

LCLM4002_BIRM Digital Skills Task 3 Website Evaluation			
Student Number	2233826	Student Name	Nasteho khalif
Website Chosen	Edenspa hambone		
Insert hyperlink to website	https://edenspaharborne.wixsite.com/eden-spa		
Evaluation 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 loads very quickly. I have used both my phone and computer and it loads really quickly and I haven't experienced any major slowdown while using it. According to what I have seen the website actually loads quickly compared to other websites that I used on my computer. Sometimes it keeps loading and you have to wait but this website doesn't have the issue. They already covered that issue. Customers will happily open the website without waiting.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer. Yes, the website has many sub-pages like Treatments and Contact. Consumers can easily navigate by clicking the menu at the top of the page, which is clear and simple to use. For the customer it's easy for them to find what they are looking for even though they have to go through different subpages. What I will recommend is that instead of having too many subpages, they should have fewer subpages where everything is available for the customer.			
Question 1c - Can a customer make a booking via the web page?			
Yes customers can make a booking via the webpage all they have to do is click the menu on the top of the page and do their booking there it's very visible and simple. This website covered that department for their customers. If you go some other website you will see everything else available but the booking part is missing which frustrating. As a customer this would make me happy booking before I showed up instead of calling them it saves time.			

Question 1d - What improvements could be made to the usability of the website?

Answer: Websites could be better if the menu could be bigger so consumers will find treatment easier without clicking many pages. What I will recommend from a customer's perspective is to squeeze everything together and avoid the many subpages. The reason is as a customer you don't want to go to a website and click different subpages. It's a bit annoying and by the time the customer may end up changing his mind. To avoid all that issue I will recommend making a bigger menu that includes everything.

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 webpage looks nice and professional but the text and pictures are small on the phone compared to computers which make it hard for some people to use on their phone.

For example it's really easy for someone to see on the computer even if the computer looks a bit small but on the other hand when you use your phone it's a struggle. That's not customer friendly you don't want your customer struggling to see your website that's not ideal. My recommendation is for them to make it a little bigger so customers can see the same quality on both mobile phone and computer.

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

Answer:

They used really soft and relaxing colours and images which actually match the aesthetic but not much video content they need to work on that. For example even the images and using the right colours will help the website but the video content would be even more better. A lot of social media platforms advertise their product through small short videos to engage the right audience. What I would recommend to them is to make video content that would be very helpful for their customers.

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 such online chat tool on this website which is actually disadvantageous to their consumers. It would have made such an impact to their customer if they had an online chat tool that way people could ask all the necessary information through chat and skip calling. Nowadays most of the websites have chat tools. One reason is to know if their customers are satisfied with their service, the other is to help out if someone is confused or not understanding something and that's where it's necessary to have a chat tool to skip phone calls.

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

Answer: there social media are available but it's hard to see since all the social media links are placed on the bottom of the website as consumers it's hard to see so they are missing the opportunity to get more customers through social media. I feel like they should make their social media platforms first priority and put them somewhere very visible so it can catch customer attention. As we know today social media marketing is one of the best ways to advertise your website or products and your customer is second.

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. All the services offered by the company are listed under the treatment section each one has a short description and explanation according to what you are looking for. when you go to the page you just have to look and decide which one to go to. It's very easy for the customer. The prices are clear and customers can decide beforehand. I feel like in that department they are organised. Also, prices are very logical and there are not high prices.

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

Answer:
The customers' reviews are shown on the home page. They seem pretty positive and trustworthy but there is no date shown so you can tell if it's recent or not. From a customer point of view I would not trust a page that doesn't have reviews that doesn't have dated because how do you know if they improve something or if things change. What if they don't have the same quality anymore to know all that information you need people to experience recently in dates to avoid if things get worse or maybe things get better depending on people's reviews.

Question 3c – How is the service presented as high quality? For what reasons would you use the company's service or recommend it to a friend or family member?

The service is presented very professionally if you see the customer point of you as a spa. The colours look nice and are very soothing warm colours. Even images are very eye soothing and welcome and treatment is very well organised. For someone who always goes to a spa they really have very welcoming colors or very feminine colours. The colours were the first that caught my eyes and I like the mixture of the warm colours very soothing and I would recommend my family and friends to Eden Spa.

Question 3d - Are prices made clear to customers? If yes, do the prices reflect the quality of service shown? If not, why do you think the company has chosen not to include prices?

Answer:

Yes prices are clear on the website if you go to the treatment section you would see each treatment and their price as a woman I think their prices are very logical and good price. That's one reason I like it because what happens is you see some websites they don't include their price in the website which is frustrating as a customer but Eden spa covered that part. Yeah it's a good thing they have their prices on so people know beforehand. It's an important thing to have on your website.

Section 4 – Searchability

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

1. Spa

2. Harborne

3. Massage

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

Answer:

No it doesn't appear straight away. They should work on that. I have seen some websites when you write the first word the website or the link appears but in Eden spa case no they need to do more work on their website. It's very helpful to their customers. Sometimes people struggle writing so they would love to write the first words and the website appears without searching the whole thing. It's a bit boring from a customer point of view.

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:

Yes websites are still very important for UK business today in my opinion a good website makes the company professional. It makes customers quickly find what they want instead of the good old days where people used to give a phone call which might sometimes take time depending on how needy the customer. So, what I think one of the benefits of having a website is to avoid all that have your customer everything available on your webpage and let them decide peacefully in their comfort of their home. In my opinion having a website for your business is one of the smartest things stakeholders can do. Nowadays every company has their own website and through the website that's how they advertise their service on 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 online chat because consumers will have easy access whenever they are not sure they can ask for the chat that makes everyone's life easier in that way you gain customer attention. Nowadays that's the easiest way, let's say a customer doesn't understand or is not sure about one of your services. All they have to do is go to the chat and ask in the way they got the help without any waste of time, and you gain the customer's trust. Something else I would like to add is images of the spa so customers can recognise your spa. The last thing I would like to add is video content in that people can see your service visually it helps them to decide if they want to come your spa or not also it gives them the interest.

Reference List

Eden Spa Harborne. (n.d.). Eden Spa Harborne: Beauty and wellness treatments. <https://edenspaharborne.wixsite.com/eden-sp>