

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2443005	Student Name	Diana Ostash
Website Chosen	Highfield Town House Hotel		
Insert hyperlink to website	https://www.highfieldedgbaston.co.uk		
<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 Highfield Town House Hotel site opens fairly quickly and has a simple, uncluttered design. Landing pages appear promptly without visual delays, though large image galleries can take a moment to render. Even on mobile devices, the menus and booking functions are responsive and usable, with no obvious lag impacting navigation.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: Yes, the site includes multiple sub-pages, approximately 15-20 (e.g., menus, rooms, events, weddings, gallery). Navigation is handled via a clear top menu bar with dropdowns grouping related content under headings like “Our menu”, “What’s on”, “Stay with us”, and “Who we are”. Breadcrumbs or footer links also help users explore deeper content easily.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: Yes, bookings can be made online through an easy-to-use system. There is a “Book a table” option on the homepage and the menu pages, which redirects to an external booking service. It works well on both desktop and mobile, making reservations simple and fast.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: The website could be easier to use with a few changes. Adding text descriptions to images and making text stand out more would help with accessibility. Additionally, loading speed for some pages with lots of pictures could be optimised. A menu that stays visible when scrolling on mobile would make navigation simpler. Including a search bar and clearer page names would also help visitors find what they need more quickly.			
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 site looks modern and inviting, with a clean layout and clear images. Colours and fonts match the venue’s theme and give a warm feel. On phones, the design adjusts			

well, though sometimes pictures and text are smaller. Menus switch to a dropdown style, which makes browsing easier. Overall, it looks good and works well on both devices.

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

Answer: Photos of meals, rooms, and events are used throughout the website, giving it a warm and inviting atmosphere. Colours are warm and elegant, matching the venue's style. There are no videos, so the focus stays on photos. Images can strongly influence our thoughts and emotions, as they connect directly to the part of the brain that processes emotional memories (ANDANAfoto, 2023).

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 website does not feature a live chat option. Users can make enquiries through contact forms, phone calls, or email. Although, these methods are functional, implementing a live chat feature could improve user experience by allowing quicker and more convenient responses, particularly for booking requests or event-related questions.

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

Answer: The social media links (Facebook, Instagram) are clearly placed in the footer. They open directly to the venue's profiles, making them easy to use. This is effective for keeping customers updated and engaged. According to one marketing advice, active social media links can help build stronger customer relationships (Perez-Vega et al.,2022).

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 website clearly outlines services such as an all-day gastropub, event hosting for celebrations and meetings, and a boutique hotel next door. It highlights flexible event spaces, quality seasonal food, and one-site accommodation, making the full range of offerings easy to understand for customers.

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

Answer: There is not a specific section on the website for customer reviews, and no feedback from guests appears on the main pages or navigation menu. As a result, visitors cannot quickly access recent customer experiences. The lack of visible reviews may make it more difficult for potential customers to assess the quality of the service before making a booking.

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?

Answer: The website highlights its commitment to quality by using premium ingredients (like Aubrey Allen dry-aged beef and free-range meats) and offering seasonal menus crafted by professional chefs. It reflects thoughtful service and comfort, from elegant rooms with modern amenities to flexible event spaces, making it highly recommendable.

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 website clearly lists á la carte prices across all menu categories, including breakfasts, mains, desserts and cheese, children's dishes, gluten-free, plant-based, and vegetarian options. Seasonal set menus and event pricing (e.g., Festive Set Menu – three courses £39.50, two courses £33.50) are also provided. The pricing reflects the venue's premium positioning and emphasis on high-quality ingredients and presentation.

Section 4 – Searchability

Question 4a - What three words would you type into Google to find this type of service?	1. Edgbaston
	2. Hotel
	3. Restaurant

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

Answer: No, when searching each word individually, the Highfield Edgbaston website does not appear within the top ten Google results. These searches mainly return general information, well-known venues, and large booking platforms, meaning the company's site relies more on specific or combined search terms for visibility.

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 still very important for UK businesses today. They act as one of the first ways customers connect with a company, offering key details like services, prices, and where the business is located. A well-designed website can enhance credibility, attract new clients, and support online bookings or sales. In sectors like hospitality, for example, hotels benefit from showcasing rooms, facilities, and promotions online, which can directly influence customer decisions. Additionally, websites integrate with social media and review platforms, extending a business's digital presence. Despite the rise of mobile apps and social media, a professional website remains a cornerstone of brand identity and a critical tool for customer engagement and revenue growth.

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: A useful improvement for The Highfield Town House Hotel would be to add a section with customer reviews. Currently, the site does not display any feedback, which can limit potential guests' confidence in booking. Online reviews significantly influence customer perceptions, with 90% of consumers researching a business online before making a purchase decision (Netinspire, 2023). By adding authentic guest testimonials, the hotel can enhance credibility, encourage bookings, and provide insights into service quality. Reviews also offer an opportunity for engagement, allowing management to respond to feedback and demonstrate commitment to customer satisfaction. Overall, this improvement would strengthen trust and support revenue growth.

Reference List

1. ANDANAfoto (2023) '*Photography and psychology: Exploring the links between images and our deepest emotions*'. Available at: <https://andanafoto.com/en/photography-and-psychology-exploring-the-links-between-images-and-our-deepest-emotions/> (Accessed 12 August 2025).
2. Perez-Vega, R., Hopkinson, P., Singhal, A., Mariani, M. M. (2022) '*From CRM to social CRM: A bibliometric revive and research agenda for consumer research*'. *Journal of Business Research*, 151, pp. 1-16. Available at: <https://www.sciencedirect.com/science/article/pii/S0148296322005665> (Accessed 12 August 2025).
3. Netinspire (2023) '*Reviews – How can they impact your business?*'. Available at: <https://netinspire.co.uk/reviews-how-can-they-impact-your-business/> (Accessed 13 August 2025).