

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2133900	Student Name	Nishat Rahman
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: The Suited Cars website loads quickly on computers and phones. However, some images take a little longer to load on mobile. It works well on different browsers like Chrome, Firefox, and Safari.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: The Suited Cars website has main pages, including Home, Services, FAQs, and Contact. It doesn't have many sub-pages, which makes navigation straightforward. Customers can easily move through the website using the top navigation menu.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: No, customers cannot make a booking directly through the Suited Cars website. Instead, they can request a quote by clicking the "Get a Quote" button. The website also offers contact options, including a "Call Us" button and a WhatsApp link, allowing customers to inquire or discuss booking details.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: The website is easy to use, but a few improvements could make it better. The "Get a Quote" button is clear, but the quote process could be faster and simpler. More information about services and pricing would help customers make decisions more easily. The website works well on mobile, but loading times for images could be faster.			
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 looks sleek and professional with it's simple but elegant colour scheme, which fits the brand. On a computer, the design is clear and organised. However,			

on a mobile phone, the images can take a little longer to load, and some text appears smaller, making it harder to read. Overall, the website looks good on both devices.

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

Answer:
The use of images shows off their services. The colours black and white give the site a sleek look. There are no videos but adding some could make the site more engaging.

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 Suited Cars website does not have a live chat tool, but it does offer a WhatsApp contact option. This is useful for quick questions and bookings, as many people use WhatsApp for messaging. However, a live chat feature directly on the website could make it even easier for customers to get instant responses without leaving the site.

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

Answer:
The Suited Cars website has social media links, but they are not very noticeable. They help customers find more information, but they should stand out more.

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 clearly explains its services on the "Services" page. It offers car wrapping, dechroming, window tinting, and custom styling. Each service has a description and images showing the work done.

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

Answer:
Customer reviews are shown on the homepage when you scroll down. They look professional and help build trust. However, there are no dates, so it's unclear if they are recent.

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:
Suited cars service looks high quality with professional images and a clean design. The website shows past work, making it trustworthy. They offer car wrapping, dechroming, and tinting to give cars a stylish look. I would use or recommend them because they specialise in custom car styling and have good reviews.

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 Suited Cars website does not show prices. This is likely because costs depend on the car and design, and they cannot provide a generic price. Instead, customers can request a quote.

Section 4 – Searchability

Question 4a - What three words would you type into Google to find this type of service?	1. Car Wrapping
	2. Tinting
	3. Dechroming

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

Answer:
No, the website does not appear in 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 are still important for UK businesses. They help customers find services, contact the company, and build trust. Many people search online before choosing a business, and not everyone uses social media. A website gives full control over information and makes a business look professional. Websites also help with marketing and are available 24/7. In the UK, people use the internet to find services, so having a website is important for staying on top.

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 recommend adding a pricing page to the Suited Cars website. This would help customers understand the cost of services before requesting a quote. Many people prefer to see price ranges before contacting a business. A pricing page would help users understand the cost of services upfront, making them feel more confident when booking.

Reference List

Suited Cars. (n.d.). *Suited Cars – Luxury Chauffeur Service*. Available at: <https://www.suitedcars.com/> [Accessed 25 Mar. 2025].