

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2430925	Student Name	Caroline Beatrice Dellmen
Website Chosen	Highfield Town House Hotel		
Insert hyperlink to website	https://www.highfieldedgbasten.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: very quickly , I would say directly , both with iphone and computer			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: No I came directly to there website, and if customer using the web address and that will transport them to the website .			
Question 1c - Can a customer make a booking via the webpage?			
Answer: yes , there is a direct link for booking , which makes it very easy to made a booking directly and you can see the price and what type of room also and the same with the reasturant and food .			
Question 1d - What improvements could be made to the usability of the website?			
Answer: the website is very professional but a chat link and also promote social media more on the top of the site . now they have social media in the bottom of the site			
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 webbsite is very proffesional , nice colour , a peaceful site and no there is no difference between iphone or computer , very easy to find everything .			
Question 2b - How does the website use imagery, video and colour?			
Answer: beutiful picture and nice colour , they are very good to promote there company and the business , its a good feeling when you serching around on the webbsite .			
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: No there is no online chat , and I would say that is something very useful to have , and there service would be extra and catch a younger customer group .	
Question 2d – How effective are the social media links on the website?	
Answer: They have links to Facebook and Instagram but they are in the bottom of the side , I would say they should promote it in the top of the webbsite , becuae they are very uppdate on social media so that is very important to inform on there webbsite also .	
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:Very good offered and well explained , this is a highly recommended hotel with very good service and they are very good promote it .	
Question 3b - How are customer reviews made available? Are these up to date?	
Answer:No reviews on the webbsite ,	
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: yes very high and good kvalite , they showing and promoting it very good with picture , how the area looks like , what type of facilities , which is very good to know before your booking .	
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: very clear , you using ther direct link for booking , where you can serching for type of day and then you will see the whole months with different prices and you will be avaiable to change day there also to for ex, a better price , the next step is choose of room , here you will se with info and picture what type of room and facilities its included and the cost for the type of room you will have .	
Section 4 – Searchability	
Question 4a - What three words would you type into Google to find this type of service?	1.Hotel
	2.Edgbaston
	3. restaurant
Question 4b - When you type these words into google, does the company's website appear in the top ten websites?	
Answer: yes on the 5 place	
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: I would say this is a very high standard , maybe more for the older generation , but because of the high level and kvaliti I would say this hotel is very relevance in modern Uk business

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: More focus on next generation promote social media more , more activities for yonger but still have this old fashion style left , for exampel drink and chocolate tastings that is something fancy , new thinking and a activities that catching a wider customer group

Reference List

<https://www.highfieldedgbaston.co.uk/boutique-hotel-stay-birmingham/>