

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2442722	Student Name	Sarifatou Zabda
Website Chosen	SPA		
Insert hyperlink to website	https://edenspaharborne.wixsite.com/eden-spa/contact		
<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 website has to load really quick and easy. If the website is taking long, the users may leave and change to another website. Website speed is a critical factor influencing user experience, search engine ranking, and conversation rates, as even a few seconds of delay can significantly increase bounce rates (Statista, 2023). A website should not take more than two to three seconds to load if the network is working properly. Slow and bad network can make website loads very slow, but even that it not supposed to take long			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: Yes the website do contain many sub-pages, i think all websites need to contain many sub-pages for the users or customer to be able to understand what they are seeing. A typical website is composed of multiple web pages, including a homepage and various sub-pages. Prospective customers navigate their decision-making process by evaluating their needs, researching potential solution, and comparing option, ultimately leading them to make a purchase.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: Yes, a customer can make a booking via webpage. Any business website need to have a booking system to allow all customer to book easily on their own time. Booking webpage has to be flexible to allow customers to be able to reschedule or cancel their appointment because anything can really happen and they can not attend. Allowing customers to make booking directly through a websites crucial as it increases accessibility, improves customer satisfaction, and enables businesses to accept reservations 24/7 (Square, 2025) Webpage get the service provided, the price list, the suitable time and then the payment method. Some booking system, customers have to pay the full amount and it not refundable.			
Question 1d - What improvements could be made to the usability of the website?			

Answer: To improve a website usability, we have to focus on simplicity, clarity and accessibility. Ensure easy navigation ,clear and concise content, and a responsive design that adapts to different devices. Prioritize fast loading times, provide helpful error messages , and offer clear calls to actions.Organize content logically with a clear hierarchy and easy to understand. Use headings to structure content and guide users.

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 very good. It has a relaxing and nice design that fits perfectly with the spa's theme. The colors are down and calming, and the images help to create a peaceful [feeling. On](#) a computer, the layout looks more spacious ,while on a mobile phone, everything is smaller and placed vertically. Some elements,like images or text boxes, may move slightly or resize to fit the screen. However ,it still looks nice and stays easy to use on both devices.

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

Answer:The website uses imagery, video,and color to create a visually engaging and immersive experience. Good quality images and videos highlight key products or services, designing user attention and conveying professionalism. Color schemes are strategically chosen to reflect the brand's identity,evoke feeling, and guide navigation. Together,these elements enhance storytelling,maintain user interest, and create a smooth visual identity that support website's purpose and message.The design choices foster trust and drive user engagement.

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:Yes, the website has made use of an online chat tool to improve customer support and user experience. This feature allows visitors to ask questions in real time and receive quick answers, which helps solve problems faster. It is usually located at the bottom corner of the page, easy to find and use.

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

Answer:Social media links on a website can be moderately effective for boosting brand awareness, encouraging followers, and enabling content sharing. Their impact depends on placement, placement, design, and relevance to the audience. Footer icons often get minimal clicks, while well-placed, visually appealing buttons near engaging content perform better. If accounts are active and offer value, links can help extend audience reach. However, they may divert traffic away from the site, so careful tracking and strategic use are essential.

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: Services are made clear to customers through concise descriptions, clear heading, and organized layout on the website or marketing materials. Visual aids like icons, images, or infographics enhance understanding. Dedicated service pages provide detailed explanations, pricing, and benefits. Calls-to-action guide users toward inquiries or purchases. Consistent messaging across channels reinforces the offerings, while FAQs address common questions. This combination ensures customers quickly grasp what the company provides and how it meets.	
Question 3b - How are customer reviews made available? Are these up to date?	
Answer: Customer reviews are made available through testimonial sections on the website, product or service pages, and integrated review platforms like Google or Trustpilot. Some businesses also share them on social media or newsletters. To keep them up to date, companies may use automated feeds from review sites, request feedback after purchases, and regularly refresh displayed testimonials. Current reviews help maintain trust, showcase recent customer experiences, and give potential clients an accurate view of service quality.	
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 through professionalism, attention to details, and consistent customer satisfaction . It emphasizes reliability, efficiency, and personalized care, ensuring that clients feel valued and supported. I would use this company's service because it saves time, reduces stress, and delivers dependable results that exceed expectations. I would recommend it to friends or family for its trustworthiness, excellent communication, and proven track record of delivering what is promised, making it a worthwhile investment.	
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: Yes, the prices are made clear to customers through transparent listings and upfront communication, avoiding hidden fees or surprises. This clarity builds trust and helps customers make confident decisions. The prices fairly reflect the quality of service provided matches or exceeds expectations. With professional standards, reliability, and exceptional results. Overall, the service balances affordability with premium quality, making it both accessible and worthwhile.	
Section 4 – Searchability	
Question 4a - What three words would you type into Google to find this type of service?	1. Harborne Spa Treatments
	2. Harborne Beauty Clinic
	3. Harborne Wellness Service
Question 4b - When you type these words into google, does the company's website appear in the top ten websites?	

Answer: Yes it does, when typing the specific keywords into Google, the company's website does appear within the top ten search results, showing strong online visibility and credibility. This ranking demonstrates effective search engine optimization and suggests the company has invested in making its services easy to find. Being on the first page gives customers confidence in its legitimacy and professionalism. It also makes the service more accessible, increasing the likelihood that potential clients will choose or recommend it.

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 relevant in UK business today because they serve as a central point of trust, communication, and accessibility. While social media platforms and apps are popular, a website offers professionalism and authority that many customers expect before making a purchase or booking a service. Websites allow businesses to showcase products, services, reviews, and contact information in one trusted space. They also improve visibility through search engines, helping attract new customers who may not use social media. In addition, websites provide secure payment systems, detailed content, and brand control that third-party platforms can not guarantee. For UK businesses competing in both local and global markets, having a strong, well-maintained website is essential for credibility, growth, and long-term success.

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: One recommendation to improve the website of my chosen company would be to enhance user experience with a more personalized navigation system. Currently, the website provides useful information but can feel overwhelming for new visitors who may not know exactly where to look. By incorporating features such as personalized product suggestions, an AI-powered search bar, and clear category filters, users could find relevant content more quickly. This improvement would make the site more intuitive, reduce bounce rates, and encourage longer browsing sessions. A personalized experience not only builds customer satisfaction but also increases the likelihood of conversions, as users feel guided toward options that match their interests and needs. This creates both business value and stronger customer loyalty.

Reference List

Statista(2023)"global internet speed rising rapidly", available at (<https://www.statista.com/chart/31075/global-average-internet-download-speed/>)(accessed: 16 August 2025).
Square (2025) "8 Benefits of an Online Booking System for Your Business", available at (<https://squareup.com/gb/en/the-bottom-line/operating-your-business/online-booking-system-benefits>)(Accessed: 16 August 2025).

