
Question 2b - How does the website use imagery, video and colour?	
Answer: 1. Imagery captures attention and conveys emotions quickly. 2. Video provides detailed information and engages users more than text. 3. Color influences perception and guides users through the site.	
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: It is not a site you can access offline. If you don't have the internet, the only solution is to call the contact number.	
Question 2d – How effective are the social media links on the website?	
Answer: 1. Bringing Visitors: They can help more people find and visit the website, especially if the posts are interesting. 2. Getting Noticed: They help the brand be seen by more people. 3. Talking to Customers: They allow customers to share their thoughts and ask questions directly.	
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 website tells you that they can offer you a complete colour change wrap, transforming the entire colour of your car. Colours include a variety of different finishes which include: matt, satin, gloss and pearl.	
Question 3b - How are customer reviews made available? Are these up to date?	
Answer: On the first page on the website on the bottom of the page you can see reviews from customers.	
Question 3c – How is the service presented as high quality? For what reasons would you use the company's service or recommend it to a friend or family member?	
Answer: The service is presented as a high quality service and you can see that two from the reviews section.	

Question 3d - Are prices made clear to customers? If yes, do the prices reflect the quality of service shown? If not, why do you think the company has chosen not to include prices?

Answer: the prices of the services are not presented on the website. I think the reason why it's because not showing the price makes more people to contact them and speak with them on the phone about their prices.

Section 4 – Searchability

Question 4a - What **three** words would you type into Google to find this type of service?

1. cars

2. changing colour

3. birmingham

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

Answer: yes it comes on the top 10 sites.

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: My opinion is that this site and this business are good and have long-term potential because people will always need to change the color of their cars after an accident or simply because there are car enthusiasts who want to change the color of their cars.

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:

A suggestion to improve your website would be to add a section with reviews from happy customers. This can help build trust with potential clients and show how good your services are. You could also include before-and-after pictures to showcase the results of your work.

Reference List

Jongmans, E. *et al.* (2022) 'Impact of website visual design on user experience and website evaluation: the sequential mediating roles of usability and pleasure', *Journal of marketing management*, 38(17–18), pp. 2078–2113.

Using social media as a form of direct marketing, offers businesses and brands a range of advantages. (Kotler et al 2018)

Demangeot, C. and Broderick, A.J. (2016) 'Engaging customers during a website visit: a model of website customer engagement', *International journal of retail & distribution management*, 44(8), pp. 814–839.