

LCLM4002_BIRM Digital Skills Task 3			
<u>Website Evaluation</u>			
Student Number	1814012	Student Name	Ivan Nemtsov
Website Chosen	Suited Cars		
Insert hyperlink to website	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: The SuitedCars website loads at a moderate speed on a desktop computer, often within two to three seconds on a broadband connection. Mobile experiences are similar; however, high-resolution gallery images may sometimes need more time to load, resulting in a little delay. The site's speed has improved due to its simplicity and the absence of several heavy scripts. However, optimising photos would enhance speed. Generally, the user does not experience prolonged wait times; nonetheless, the absence of automated performance caching and progressive image loading makes the system seem less responsive.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: SuitedCars has many primary sub-pages: Home, Services, FAQs, Gallery, and Contact. You may access them via the top menu and footer sitemap. Navigation is straightforward. Selecting "Gallery" displays portfolio images, "Services" enumerates possible offerings, and "FAQs" elucidates the process and post-care instructions. Contact information links are consistently available on every page. The site structure generally adheres to the principles of information architecture by organising pertinent content coherently. Nevertheless, it lacks advanced hierarchical navigation and breadcrumb trails.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: Self-service booking and calendar options are unavailable. The site has a "Request a quote" contact form along with email and phone contact information; however, it lacks an option for consumers to book appointments online. Customers must initiate the dialogue to enquire or secure a reservation. This personal approach may hinder conversion compared to automated booking options. The inability to plan services in real time diminishes efficiency and effectiveness, as assessed by usability standards such as ISO 9241-11.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: Incorporating an integrated booking widget might enhance usability by enabling users to get quotations or schedule services immediately. To reduce latency, compress image files and use lazy loading. Incorporate breadcrumbs or an additional navigation bar on the Gallery and Services pages. Incorporate WCAG accessibility elements like as alternative text, keyboard navigation, and responsive text scaling. Employing heuristic			

evaluation principles such as consistency, error prevention, and clear system state representation would enhance site usability and reduce the likelihood of errors.

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's design is minimalist, pristine, and understated. On a PC, the gallery images are large and well-spaced. On mobile devices, the arrangement alters; nonetheless, the gallery thumbnails seem diminished, and the confined area may render the overall aesthetic less attractive. The design has a neutral white background that enhances readability, although lacks significant visual branding appeal. Overall, it functions well and serves a purpose; nevertheless, in relation to modern standards, it lacks refinement and intrigue.

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

Answer: The primary visual content of the site consists of high-resolution portfolio images of vehicle wraps. No videos are available. The colour palette is neutral, including a white background and black text. This causes the luminous wrap pictures to stand out. This minimalist design highlights the products. The absence of videos or animated walkthroughs diminishes the engagement of the encounter. No dynamic information is available that visually depicts the installation or servicing process.

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: The platform lacks a live chat or chatbot functionality. Individuals seeking to purchase items must use a contact form, email, telephone, or social media to make enquiries. The lack of immediate chat help hinders prompt engagement and may impede user flow. In contemporary customer experience design, providing real-time chat significantly enhances service responsiveness and fosters a perception of assistance among consumers. The absence of it may diminish trust and urgency, especially for those seeking prompt solutions.

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

Answer: The social media icons for Facebook and Instagram are there, although their integration is suboptimal. Frequently, they direct you to personal sites rather than embedded feeds, and some connections may no longer function. The site does not have a live media broadcast. The potential for social engagement is minimal. Incorporating links to current articles or galleries inside such postings would enhance the site's credibility and trustworthiness. Articulated social media presence may establish credibility for a firm and showcase accomplished projects.

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 Services site explicitly enumerates the offerings, including entire wraps, partial wraps, dechroming, debagging, tinting, and roof wraps. A brief overview of each service is provided. FAQs aid users in understanding the materials used for wraps, the duration required for installation, maintenance procedures post-installation, and the methods for removing components. Visual illustrations may enhance clarity. The framework facilitates consumer understanding and decision-making about services via the use of simple language and pragmatic terminology.

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

Answer: Customer testimonials praising professionalism and quality are shown on the website. Cylex has received more comprehensive assessments from other sources, achieving a score of 4.91 out of 5 based on 88 recent reviews. The service is commended for its politeness, meticulous attention to detail, and transparency about pricing. These assessments are recent, from the last several months, and reliable. This amalgamation of internal commentary and external validation fosters trust and perceived value.

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: SuitedCars emphasises the use of premium materials (such as 3M and Avery Dennison), providing individualised attention to each client, and exercising meticulous care. Testimonials indicate that the work is executed proficiently and that clients are satisfied. The collection demonstrates that the finishes on various automotive brands are of professional quality. This evidence of quality service and customer care substantiates the notion of high value. Considering the quality of the materials, the craftsmanship, the exemplary customer service, and the many favourable reviews from previous clients, I would recommend them.

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 website missing pricing information. According to the FAQs, pricing is contingent upon the vehicle's dimensions, the kind of wrap, and any specific requirements of the customer. Clients get tailored estimates that address their individual requirements. This exclusion likely arises from a bespoke service model in which fixed pricing may convey a misleading perception of value or diminish individuals' willingness to bargain. Custom quotes provide enhanced flexibility and transparency tailored to your specific requirements, ensuring that the cost aligns with the quality and intricacy.

Section 4 – Searchability

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

1. Birmingham car wrapping
2. Birmingham vinyl wrap
3. Services wrapping vehicles

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

Answer: Yes. When someone search for "Birmingham car wrapping" "Birmingham vinyl wrap," or "Services wrapping vehicles," SuitedCars often appears inside the first 10 results. The site is explicitly referenced as the first or second organic link, and it also appears in directories and profiles created by others, such as Scoot and BestBHM. These directory listings enhance SEO and increase your site's visibility. External

platforms such as Scoot.co.uk and Cylex provide reviews and backlinks, enhancing search authority and improving your ranking. Their website consistently appears on the first page of search results due to prominent service keywords, uniform citations, and coherent local SEO strategies. This indicates that they may be readily located in their vicinity.

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 remain crucial for establishing trust, elucidating services, and generating leads in the contemporary UK company landscape. Customers continue to need a professional website to verify the legitimacy of a company, examine its goods and services, and establish direct communication, despite the prevalence of social media. Academic sources emphasise that usability, clarity, and accessibility enhance trust and reinforce institutional identity—principles pertinent to SMEs like SuitedCars (Jilani et al., 2025; Joo et al., 2011). A well-designed website facilitates navigation, aids decision-making, and integrates seamlessly with social media accounts. Businesses may seem less professional or established in the absence of one. Websites remain essential as digital-first interfaces and integral components of a successful business operation.

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: My first recommendation is to include a real-time inquiry or booking widget, such as a chatbot or a calendar-based quote tool. This aligns with the principles of usability engineering and the System Usability Scale, which assert that systems must be more efficient, effective, and pleasant for users (ISO 9241-11; Nielsen heuristics). Facilitating rapid booking or quotation requests for clients will enhance convenience and result in more conversions. A software that collects client data and preferences facilitates customised service and accelerates response times. Incorporating live chat provides individuals with immediate assistance and feedback, enhancing their professional appearance. Incorporating this functionality would significantly enhance user experience, responsiveness, and operational efficiency, since current navigation requires human intervention. Scholarly investigations into user-centred website evaluation support this kind of advancement.

Reference List

1. Cylex. (2025) Suitedcars Reviews. [online] Available at: <https://birmingham.cylex-uk.co.uk/company/suitedcars-26552604.html> [Accessed 29 Jul. 2025].
2. Destination BC. (2023) Website Usability Best Practices. [online] Available at: <https://www.destinationbc.ca/learning-centre/digital-foundations/website-usability/> [Accessed 29 Jul. 2025].
3. Jilani, M., Ali, R. and Hussain, F. (2025) 'A systematic literature review on usability evaluation of academic websites', *Information Discovery and Delivery*, 53(1), pp.22–35. Available at: <https://www.emerald.com/insight/content/doi/10.1108/idd-09-2024-0144/full/html> [Accessed 29 Jul. 2025].

4. Joo, S., Lin, S. and Lu, K. (2011) 'A usability evaluation model for academic library websites: Efficiency, effectiveness and learnability', *Journal of Library and Information Science Research*, 43(3), pp.149–160. Available at: <https://www.researchgate.net/publication/265281974> [Accessed 29 Jul. 2025].
5. Nielsen, J. (1994) *Heuristic Evaluation*. [online] Nielsen Norman Group. Available at: <https://www.nngroup.com/articles/heuristic-evaluation/> [Accessed 29 Jul. 2025].
6. Scoot. (2025) *SuitedCars Birmingham Listing*. [online] Available at: <https://www.scoot.co.uk/England/West-Midlands/Birmingham/Suitedcars-20076031.html> [Accessed 29 Jul. 2025].
7. Silvis, E., Bothma, T. and de Beer, K. (2019) 'A heuristic framework for evaluating information architecture of websites', *South African Journal of Information Management*, 21(1), pp.1–10. Available at: <https://repository.up.ac.za/bitstreams/ba08448e-7150-4f77-a611-49e10bafc44a/download> [Accessed 29 Jul. 2025].
8. SuitedCars. (2025a) *Home Page*. [online] Available at: <https://www.suitedcars.com> [Accessed 29 Jul. 2025].
9. SuitedCars. (2025b) *Services*. [online] Available at: <https://www.suitedcars.com/services.html> [Accessed 29 Jul. 2025].
10. SuitedCars. (2025c) *FAQs*. [online] Available at: <https://www.suitedcars.com/faqs.html> [Accessed 29 Jul. 2025].
11. BestBHM. (2025) *Top Vehicle Wrapping Services in Birmingham*. [online] Available at: <https://bestbhm.com/vehicle-wrapping-service/> [Accessed 29 Jul. 2025].