

| LCLM4002_BIRM Digital Skills Task 3<br><u>Website Evaluation</u>                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                         |                     |                   |
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| <b>Student Number</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | 2438990                                                                 | <b>Student Name</b> | Aneta Kozłowiecka |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                         |                     |                   |
| <b>Website Chosen</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | <b>Cleaners of London</b>                                               |                     |                   |
| <b>Insert hyperlink to website</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | <a href="https://www.cleansoflondon.co.uk">www.cleansoflondon.co.uk</a> |                     |                   |
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| <b><u>Evaluation</u></b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                                         |                     |                   |
| <b>Respond to each question</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                         |                     |                   |
| <b>Section 1 – Usability</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                         |                     |                   |
| <b>(75 words maximum for each answer)</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                         |                     |                   |
| <b>Question 1a</b> - How quickly and easily does the website load?                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                                         |                     |                   |
| <p>Answer:</p> <p>The website loads incredibly quickly and easily. Both on a laptop and mobile device, everything is clear and transparent, and the pictures appear straight away in high resolution. The website also has many sub-pages, which open without any problem when I click on them. They all load extremely fast, which motivates me to explore the website more. However, all of this depends on several factors, such as internet speed, the device used, and the range and availability of Wi-Fi.</p> |                                                                         |                     |                   |
| <b>Question 1b</b> - Does the website contain many sub-pages? How does a prospective customer navigate these?                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                         |                     |                   |
| <p>Answer:</p> <p>I noticed that the home page contains many easy-to-find and well-described sub-pages. On a laptop, they are located in navigation bar at the top of the page, on a mobile device, they are in a menu at the top-right corner of the screen. When customers click on the options, they open additional sections where the information they are looking for is clearly presented.</p>                                                                                                                |                                                                         |                     |                   |
| <b>Question 1c</b> - Can a customer make a booking via the webpage?                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                         |                     |                   |
| <p>Answer:</p> <p>Customers can book cleaning services through the website. On the navigation bar, no matter which subpage is open, there is a clearly visible green <b>“Book a Service”</b> button. The same option also appears at the bottom of each subpage on a blue background — simply click it and fill out the form.</p>                                                                                                                                                                                    |                                                                         |                     |                   |
| <b>Question 1d</b> - What improvements could be made to the usability of the website?                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                         |                     |                   |
| <p>Answer:</p> <p>While browsing the Cleaners of London website, I noticed that a <b>chatbot</b> could be a good improvement, which I will discuss in more detail later.</p>                                                                                                                                                                                                                                                                                                                                         |                                                                         |                     |                   |
| <b>Section 2 – Pleasure – Customer Experience</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                         |                     |                   |
| <b>(75 words maximum for each answer)</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                         |                     |                   |
| <b>Question 2a</b> – How pleasant does the webpage look? Are there any differences in appearance on a mobile phone versus a computer?                                                                                                                                                                                                                                                                                                                                                                                |                                                                         |                     |                   |
| <p>Answer:</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                         |                     |                   |

I think the website looks professional. The font is friendly, sans-serif, and clear with dark text on a light background, making it easy for customers to scan quickly. The colours and images are chosen to attract the customer's attention without being distracting or overwhelming. There is no significant difference between the website on a laptop and a mobile phone. Only the menu looks different because the page automatically fits the phone screen.

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

Answer:  
According to Nielsen Norman Group (n.d.), colours should suit the type of service and convey meaning. The Cleaners of London website uses shades of green and white, which represent cleanliness. The colours match, giving the site a tidy and organised look that suits the services offered. The photos also fit the colours of the page. They are thematically matched and soft, so they do not distract customers from the content. The website does not use video.

**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 have a chat as a communication tool. For any questions, a phone number is available to call during opening hours, or users can send an email. This makes the reply take longer. The company is also active on social media pages, where it is possible to send messages with any questions.

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

Answer:  
The Cleaners of London website includes social media links, such as Facebook, Instagram, Pinterest and more. The social media links on the website are very helpful. Their purpose is to promote the brand, make contact easier, and allow users to share content. Through these links, customers can easily visit social media pages, share and like posts, follow the brand, or contact the business.

### **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 the company are described in detail. Customers can see all available cleaning options — from full house cleaning to carpet and upholstery cleaning — along with the minimum prices for each service. This makes it easy for them to find the option that best suits their needs, so they understand the company's offerings as clear, transparent, and customer-friendly.

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

Answer:  
Many customer reviews and satisfaction ratings can be found at the bottom of the home page. The oldest ones are from a year ago, while the most recent one was added two months ago.

**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:

“Physical evidence pertains to the environment in which the service is delivered; all tangible components that facilitate performance or communication of the service” (Bitner, 1992, p.57). In my opinion, the service is presented as high-quality, as evidenced by a professional and clear website, and detailed customer reviews. I would use or recommend the services of Cleaners of London because the company offers many detailed options, clearly visible prices, a quick and easy quote calculation, and trustworthy customer feedback.

**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:  
Referring to the Cleaners of London (2025) website, the prices are clear and easily visible to customers. Next to each cleaning option, the minimum service price is displayed. Because prices vary depending on the size of the apartment or house and the type of cleaning, the company also offers a “**Get a Free Quote**” option, which is beneficial for customers who are still unsure. The prices seem to be adequate for the quality of service, as the company shows professionalism and high customer satisfaction.

#### Section 4 – Searchability

|                                                                                                       |            |
|-------------------------------------------------------------------------------------------------------|------------|
| <b>Question 4a</b> - What <b>three</b> words would you type into Google to find this type of service? | 1.London   |
|                                                                                                       | 2.domestic |
|                                                                                                       | 3.cleaners |

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

Answer:  
Unfortunately, when I type these three words “London domestic cleaners” into Google, the company Cleaners of London does not appear in the top ten results. This shows low visibility on the Internet, which may be due to high online competition.

#### 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:  
In my opinion, yes, a website has huge relevance in modern UK business. Regardless of a company’s location, the website helps it be visible and available to all customers. In the age of technology, the Internet can be seen as a metaphor for a big city, where companies have their “premises” and attract customers, but everything happens online.

**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:  
Based on my observations, I think that the website is missing one important element: a **chatbot**. In today’s technological era, chatbots dominate the internet. They are very useful because, not like a live chat, they are available 24/7 and can communicate with many customers at the same time, which improves the speed of response.

Nielsen Norman Group, n.d. *Trustworthiness in web design: 4 credibility factors*. Available at: <https://www.nngroup.com/articles/trustworthy-design/> (Accessed 12 Nov. 2025).

Bitner, M.J., 1992. Servicescapes: The impact of physical surroundings on customers and employees. *Journal of Marketing*, 56(2), pp.57–71.

Cleaners of London. (2025) *Professional house cleaning services in London*. Available at: <https://www.cleanersoflondon.co.uk> (Accessed: 13 November 2025).