

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2514288	Student Name	Mohammed Minhajul Abedin Raza
Website Chosen	https://www.cleanersoflondon.co.uk		
Insert hyperlink to website			
<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 loads quickly and efficiently, with pages opening within a few seconds. The layout is simple and does not contain heavy elements that slow it down. Users can access information without delays, which creates a smooth browsing experience. Overall, the loading speed is good and suitable for customers who want quick access to cleaning services.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: The website contains several sub-pages such as services, prices, contact, and booking sections. These pages are organised clearly in the top navigation menu. A prospective customer can easily move between pages by clicking the menu options. The structure is simple and user-friendly, allowing users to find the information they need without confusion.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: Yes, clients can easily schedule a simple appointment through the website using the smart online booking system. It allows people to see prices, choose services, customise their simple, and complete a booking in about 60 seconds without the need for phone calls.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: While navigation is easy, the website could benefit from a search button to help people quickly find specific information. Adding an interactive live chat feature or chatbot for instant customer support could also make it more responsive and improve user interaction.			
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: Cleaners of London's site has a professional, simple layout and a restrained colour palette that reflects reliability and competence. Both images and text are easy to understand, which enhances readability. On mobile devices, the website remains responsive and retains its layout, ensuring a consistent user experience across platforms.
Question 2b - How does the website use imagery, video and colour?
Answer: Cleaners of London's site uses high-quality images of simple services and professional cleaners to communicate service quality. The colour scheme is neutral and professional, which suits the business well. While images are effective, the site could be further enhanced with short introductory videos that show services in action.
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: As of now, the website does not show an online chat tool for live enquiries. This could be a valuable addition as it would allow immediate customer support, help answer booking questions, and build confidence during decision-making.
Question 2d – How effective are the social media links on the website?
Answer: Cleaners of London's site includes icons linking to its social media profiles, providing people with easy access to additional content and updates about their services. However, embedding social feeds or recent posts directly on the webpage could make this even more engaging and transparent to clients.
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 such as domestic cleaning, deep cleaning, one-off cleaning, carpet cleaning, and office cleaning are easy to list and describe. Each service has its own page explaining what it includes and how it works, making it easy for clients to understand what they are booking.
Question 3b - How are customer reviews made available? Are these up to date?
Answer: Customer reviews are available on the reviews page. They show positive feedback from customers about their simple services. Many recent reviews mention professionalism, attention to detail, and good communication. Showcasing positive testimonials helps build trust and demonstrates the company's commitment to quality service.
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: Cleaners of London's site shows high quality by highlighting 14,000+ satisfied clients since 2016, vetted and insured cleaners, clear pricing with no hidden fees, and a 7-day satisfaction guarantee. These points are emphasized throughout the site, indicating reliability and professionalism.

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 prices are easy to understand and clearly shown on dedicated pages before booking. Domestic cleaning starts at about £20 per hour, with prices for deep cleans and tenancy cleans listed separately. This straight forward pricing gives customers confidence that they know exactly what they are paying for and helping them feel sure they are getting great value for their money.

Section 4 – Searchability

Question 4a - What three words would you type into Google to find this type of service?	1. London house cleaners
	2. Professional cleaning services London
	3. End of tenancy clean London

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

Answer: When you search using those keywords, Cleaners of London often appears near the top of the results for cleaning services in London. This shows they are doing a great job with their search engine visibility and optimization.

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 important for UK businesses, especially service-based companies (like Cleaners of London) as they provide information about the company and its services, and the ability to book. For a cleaning company, a website helps you look credible, makes it super easy for customers to get what they need, and helps you stay competitive, easy to find, and clear about what you offer in the online marketplace.

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 suggest to include a live chat support tool on the website. This way, you can talk with your customers, replying to their questions and service clarifications, as well as helping them make bookings. By talking to your customers in real time, you can build their trust and turn them into loyal clients.

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