

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2422024	Student Name	Delani christopher
Website Chosen	Highfield town house hotel		
Insert hyperlink to website	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 website is highly responsive. Webpage opens in seconds			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: yes, the website contains sub-pages. You can navigate on the website by clicking the link on the page.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: It is possible to make a booking on the webpage by clicking on the link. You can make booking for a table or hotel room.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: nothing it is very easy to navigate and you can find all information on the page.			
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 is extremely pleasant to look at. There are some differences between using a mobile and laptop the layout is different. On the mobile you have to open the menu to get to sub pages well on computer all the link are on the webpage.			
Question 2b - How does the website use imagery, video and colour?			
Answer:the web page uses a lot of bright colours to bring out their pictures.			
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: no			
Question 2d – How effective are the social media links on the website?			

Answer: it not very affective you have to scroll to bottom of page to find it and I think there should be a logo to catch your eye.	
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: it is straight forward you can book a room and a table.	
Question 3b - How are customer reviews made available? Are these up to date?	
Answer: you can download the newsletter to keep informed	
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 food looks professional and nice and the price for a night is reasonable.	
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, prices are made clear. It average price for a hotel in u.k.	
Section 4 – Searchability	
Question 4a - What three words would you type into Google to find this type of service?	1. Hotel Edgbaston
	2. High field
	3.
Question 4b - When you type these words into google, does the company’s website appear in the top ten websites?	
Answer: yes	
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, it up to date with today society it has social media platform and it has app which everybody uses nowadays.	
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: no, it up to date and it presented nice.	

