

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2423785	Student Name	Patricia Dias
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: Upon opening the link, the website loads promptly on both desktop and mobile devices. The transition between pages is smooth and the high-quality images load instantly, overall leading to a seamless experience as a first time user.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: Yes. The website contains several subpages: Home, Services, Gallery, FAQs, and Contact. These are conveniently located on the top right corner of the website in a footer style menu. Each Page is personalised to its respective topic, allowing users to find information quickly and efficiently. The straightforward layout makes the navigation process easy for both new and returning users.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: While there isn't an automated booking calendar, customers can request a quote via the websites contact page. The form requires details such as name, contact information, vehicle registration and contains a comment section where prospective and existing customers can specify the services they want and include additional notes. Once submitted, the business will follow up to discuss the request and arrange the booking.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: To enhance the usability of the website, several improvements could be made. Firstly, ensuring that all elements are fully responsive across various screen sizes would significantly improve the mobile browsing experience. Implementing an automated booking system would streamline the process, making it more efficient for both customers and the business. Additionally, providing more			

detailed service descriptions would help users make more informed decisions.

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 Suited Cars website has a clean and modern look, with high quality images and a minimalistic layout that makes it easy to use. On a computer, the wide layout and large visuals create a nice immersive feel. On mobile, the site still looks good overall, but a few things like some buttons or text can feel a bit off or require extra scrolling. Making sure the site fully adapts to different screen sizes would help give users a smoother experience no matter what device they're using (**Jongmans et al., 2022**)

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

Answer:

Imagery is a central component to the suited cars website. The premium photos do an exceptional job of showing off the different vehicle wraps and finishes really reflecting the company's attention to detail. The colour scheme is mainly grey, black and white with exceptions however it is consistent and matches the brand well. As a result, the has site a professional and polished feel. While the use of images is strong, adding videos such as time lapse wrap jobs, or customer feedback could make the site even more engaging and help people get a better idea of the services.

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:

Currently, the Suited Cars website does not include a live chat feature. Introducing this could better customer communication by allowing visitors to ask questions and receive answers in real time. This would make the enquiry process more efficient, reduce waiting times, and potentially lead to higher engagement by making it easier for potential customers to connect with the business.

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

Answer:

The social media links on the Suited Cars website are functional and direct users to the business's Instagram and Facebook pages. However, they are positioned at the very bottom of the site, which makes them easy to overlook. I only noticed them after revisiting the page specifically to look for them. Increasing the visibility of these links, by placing them higher up on the homepage or including a live social media feed, could help improve user engagement and strengthen the brand's online presence (**NFI, 2021**).

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 offered by Suited Cars are clearly outlined on the website, particularly on the "Services" page. This page details the types of vehicle wrapping available, such as full wraps, partial wraps, and custom designs. Additionally, the use of images and descriptions helps customers understand what they can expect. But the addition of pricing or a breakdown of the process could further clarify the services and improve customer understanding (Kotler et al., 2018)

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

Answer:

The website does not showcase customer reviews, making it difficult for prospective customers to gauge the experiences of others. There are no visible reviews on the homepage or service pages, which could make customers sceptical about the services offered. Including customer reviews and ensuring they are regularly updated would boost credibility and trustworthiness, helping potential customers feel more confident in their decision to use Suited Cars.

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 with clear images showcasing the vehicle wraps, highlighting attention to detail. The website's professional design also supports this. However, I wouldn't recommend Suited Cars to a friend or family member. While the images are impressive, the lack of customer reviews and clear pricing makes it difficult to trust. Without knowing other customers' experiences or even having a starting prices upfront, it's hard to choose them over competitors (Demangeot & Broderick, 2016).

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 doesn't display pricing, instead asking customers to fill out a form for a quote. This likely reflects the custom nature of vehicle wraps, where costs vary. The company may prefer offering tailored quotes to ensure accurate pricing for each customer. However, providing a general price range could help set expectations, as some customers may find this approach frustrating.

Section 4 – Searchability

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

1. Vinyl

2. Wrapping

3. Birmingham

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

Answer:

When searching the words "vinyl," "wrapping," and "Birmingham" on Google, Suited Cars' website does not appear within the top ten results.

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 essential for modern UK businesses. They are the primary online presence for companies, allowing customers to learn about services, view products, and make inquiries or purchases. A well designed website with up to date and essential information establishes credibility and helps with customer engagement. Even with social media gaining popularity, websites offer businesses more control over their content and a better platform for attracting and retaining customers (Kotler et al., 2018).

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?

A useful improvement would be adding customer reviews to the website. Currently, there's no review section, which can make it harder for potential customers to judge the quality of service or feel confident in their choice. People tend to look for visual proof and real experiences before making decisions. Showing genuine feedback would build trust, add credibility, and give new visitors the reassurance they need-while also creating a stronger sense of community.

Answer:

Reference List

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