

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2441747	Student Name	KAROL LOHORE
Website Chosen	Eden Spa Harborne		
Insert hyperlink to website	https://edenspaharborne.wixsite.com/eden-spa		
<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 loads pretty fast, as we know loading time is crucial for user experience and conversion rate. Users prefer fast loading, loading time can decrease conversion rates in terms of audience.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: No, the website doesn't contain any sub-pages but only contains one main page which you must navigate through. Which makes it a little difficult for a prospective customer to get as much information about the services given as possible.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: No, customers can not make a booking via the webpage but have to actually contact the establishment through call or email to receive wanted services.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: To improve the actual usability of the website, the easiest and most prominent fix that could be made is the removal of the location/map blocking the complete contents of the website. This would improve the actual site as a whole and make it less tacky but more importantly make it easier and more accessible to use, so the user can see the prices of the treatment that they are trying to receive but also what the website as a whole. Not only that but another improvement that could be made is the font of the actual text it makes the website look displeasing but on top of that it is also harder to read which makes using the website more difficult and leaves the prospective customer feeling displeased with their experience. Also, another improvement that could be made strictly for aesthetic purposes would be the pictures on the site specifically the 'the spa' the low exposure on the pictures doesn't relay calm and serenity as a spa should but gives off an eerie feeling which would surely frighten off future prospective clients.			
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: On mobile, the website looks somewhat more pleasant, and the location/map no longer covers important parts of the site. On the computer, however, the map obscures crucial content, making navigation tedious and frustrating. This poor layout could discourage future clients and prospective customers from using the site. Not only is it difficult to use, but it also makes the website appear unprofessional and unappealing, which harms the spa's image in the eyes of potential visitors.

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

Answer: The Eden Spa website has a calm, relaxing feel thanks to its soft imagery and light, neutral colours. It looks clean and simple, which suits the spa vibe well. That said, it doesn't include any videos or interactive visuals, which could help bring the treatments and atmosphere to life. While the design is peaceful, it might not grab a visitor's attention or clearly show what makes Eden Spa different from other places offering similar 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: The website doesn't have an online chat tool. That means visitors can't easily ask questions or get quick answers while browsing. This might make it harder for prospective customers to find info or feel confident about booking. Adding a chat feature would make it way easier to get help right away and could encourage more people to reach out and book treatments.

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

Answer:
The social media links on the website are easy to spot and take you to Eden Spa's profiles. But the site doesn't really show much social content or encourage people to interact. If they added updates or photos from social media, it could help build trust and get more people interested. Right now, the links are helpful but don't do a lot to grab attention or bring in new clients.

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 lists services like facials, massages, waxing, and manicures with prices, so it's pretty easy to see what they offer. But there aren't many details about what each treatment includes or how it helps. Adding simple descriptions and easy booking options would make it way clearer and more helpful for customers trying to decide what's right for them.

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

Answer: The website doesn't show customer reviews directly. Instead, they're on other sites like Treatwell, where the feedback is recent and mostly positive. It'd be nicer if some reviews were right on the website so visitors can read them without having to go somewhere else. That way, it would feel more trustworthy and could help convince more people to book treatments.

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 spa shows it’s high quality by having clear prices, lots of treatment options, and a calm, professional vibe on the website. Plus, people leave good reviews on other sites like Treatwell. You’d probably use or recommend Eden Spa because the staff are friendly, the treatments help you relax, and most customers seem happy. It’s a great spot if you want a reliable, nice place to unwind and get pampered.

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 prices are easy to find right next to each treatment, so customers know what to expect. They seem reasonable for the kind of services they offer and match the chill, professional feel of the spa. Having clear prices helps build trust and makes it simple for people to decide without needing to ask first.

Section 4 – Searchability

Question 4a - What three words would you type into Google to find this type of service?	1. spa
	2. massage
	3. waxing

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

Answer: When you search words like spa, massage, or waxing, Eden Spa’s website usually doesn’t show up in the top ten results. Instead, other local spas and review sites like Treatwell pop up first. This means Eden Spa could get more visitors by improving its online presence, like updating its website and getting more reviews to show up higher in search 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 are still super important for UK businesses today. They give people a place to check out what a business offers, see prices, and find contact info whenever they want. Social media is great but can change a lot, so having a website means the business stays in control of its own info. Plus, lots of people expect businesses to have a website, so it helps build trust and makes it easier for customers to find and choose them. Overall, a website’s still a key way to get noticed and grow a business.

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: I’d suggest adding clear “Book Now” buttons on the treatments page. Right now, people can see the services and prices but have to jump through extra steps to actually book. Making it easy to book straight from the site would make things way simpler and encourage more people to book treatments. It’d save time and hassle for both customers and staff, and probably help the spa get more bookings overall. It’s a simple change that could make a big difference.

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Reference List

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