

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2441579	Student Name	Angelica goral
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: Very quick and easy to use and load			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: Yes it contains a few pages and a customer can navigate them by clicking on the topics thats contained on the website			
Question 1c - Can a customer make a booking via the webpage?			
Answer: yes they can as they have a number ,a quote and their social media			
Question 1d - What improvements could be made to the usability of the website?			
Answer: If they described more about what kind of vinyl film they use and on what kind of cars specifacally			
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 layout and design is very clean and easy on the eyes ,the images and spacing fit the content and not feel overwhelming or confusing . On a mobile phone the design is often simplified into a responsive layout as in on a computer the page could load faster			
Question 2b - How does the website use imagery, video and colour?			
Answer: By imagery it helps catch attention and you can see it visually and colours are more muted tones so it looks more calm and professional			
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 use an online chat tool which is displayed as soon as you open the website, this feature is effective because it provides communication and it makes the website look more approachable and helpful

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

Answer: the social media links on the website are effective because it allows people to easily connect with organising on other platforms, this also increases brand visibility and can attract customers

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's a clear heading, simple description which is explained in a way that includes how it benefits the customers, also contact details give customers a chance to ask further information which makes it clearer and more accessible

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

Answer: yes customer reviews are up to date and they have a good rating with recommendations, the reviews are in a displayed and easy to read format which gives the customers a visual view that also reassures that the company is trustworthy and customer focused

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 website is presented professionally and it has clear service description which gives visitors confidence in the service provided, I would recommend it to a friend because it appears to be trustworthy, well organised, customer focused and it also has positive reviews

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: no there are no prices on the website, this website contains quotes which means you need to contact them for pricing and further information

Section 4 – Searchability

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

1. vinyl

2. cars

3. wrapping

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

Answer: unfortunately it does not appear in the top ten websites as it doesn't have much reviews

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 i feel that the website still has relevance in modern business because it provides high quality online presence that allows the company to reach a wider audience that also includes features such as social media links, and customer reviews

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: if i was to improve this website i would make a menu of prices instead of quotes as some people would prefer to see the prices first so that they can decide quicker also about their budget

Reference List

I've used google to get more information of the website that included a visual lay out with the key points i needed.