

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2442055	Student Name	Alisha Wroblewska
Website Chosen	Eden spa		
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 was very easy and quick to access, there was no loading issues and I was directed to the website straight away. Its quick and easy with no problems at all, and that comes in handy when needing something quick.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: This website contains 4 sub pages which are easy to navigate since they are all right next to each other. The first is the home page with directions to the spa, the second one is details about the spa and where and how it was founded, the third is the price list and treatments, and lastly it's a way to contact the spa.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: No, the customer can not directly book from the website. To book, you need to call the provided number and check availability, and they will get it booked for you. You may also use the message box to write them a message – you simply fill in your details and they will get back to you.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: The improvements that can be made is adding a link where you can check availability yourself and book your own appointments. This would be more convenient than having to call and ask every time.			
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 looks very pleasant, it has flowers and gives off a relaxing vibe that matches the point of a spa. The web design uses flowers and mostly the colour green which are both associated with relaxing. It has the same look on phone.			
Question 2b - How does the website use imagery, video and colour?			

Answer: The website uses soft greens with flowers that fill the background. The colours and imagery create a serene, welcoming and inviting atmosphere.

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: This website does not have a live chat tool, but it has a section where you can enter your contact details and they will send you a message. This isn't as effective when you want to know something quickly since it may take them some time to respond.

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

Answer:
This website doesn't contain any social media links, only a contact number and email.

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: There is a section that shows all the kind of treatments they offer. This is efficient since everything is in one place and it has the price next to each treatment. What makes it clearer is that there's sections. For example, the nail treatments are all under one section, massage options in another and etc.

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

Answer: This website doesn't contain any customer reviews, although it would come in handy for new customers since they can read about other peoples 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: The service is presented as high quality because they offer a lot of treatments, and the variety of treatments mean the workers are skilled. I would use and recommend the services because it seems like a professional place with good care, and its not overly expensive.

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 made clear to customers, there's a price next to every treatment which makes knowing what you want easier because you don't have to call and ask for the price. They reflect the quality of the services because its not too cheap and not too expensive, meaning its likely something good for a good price.

Section 4 – Searchability

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

1. Spa
2. Beauty treatments
3. Massage services

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

Answer: This website does appear in the top ten searches because its likely popular and a good option so its likely to be recommended more.

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:

In my opinion, I think that websites still have relevance in the modern UK business because most things these days are digital anyway. Most people use the internet for stuff anyway, so using your phone or a computer to research about something or somewhere you want to go to is easy and convenient because you can read and find out everything you need to know by using your phone. By a company having a website, a customer can read and find out details easily of the place, and if its somewhere you need to book to go, all the contact details are there, and you can usually book through the 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: I would recommend adding a section where you can book a service online. This is because it would be much more convenient and faster than calling and/or writing them a email and waiting for a response. Also, they should add pictures of the treatments and services they provide. For example, they should add pictures of the nail services they do so people who want to get their nails done can see what kind of designs etc they do. This would also help customers know if its actually worth it to go and get a treatment there, since they can see a picture of what they're going to expect.

Reference List

All my sources are from the website given, as well as google to search for more information.