

LCLM4002_BIRM Digital Skills Task 3			
<u>Website Evaluation</u>			
Student Number	2425463	Student Name	Tapashi Saha
Website Chosen	Highfield Town House Hotel		
Insert hyperlink to website	https://www.highfieldedgbaston.co.uk/peach-pubs-loyalty/		
<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 link on the assessment brief was used to access the website. The website opened swiftly in the web browser and the images loaded quickly after clicking on the provided link.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: There are several subpages on the Highfield Town House Hotel website that cover the event, meal, and hotel room booking system, hotel information, how to find the hotel, how to join their team, and social networking. This company's website features a three-line symbol known as the "Hamburger icon," (WhatIs.com, n.d.) which incorporates all the subpage links for potential customers to access. Additionally, there is a distinct button on the website that leads to the reservation system subpage.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: Yes, a customer can use the website to make a reservation. The hotel offers a variety of rooms for guests to reserve. In addition to rooms, the hotel allows guests to reserve a table for meals. Additionally, customers can reserve a table for a party of twelve or more. They also have arrangement to host wedding party.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: The business name should be visible to customers in a large enough logo. There should be less wording in the hotel description. What the business does, the amenities it offers, and its unique features should all be covered in the description. For customers to read, these descriptions should be as brief as possible.			
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 style of the webpage is modern and contemporary. The selection of colours is very pleasing. However, it is challenging to get a general sense of the company from the webpage. The home page's content was disorganised. The way things look on a computer and a phone is different. The business, location, and facilities are properly described in the smartphone version. The website is built with well-presented pictures and symbols for amenities that describe the features.
Question 2b - How does the website use imagery, video and colour?
Answer: The website has a very basic appearance because it only uses one hue. The website's pictures mostly feature hotel rooms and food (breakfast). The webpage may not adequately convey the ambiance of the hotel and restaurant, nevertheless, due to the small selection of photos. The meal menu, which only has one image, is straightforward and simple to use. However, adding additional images to the menu can improve its appeal and entice visitors to try other dishes.
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 company website does not have an online chat tool option. Online chat is highly useful for fast questions and service enquiries. Customers find it to be a convenient way to communicate, as calling or emailing the company to ask questions can be expensive and time-consuming. In contrast, users can use the online chat option to discover the solution while they are on the website. Enquiries not included on the website are also answered by the online chat function.
Question 2d – How effective are the social media links on the website?
Answer: The website's social media link takes users straight to the social media page. The platform opens in a new tab when you click on the individual social media links. Customers are informed about recent news, planned events, and consumer interactions through the company's social media accounts.
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 website's front page displays two boxes labelled "book table" and "book room." which show the dining establishment and lodging facilities. Additional booking options for parties, events, and even weddings are displayed via the hamburger icon.
Question 3b - How are customer reviews made available? Are these up to date?
Answer: The website does not contain any customer feedback.
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: Customers at the Highfield House Hotel receive good service. Customers can maintain a healthy diet thanks to the unusual dish. When offering meat, they use

sustainable and ethical food. They heed the recommendations of reliable wholesalers regarding sustainability. Good and environmentally friendly ingredients are supplied from elsewhere. Additionally, the company has strong ties to the community and participates in events there. In general, the company takes recycling and food waste very seriously. They have received three stars for being a pioneering pub company that encourages change and lessens its impact on the environment. Their efforts paid off in 2022 when they were named the greatest sustainable pub company. I would suggest them to friends and family since they are sustainable, offer plant-based options, and serve unique, seasonal cuisine.

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 description does not include the cost of the rooms. When the customer checks for availability, they can find out the pricing. The cost of the room includes free wifi, tea and coffee, and free toiletries. However, the images on the reservation page are merely for illustration. On the other hand, the menu includes the cost of the dish.

Section 4 – Searchability

Question 4a - What three words would you type into Google to find this type of service?	1. Restaurant
	2. Pub
	3. Hotel

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

Answer:
The company's website does not appear in the top ten website.

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 are essential to any organisation. It establishes a direct line of communication between the client and the company and enhances the company's reputation. Customers in today's world are heavily influenced by websites. Customers can access all of the company's information on a website. Consumers can investigate the company, the amenities they provide, the cost, and customer feedback; most significantly, it lends the company legitimacy (Sharma and Tripathi, 2023). Customers are able to complete their purchases on the website thanks to advancements in the IT industry. Customers enjoy the most positive experience on the company's most sophisticated website. Websites, in my opinion, are still relevant in today's UK business (Tudge, 2024).

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:

First and foremost, this website needs to be better organised. Although all the necessary information for clients is available on the website, it is not correctly listed. Some customers may find it difficult to locate the information they need, which could negatively impact their experience.

Since the company offers the ability to book rooms or tables for meals, adding an online chat feature to the website would be quite helpful. Customers can speak with the company right away if they run into any problems finishing the booking procedure. Compared to phone calls or emails, it saves time.

Reference List

WhatIs.com. (n.d.). *What is a hamburger icon (slide drawer navigation)? – TechTarget Definition*. [online] Available at: <https://www.techtarget.com/whatis/definition/hamburger-icon-slide-drawer-navigation>

Sharma, H. and Tripathi, K. (2023). The Importance of Website Usability in Digital Marketing- A Review. *International Journal of Innovative Research in Computer Science and Technology*, [online] 11(3), pp.27–31. doi: <https://doi.org/10.55524/ijrcst.2023.11.3.5>.

Tudge, J. (2024). *15 Benefits of a Website for a Small Business in 2024*. [online] Beyond Your Brand. Available at: <https://www.beyondyourbrand.co.uk/blog/benefits-of-a-website-for-small-business>.