

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2429941	Student Name	Vasile Zaharia Calin
Website Chosen	Suited Cars		
Insert hyperlink to website	https://www.suitedcars.com/		
<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: Suited Cars website loads in 2–3 seconds on broadband. It's lightweight, but image-heavy pages like the gallery slow down on mobile data. Overall, it's fast and easy			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: Have sub-pages like HOME, GALLERY, SERVICES, FAQs, CONTACT. A top menu bar aids navigation, but no breadcrumb trail makes backtracking tricky on deeper pages			
Question 1c - Can a customer make a booking via the webpage?			
Answer: Customers use a contact form or WhatsApp for quotes. This delays reservations, lacking the convenience of an instant booking system.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: Add a reservation method, breadcrumb navigation, and a search bar. Improve mobile responsiveness for faster image loading to increase user experience.			
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 site's dark, clean design is excellent. Mobile adapts well, but smaller text and buttons feel cramped versus the spacious desktop view.			
Question 2b - How does the website use imagery, video and colour?			
Answer: Luxury car pictures create premium feel. Black-and-gold palette is elegant but stark. No videos; brighter colours could add warmth.			
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: Doesn't have chat app; only forms and whatsapp. This limits real-time help, less effective for quick service inquiries.			
Question 2d – How effective are the social media links on the website?			
Answer: Facebook and Instagram links in the heading are hard to spot. Active profiles build trust, but better placement would boost engagement.			

Section 3 – Perceived Value	
(75 words maximum for each answer)	
Question 3a - How are the services offered by the company made clear to customers?	
Additional services such as transfers and events are included, with car details. Vague specifics require inquiries, needing clearer package classifications.	
Question 3b - How are customer reviews made available? Are these up to date?	
Answer: Site testimonials praise reliability but lack dates or a dedicated section. More dated reviews would boost transparency.	
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?	
The quality of luxury cars and testimonials is emphasized. I'd recommend for events due to premium vehicles and reliability.	
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 not clearly listed; customers need to request a quote to find out the cost. To avoid being undercut, companies in competitive markets often hide their prices.	
Section 4 – Searchability	
Question 4a - What three words would you type into Google to find this type of service?	1. Luxury car hire
	2. Chauffeur service
	3. Airport transfer
Question 4b - When you type these words into google, does the company's website appear in the top ten websites?	
It is not the top ten for Suited Cars. Competitors with better SEO dominate; local optimization needed.	
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: Contrasting social media, they offer detailed service info and branding control. Suited Cars' site builds trust with professional design. Websites drive SEO and customer interaction, essential for visibility in 2025's competitive market.	
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: Adding instant booking information. It enables instant reservations, meeting 2025 user expectations. This boosts convenience, conversions, and competitiveness, aligning with Suited Cars' premium brand	

Reference list

1. Jongmans, E. <i>et al.</i> (2022) 'Impact of website visual design on user experience and website evaluation: the sequential mediating roles of usability and pleasure', <i>Journal of marketing management</i> , 38(17–18), pp. 2078–2113.
2. Kotler, P., Armstrong, G. and Opresnik, M.O. (2018) <i>Principles of marketing</i> . 17th eds; global edition. Harlow: Pearson.
3. NFI (2021) <i>What Is Social Media? – Everything You Need To Know</i> , Available at: https://www.nfi.edu/what-is-social-media/ Accessed 17 April 2025