

LCLM4002_BIRM Digital Skills Task 3			
<u>Website Evaluation</u>			
Student Number	2335560	Student Name	Ewa Szczesna
Website Chosen	Suited Cars		
Insert hyperlink to website	https://www.suitedcars.com/		
<u>Evaluation</u>			
Section 1 – Usability			
Question 1a - How quickly and easily does the website load?			
Answer: The selected website is Suited Cars, which is a car wrapping service business offering the highest quality wrapping services. The website that the business has is highly optimised. Highly optimised websites generally load faster, the UI's are fluid and responsive, along with smooth transitions. The same case can be seen in terms of Suited Cars, on top of which they are offering high-quality images and smooth transactions; still, the loading time is quick and responsive both on computer and mobile platforms (Suited Cars, 2025).			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: Sub-pages are linked web pages which can transfer a customer to different landing pages dedicated to a specified service or information panel with the aim of easier navigation and preventing confusion (Namoun, Alrehaili and Tufail, 2021). At the website of Suited Cars, the customers are greeted on the homepage. From there, customers can navigate to other pages such as Gallery, Services, FAQs, Contact and even the service requesting page, making accessibility of their service and details easier.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: The customers cannot directly make a booking through the website. Generally, direct booking features are provided for the convenience of the customer, which also aids in getting more sales of services (Aziz et al., 2021). However, at Suited Cars, there is an option to call the business directly, by doing so, a customer can easily book an appointment and			

services to their linking. There is also an option to “Request a quote”, with the help of this option, customers can request the estimated cost of the services according to their requirements.

Question 1d - What improvements could be made to the usability of the website?

Answer: The website in itself is a modern and well-built one, but there can definitely be certain improvements made. The first thing that should be done is the redesign of the UI to make it more modern and user-friendly. An option to directly book an appointment or service should also be added to improve the chances of sales and profitability for Suited Cars (Suited Cars, 2025).

Section 2 – Pleasure – Customer Experience

Question 2a – How pleasant does the webpage look? Are there any differences in appearance on a mobile phone versus a computer?

Answer: The website has been crafted with two focus points, which are modern and minimalistic. This is a trend in the current time which allows for customer acquisition and satisfaction (Ertemel et al., 2021). Smooth animation and high-resolution pictures are used, which makes the website feel more professional and appealing. Similar outlets and experiences can be gained regardless of the platform being mobile or computer-based.

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

Answer: Suited Cars offers premium car wrapping services to its customers. Based on their services, the website has also been designed in that particular manner. Using a darker colour palette, using the shades of black and light grey. Although there are no videos available, there can be seen images which are of high quality and resolution. There are images of premium and luxury cars and wrapping, which solidify their presence and the services that they offer.

Question 2c – Has the website made use of an online chat tool on the website? How effective is this in enquiring about the product or service?

Answer: Due to digital implications, customer engagement and communication have become easier, which benefits both companies and their customers. Keeping that in mind, there is an option for chatting with the company dedicated to the customer using the Facebook platform (Suited Cars, 2025). This creates easier access and encourages customers

to engage with the company, improving chances of acquisition. There are also hyperlinks that can be used to access the company pages on platforms such as Facebook and Instagram.

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

Answer: There are multiple social media links within the Suited Cars website, which not only redirect them to the company pages on those platforms but also provide a place to chat or communicate regarding the customer's needs. Each of those links is very effective as one click efficiently redirects the customers to Suited Cars' social media pages, in which they can engage with call-to-action facilities (Lendvai and Toth, 2022). This improves the trust and satisfaction of the customers, also improving the chances of sales.

Section 3 – Perceived Value

Question 3a - How are the services offered by the company made clear to customers?

Answer: Preventing any confusion for the customers is crucial to keep them engaged and satisfied (Ilyas et al., 2021). That is why Suited Cars has made it clear to the customers about their service by using bold images of car wrapping, using texts to specify their services in detail within the landing page or home page. Furthermore, there are also details about their schedule of days and the times they operate. There is also an option of calling and requesting a quote is preset to obtain more details about their services on top of the desired description that is preset on the home page, making their services clear.

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

Answer: Customer reviews are the expression of the experience they had with a product or service. These reviews aid potential customers in their purchasing decisions, holding great value. That is why, on the website of Suited Cars, the customer reviews are made available in the bottom portion of the home page (Suited Cars, 2025). Soothing animations are used to shuffle reviews while also allowing control to the customers. This helps the potential customers of Suited Cars to understand the quality of its service better and decide whether or not they will choose to take the service from the business or not.

Question 3c – How is the service presented as high quality? For what reasons would you use the company's service or recommend it to a friend or family member?

Answer: Suited Cars is a premium wrapping service providing company that uses quality materials, which makes the vehicles look more polished and premium. The way that Suited Cars communicates its product quality to customers is via the detailed item descriptions that are present on the home page and FAQs. This is a direct approach which enlightens the

customers regarding the quality of service delivery (Ertemel et al., 2021). On top of that, the company also uses a psychological approach where the use of a modern look, image and colour selection also defines the premium quality that they are offering.

Question 3d - Are prices made clear to customers? If yes, do the prices reflect the quality of service shown? If not, why do you think the company has chosen not to include prices?

Answer: Price is a major factor in customer psychology, which can affect their purchasing decision. However, Suited Cars did not disclose the cost or price of their services on their websites (Suited Cars, 2025). This could be a strategy for improving customer engagement, as this increases the chances of customers communicating with the company to get to know about the prices of their services, which also increases the chances of sales for the businesses.

Section 4 – Searchability

Question 4a - What **three** words would you type into Google to find this type of service?

1. Luxury Car Wrapping
2. Car Protection
3. Executive Restyling

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

Answer: Google search engine is the most used platform, which holds over 1.2 billion websites. So, scaling a website and making it appear at the top is difficult for any company. This has also been the case for Suited Cars, as typing those keywords does not bring it out on top. This can be due to a lack of optimisation of the website, which can be easily done with the help of SEO experts and running promotional campaigns such as pay-per-click (Akbar, Suheri and Sinaga, 2023).

Section 5 – Reflection and conclusion

Question 5a - Do you feel that websites still have relevance in modern UK business? Explain your answer.

Answer: The website that Suited Cars is using is relevant in the modern UK business environment. The reason is, it is one of the most modern, smooth and good-looking websites that is appealing to use. The website is greatly structured with sub-pages, details about the service they offer and call to action features, making it good looking as well as effective in the modern context (Namoun, Alrehaili and Tufail, 2021). However, there are some lacking

in the websites which I have been able to identify, including a lack of robust layout and a lack of SEO optimisation.

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: Though there are many possible improvements to the website that can be made, if I had to select one, I would say the company should address the lacking SEO or search engine optimisation in the website. The reason is that, upon searching keywords, the website did not appear on the top page of Google, which is preventing possible customer visits and profitability, which can be solved by assuring SEO optimisation via an expert (Aziz et al., 2021).

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