

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2440080	Student Name	Melissa Ferreira
Website Chosen	Eden Spa Harborne		
Insert hyperlink to website	https://edenspaharborne.wixsite.com/eden-spa		
<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: It takes roughly two to three seconds for the Eden Spa website to load completely, which encourages high user engagement (Kotler et al., 2018). Nevertheless, the Wix banner may give it a less polished appearance. Keep bounce rates low by ensuring a seamless loading experience (Jongmans et al., 2022).			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: In accordance with strong usability guidelines, the website features distinct sub-pages such as "Treatments" and "Book Online," which are all reachable from the top menu (Demangeot and Broderick, 2016). The user experience is improved by logical and consistent navigation (Jongmans et al., 2022).			
Question 1c - Can a customer make a booking via the webpage?			
Answer: Yes. Good interaction design is demonstrated by the "Book Online" page's integrated calendar, which lets users select times and dates (Kotler et al., 2018). Control and convenience are improved by this self-service option (Jongmans et al., 2022).			
Question 1d - What improvements could be made to the usability of the website?			
Answer: Improvements could focus on eliminating the Wix banner and increasing the visibility of call-to-action buttons. By enhancing the visual hierarchy and adjusting spacing, we can make the content easier to scan (Morville and Rosenfeld, 2007). Incorporating a search bar would also facilitate quicker navigation (Krug, 2014).			
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 features serene, spa-inspired visuals paired with gentle color tones, creating an enjoyable experience (Lavie and Tractinsky, 2004). However, on mobile devices, issues like overlapping text detract from user satisfaction, underscoring the importance of implementing responsive design (Marcotte, 2011).

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

Answer: Images showcasing spa treatments alongside soothing color palettes foster a sense of relaxation and trust, which is in line with emotional design theory (Norman, 2004). However, the absence of video content restricts engagement (Rose, Clark, and Samouel, 2012). Additionally, color psychology influences the attraction of wellness-oriented customers (Valdez and Mehrabian, 1994).

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: There are currently no online chat tools available. Research shows that chat features significantly enhance customer satisfaction and create a sense of attentiveness (Gummerus et al., 2012). Additionally, live chat facilitates real-time decision-making for customers, which can lead to increased conversion rates (Forbes, 2018).

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

Answer: The Instagram icon isn't functioning properly, which can harm how customers view our brand's credibility (Kaplan and Haenlein, 2010). Having active social media links is essential for fostering customer engagement, strengthening brand identity, and enhancing our visibility across different platforms (Mangold and Faulds, 2009).

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: Services are outlined in detail under the "Treatments" section, complete with prices and concise descriptions. This approach fosters transparency and cultivates trust (Sirdeshmukh, Singh, and Sabol, 2002). By presenting offerings in a clear manner, we enhance the user experience and boost confidence (Parasuraman, Zeithaml, and Berry, 1985).

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

Answer:
The website currently lacks customer reviews, which are crucial for establishing social proof and fostering trust (Duan, Gu and Whinston, 2008). Without these testimonials, first-time visitors may question the site's credibility (Park, Lee and Han, 2007).

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:

Quality can be seen through beautiful design, a wide array of services, and a calming brand voice. The look of a website can greatly shape how customers view a brand (Tractinsky, Katz and Ikar, 2000). I'd suggest this one for its easy local access and thorough descriptions of services, which help build a trustworthy reputation (Berry, 2000).

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 prices for each treatment are clearly displayed, showcasing both value and affordability. This transparent approach to pricing helps people feel fairly treated and sets clear expectations (Homburg, Koschate, and Hoyer, 2005). It empowers individuals to make informed choices while reducing any uncertainty (Zeithaml, 1988).

Section 4 – Searchability

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

1. Spa

2. Massage

3. Harborne

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

Answer: Eden Spa isn't showing up on the first page of Google search results. This can often happen because of inadequate SEO strategies, like using too few keywords, being hosted on Wix, and not having enough backlinks (Fishkin and Høgenhaven, 2013). To boost visibility, it might help to refine the meta descriptions and improve site tagging (Cutts, 2010).

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 continue to hold significant importance. Although social media is expanding, websites function as official information centers and enhance brand credibility (Chaffey and Ellis-Chadwick, 2019). They also enable businesses to provide integrated offerings such as bookings and comprehensive product catalogs, which social platforms cannot fully substitute (Tiago and Veríssimo, 2014). Within the UK, consumers particularly expect websites, especially from service-oriented companies (Office for National Statistics, 2022).

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:

I recommend including client reviews right on the homepage. These reviews play a crucial role in shaping buying decisions and giving reassurance to new customers (Chevalier and Mayzlin, 2006). Testimonials are vital for building trust and enhancing online credibility, particularly for wellness services that involve personal care (Senecal and Nantel, 2004).

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