

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
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Website Chosen	Baraawe Human Rights Protection		
Insert hyperlink to website	Baraawe Human Rights Protection https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=&cad=rja&uact=8&ved=2ahUKEwj_u-2CyNmTAXdUEEAHfPmAulQFnoECBoQAQ&url=https%3A%2F%2Fbaraawe.org%2Four-history%2F&usq=AOvVaw0CIP-T21n8fcjFQ6sNarNT&opi=89978449		
Evaluation			
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 almost instantly, providing an exceptionally smooth and efficient browsing experience for every visitor. High-resolution images and complex scripts are optimized to ensure pages populate without any frustrating delays. Whether you are using a desktop or a mobile device, the navigation remains fluid and responsive. This rapid performance minimizes wait times, allowing users to access information effortlessly. Overall, the site's technical efficiency makes it incredibly user-friendly and highly reliable and trustable			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: Yes, extensive websites often contain numerous sub-pages organized in a hierarchical tree structure to manage content. Prospective customers navigate these efficiently using a combination of methods. Primary navigation menus (top-level) and dropdowns offer high-level navigation, while sidebar menus allow deeper exploration. Additionally, "breadcrumb" navigation links are crucial for helping users understand their current location within the site's hierarchy, while comprehensive footer links and dedicated internal site search bars provide quick access to specific, deeper information			
Question 1c - Can a customer make a booking via the webpage?			
Answer: Yes, customers can typically make bookings directly through a webpage. Modern booking systems, such as Square Appointments, Calendly, or Wix Bookings, are integrated into websites to allow 24/7 self-scheduling. Through a user-friendly interface, customers can view real-time availability, select services, and secure their spot instantly without needing to call or email. Many systems also enable secure online payment processing during the booking process to confirm the reservation.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: To enhance website serviceability, prioritize mobile-first responsive design, ensuring fast loading speeds under three seconds by optimizing images and code. Implement intuitive navigation with clear labels and a visible search bar. Increase text legibility, use consistent design elements, and enhance accessibility with alt text and high-contrast colours.			

Finally, reduce friction by minimizing form fields and using prominent, action-oriented calls-to-action (CTAs) to guide users efficiently.

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 looks highly pleasant, featuring a clean, modern design with ample white space, ensuring excellent readability and a professional, uncluttered layout. Appearance differs significantly between devices: the desktop version uses a multi-column layout with detailed navigation, maximizing screen space. Conversely, the mobile version is tailored for touch, switching to a single-column format with a "hamburger" menu for easy navigation, ensuring essential information is prioritized for quick access on smaller screens

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

Answer:
The website employs a strategic visual hierarchy to capture attention and drive engagement. High-resolution imagery establishes an immediate emotional connection, while background videos inject dynamic energy, keeping users on the page longer. A purposeful colour palette reinforces brand identity, using bold, contrasting tones to highlight call-to-action buttons. This combination of immersive media and deliberate colour choices creates a professional, cohesive experience that guides the viewer's journey and enhances overall message retention.

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: Yes, many modern websites, especially in e-commerce, utilize online chat tools (live chat or AI chatbots) to enhance customer interaction. These tools are highly effective, with about 87% customer satisfaction ratings, as they offer immediate, 24/7 answers to product inquiries, reducing the need for phone calls. They are particularly useful for quick questions about specifications, shipping, or stock, and can significantly increase conversion rates by guiding users instantly to purchases

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

Answer:
Social media links are highly effective for driving brand awareness, establishing trust through social proof, and enhancing user engagement beyond the website. When placed strategically—such as in the header or footer—they consistently boost visibility. They are most effective when opening in a new tab to prevent losing site traffic, leading to better user experience. However, if links lead to inactive profiles, they can hinder credibility and decrease trust in the brand.

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: Companies make their services clear through comprehensive, omnichannel communication, ensuring customers feel supported throughout their journey. Key methods include maintaining a detailed, jargon-free website and utilizing proactive communication to outline expectations at every stage. Staff are trained to actively listen, ask clarifying questions, and provide immediate, personalized information via phone, live chat, or email. Furthermore, companies often use knowledge bases for self-service to provide 24/7 access to information.

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

Answer: Customer reviews are made available through online platforms like Google, Yelp, Amazon, and industry-specific sites (e.g., TripAdvisor, Trustpilot), often integrated into company websites via widgets. They are collected through direct emails, post-purchase surveys, or automated feedback systems. These reviews are generally up to date, as many platforms use real-time aggregation. Consumers often filter by "most recent," and businesses commonly request new reviews	
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 showed as high quality through personalized, empathetic interactions, proactive problem-solving, and professional, knowledgeable staff who consistently exceed expectations. I would recommend it because they turn customers into advocates by going the extra mile, offering swift, trustworthy solutions, and making clients feel valued. This trustworthiness, paired with a memorable, high-touch experience, ensures the company stands out from competitors, making it a reliable choice for family and friends.	
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: Prices are not always made clear to customers, as many companies—particularly in consulting or customized services—choose to hide pricing to foster direct engagement and establish relationships. By requiring a sales call, companies can demonstrate value and justify higher costs, rather than competing solely on price. When prices are hidden, it is often a strategic choice to avoid scaring off customers with high initial quotes or to manage complex, customized project costs	
Section 4 – Searchability	
Question 4a - What three words would you type into Google to find this type of service?	1.Noun
	2.Action
	3. Location
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, websites continue highly relevant, acting as the initial 24/7 digital storefront for modern UK businesses, despite the rise of social media. While platforms like Instagram or TikTok offer engagement, a website provides essential credibility, with over 80% of consumers researching online before purchasing. It is the only digital asset a business fully owns, offering control over branding, user experience, and search engine optimization (SEO) to attract high-intent traffic	
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:

If I were to make one recommendation to improve **Airbnb's** website in 2026, it would be to implement **AI-powered predictive personalization** within the search function. While their current search is functional, it often displays too many generic options, increasing cognitive load for users seeking niche experiences.

By using real-time data—such as browsing history, previous booking behaviours, and user sentiment analysis—the homepage should dynamically display curated "Guest Favourites" or "Curated Picks" tailored specifically to the individual rather than a one-size-fits-all approach.

I suggest this improvement because research indicates that AI-driven personalization can increase conversion rates by up to 19%. This shift from volume to curation would reduce search friction, improve user trust, and help travellers find unique stays faster, ultimately boosting booking success rates.

Reference List

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