

LCLM4002_BIRM Digital Skills Task 3			
<u>Website Evaluation</u>			
Student Number	2430781	Student Name	Roberto
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: This website loads quickly, despite having vibrant images and photos. On computer, the website took about 2 or 3 seconds to load completely. On a smartphone, the website loaded faster than on a computer.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: This website contains only four sub-pages. The customer will have a certain ease in navigating between the sub-pages because within these sub-pages there are no other sub-pages.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: The customer has no booking options on any of sub-pages of this website. Only a contact telephone number and a box to send emails/messages.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: First, acquire your own domain name. The website address is exceptionally long and prone to typing errors, which prevents the customer from having quick access. Second, correct the error that fixes a location map on the sub-pages menu and hides access to the sub-pages. Noto that this does not happen when using a smartphone.			
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: In general, the appearance is pleasant, with colourful images that do not impact your vision. The central frame with a light-coloured image is placed over more neutral image. With a menu of sub-pages for quick access located at the top of the main frame. When accessing vi mobile phone, the appearance changes, removing the background image and leaving only the image of the main frame. Access to the menu changes to a separate access that pops up when clicked, showing the list of sub-pages.			
Question 2b - How does the website use imagery, video and colour?			

Answer: Regarding the colours used, they are not impactful your vision, they are neutral colours referring to nature, tranquillity, and relaxation. It does not contain videos or animations.

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: They do not have access to any type of chat for instant interaction, it would be a valid option for quick and effective contact with customers.

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

Answer: They are two links to social medias, Facebook and X, Facebook is no longer online and in the case of X is has not been updates since 2017.

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: In the case of a Spa, the treatments offered are displayed on a menu with the name of the treatment. There should be a description of the specific treatment offered.

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

Answer: There is no provision for reviews on the website.

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: Honestly, the presentation of the website does not show high quality service. I am not sure that I would use the services or recommend them to my friends and family.

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 displayed on the menu, apparently prices reflect the quality of the services, even though apparently the company is no longer operating.

Section 4 – Searchability

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

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

Answer: Unfortunately, not. It would have to be a more specific search.

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 still have relevance in the UK business model. Nowadays we have social media for advertising and quick interaction with customers, but with the website model, companies can control what is published, written, and shown to the world. Logically, it is linked to social media, but in a more controlled environment, without interference from unfiltered publications. Even if it contains reviews, the administrator can select what appears or is displayed within this environment.

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: If I had to make a recommendation, it would be to purchase your own domain, choose a provider, and hire a marketing company or person to take care of this website. Clearly, after a little research, I discovered that company is still in operation, with a much more elaborate website, containing blogs, sub-pages with descriptions of services, a section for bookings, a price menu, link to social media, and much more information than the one we are analysing in this Digital Skills task 3. Now, what should be done is to delete the old website so that is no type of pre-evaluation of the quality of the service offered.

Reference List

Eden Spa Harborne (2014) "Beauty Salon Birmingham" Available at:
<http://edenspaharborne.wixsite.com/eden-spa> (accessed 08/04/2025)

Harborne Spa and Clinic (2025) "Utopia Beauty Harborne Spa and Clinic" Available at:
[Spa Beauty | Harborne Spa & Clinic - Home](#) (accessed 08/04/2025)