

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2424533	Student Name	Mariana
Website Chosen	Eden Spa Harborne		
Insert hyperlink to website	https://www.highfieldedgbaston.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: The website for the High Field's performs well, ensuring fast loading times and easy browsing experience. Loading wait time the website took no more than two seconds.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: The site features a wide range of sub-pages. Prospective customers can navigate to sub-pages on the High Field's website through the navigation menu located at the top right corner of the homepage. You can find there menu such as: "THE GOOD STUF", "WHAT ON", "STAY WITH US", "WHO WE ARE", "PEACH PUBS", "FEEDBACK".			
Question 1c - Can a customer make a booking via the webpage?			
Answer: Definitely, customers are able to make reservations directly through the High Field's website. The site offers an online reservation for both dining and accommodation. For dining, visitors can access the booking page directly from the homepage. The process involves selecting the date, time, and number of guests, with confirmation provided upon successful reservation. For those interested in staying at the High Field Town House, a boutique hotel adjacent to the pub, the website provides a dedicated section with details about the room and direct booking link.			
Question 1d - What improvements could be made to the usability of the website?			

Answer: Firstly, enhancing mobile responsiveness would be beneficial. It means to guaranteeing that the website is absolutely optimized for mobile devices users (Wikipedia, 2025).

Secondly, to add a multilanguage or translating option. This ensures that users can easily navigate the site in preferred language (TranslatePress, 2025).

Also I wish to see a search box on the homepage, and make a bigger logo on top of the website.

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 presents a pleasant to look at design with warm colours, premium-quality visuals, and a clear structure, which aligns well with its identify as a gastropub. On a desktop, the site uses wide images and visible menus, while the mobile version is simplified with a responsive layout and a dropdown(hamburger)menu. Both versions maintain a user-friendly experience. However, the design could be improved in terms of accessibility-for example, there is limited contrast in some text areas and the front sizes may be too small for users with visual impairments. Additionally, while the site looks modern, it prioritises style over deep content, with limited academic or detailed background information, which reduces its reliability for educational or research purposes.

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

Answer: The High Field website uses images well to create a welcoming and stylish impression. High-resolution photos of food, drinks, interiors, and venue's exterior are used throughout to attract potential customers and highlight the atmosphere of the gastropub. However, the website does not use videos, which could enhance engagement and provide more dynamic experience. The colour scheme is warm and earthy, with tones like beige, soft green, and dark grey that reflect comfort. This consistent use of colour supports the brand identity but could be more accessible if contrast was improved in some text areas.

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 is no online chat option on the website. While it supplies a phone number, email and link to social media for enquiries, the absence of a live chat feature may reduce its effectiveness in delivering fast and convenient customer service. In the hospitality industry, an online chat tool can help users make quick decision about bookings, event spaces, or menu questions, especially outside of working hours. A live chat or chatbot would make it easier for users to get help quickly, increasing engagement, and improving the likelihood of customer conversation.

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

Answer: The social media buttons on this website are placed only at the bottom of the page and relatively small, making them less visible to users. According to Nielsen Norman Group(2023), important links placed solely at the bottom of a page are often overlooked, as many users do not scroll to the end .Additionally, HubSpot(2023) recommends positioning social media links more prominently, such as in the header or alongside main content, to improve engagement rates.

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: Highfield Edgbaston outlines its services on the homepage and “Our Services” page. However, the descriptions are limited and may not fully convey the breadth of offerings. Enhancing the clarity, structure, and detail of the service information would improve customer understanding and engagement.	
Question 3b - How are customer reviews made available? Are these up to date?	
Answer: Highfield Edgbaston does not display customer reviews straight on its site. However, reviews are available on external services like Facebook, TripAdvisor, and OpenTable. Customers comments are kept up to date, with the latest feedback dated 2025, ensuring clients have access to current opinions.	
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: Highfield Edgbaston shows its service as top quality through premium website design, appealing images, and carefully written descriptions. The use of elegant branding, a strong emphasis on fresh and locally sourced ingredients, and mentions of awards or positive reviews all help to create a premium image. Reasons to Use or Recommend the Company: I would use or recommend Highfield Edgbaston because of its focus on quality food, a welcoming environment, and strong customer feedback. The stylish atmosphere and commitment, to excellent service make it good choice for special occasions or dining out with 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: The prices are visible to clients through the online menus available on Highfield website. The cost is in line with the service quality, as they are positioned at a premium level, matching the high-end presentation, atmosphere, and focus on fresh, local ingredients. The clear pricing helps set customer expectations and supports the company’s image of offering a high-quality dining experience.	
Section 4 – Searchability	
Question 4a - What three words would you type into Google to find this type of service?	1.Best
	2.restaurants
	3. Edgbaston
Question 4b - When you type these words into google, does the company’s website appear in the top ten websites?	

Answer: If I look for "Best restaurants Edgbaston" through online search, the Highfield website does not typically found at the top of the search rankings. However, the restaurant is mentioned or major reviews sites, helping to maintain its online presence.

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 am sure that it is really in demand for modern UK businesses. Websites help create trust, share key details, and allow customers to easily find and contact a company. Even though social media is popular, customers expect businesses to have a professional website.

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: My advise for Highfield is to make its customer reviews visible directly on the website. At the moment, reviews are only available through external platforms like Facebook and TripAdvisor. According to Nieslen Norman Group(2023), featuring customer testimonials on a website increases user trust and influences decision-making.

Reference List

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