

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2434642	Student Name	Cornelia Blidaru
Website Chosen	Eden Spa Harborne–		
Insert hyperlink to website	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 has been open very quickly straight away the image pop in straight away.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: As Massage therapy(2014) states that It doesn't contain many subpages.			
Question 1c - Can a customer make a booking via the webpage?			
yes			
Answer:			
Question 1d - What improvements could be made to the usability of the website?			
Answer: is it right the way it is.			
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?			
On a computer is appearance is large and good.			
Answer:			
The website is very pleasant .I believe the appearance on the computer is very good and more clear because the showing image is much better and clear.			
Question 2b - How does the website use imagery, video and colour?			
Answer:			
The website is using a lot of vibrant photos with vibrant colours.			
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:			

Yes is having a bottom with message box where you can send message. The enquiry for the product is very effective

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

Answer: Social media on the website are very effective .

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 service offered by the company are made very clear by providing information about the variety of the service offered.

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

Answer:
On the website they are not available customers reviews I believe would make the business more attractive if would be the option available.

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 is offering a high variety of service yes I would recommend the service to friend or family members.

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:: Yes prices are made clear. They can access and is more easily accessible to understand and pick your choice as a customer

Section 4 – Searchability

Question 4a - What three words would you type into Google to find this type of service?	1.Spa
	2.Treatment
	3. Relax

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

Answer:
yes

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: It does because people need spa and body treatment. These kind of products are very looked in the UK

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: the website is fine

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Reference List

2014 Massage therapy
