**LCLM4002_BIRM Digital Skills Task 3**
**Website Evaluation**

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| **Student Number** | 2329742 | **Student Name** | Mohammad iftikhar |

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| **Website Chosen** | Suited cars |
| **Insert hyperlink to website** | https://www.suitedcars.com/ |

**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 very quickly and very easily.

**Question 1b** - Does the website contain many sub-pages? How does a prospective customer navigate these?

Answer:

**Question 1c** - Can a customer make a booking via the webpage?

Answer: Yes, a customer can make via booking online when you open the page the first thing that shows up on the screen a selection to book to stay or to book a table for a meal

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

Answer: improvements can be made by featuring an updated photo gallery or virtual tour to highlight the art deco interior, lush garden and refurbished dining spaces, also they can mention any seasonal events and mention what is included in there package and more into detail . also, they can improve site accessibility e.g. alt text for images and keyboard navigation and implying navigation like key links should be clearly visible in the main header rather than in pop ups .

**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 website page looks less attractive and yes theres a difference in appearance on a mobile vs a computer which is the navigation lay out you can see a full menu and on a mobile it's not all on there less options to choose from .

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

Answer:I think the website looks extremely basic and the colours are very dull and less images and I feel like it does not attract customers because it is not very persuading, and the images are very unattractive too and looks considerably basic.

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| **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: it does not have any type of online chat tool on the website only a email and a phone number to contact them and would usually contact them within 24 hours (thehighfield,N.D) |
| **Question 2d** – How effective are the social media links on the website? |
| Answer: they also have social media as well and can be contacted on there and can ask quick and casual questions (THF,N.D). |
| **Section 3 – Perceived Value**<br><br>**(75 words maximum for each answer)** |
| **Question 3a** - How are the services offered by the company made clear to customers? |
| Answer: The High Field Edgbaston communicates its services to customers through a mix of online and in-venue channels , on the website it has a full menu you can access and information on when you visit and opening hours , also booking private events like weddings and parties and booking private dining too for any type of special occasions. |
| **Question 3b** - How are customer reviews made available? Are these up to date? |
| Answer: There reviews are available to view online and on trip advisor and there reviews were made from 2024 talking about how nice the food was and the amazing services , also on open table too giving around 4.5/5 stars and these reviews are current from July 2025 and the platform includes recent booking activity and comments on food, service, ambiance, etc. |
| **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: on the reviews I had saw that it is high quality and is presented by attentive , accommodating staff , friendly and welcoming atmosphere, great food presentation and consistency. Therefore, I would recommend this to friends and family because of the high quality service and polite and caring staff. |
| **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 made clear and a up to date menu is published on the website . |
| **Section 4 – Searchability** |
| 1.high quality |

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| **Question 4a** - What **three** words would you type into Google to find this type of service? | 2.affordable<br>3. Fancy |
| **Question 4b** - When you type these words into google, does the company's website appear in the top ten websites? | |
| Answer: no | |
| **Section 5 – Reflection and conclusion**<br><br>**(120 words maximum for each answer)** | |
| **Question 5a** - Do you feel that websites still have relevance in modern UK business? Explain your answer. | |
| Answer: | |
| **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: | |

Reference List


https://www.suitedcars.com/