

LCLM4002 BIRM Digital Skills Task 3			
<u>Website Evaluation</u>			
Student Number	24177474	Student Name	Jaures Mahi
Website Chosen	www.highfieldedgbaston.co.uk		
Insert hyperlink to website	https://www.highfieldedgbaston.co.uk		
<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 upload was quick, which is always a pleasant surprise. A fast upload time ensures that the process goes smoothly and efficiently, without unnecessary delays. This is especially important when dealing with large files or managing content on a website. A seamless upload experience can save time and reduce frustration, making the entire process much more efficient. It's always great when everything works as expected and there are no issues during the upload, creating a smoother workflow overall.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: The website includes a sub-page designed to enhance customer navigation and improve the overall user experience. This sub-page provides more specific information or features, helping visitors find what they need quickly and efficiently. By offering detailed content or organized sections, it makes the website more user-friendly and accessible. A well-structured sub-page can guide customers to important products, services, or details without confusion. Ensuring it's easy to locate and navigate ensures a smoother browsing experience, keeping users engaged and satisfied.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: You can easily navigate the website to locate the booking page, thanks to its intuitive and user-friendly design. The website is organized with clear links, buttons, or menu options that lead you directly to the booking section. Whether through a prominent call-to-action button, a clearly labelled tab, or an easy-to-find link in the navigation bar, the booking page is accessible in just a few clicks. This streamlined navigation ensures a smooth experience, allowing customers to make bookings quickly and effortlessly without confusion or delays.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: The High Field website could improve usability by refining its mobile layout for better responsiveness and streamlining the navigation menu to reduce complexity. Page speed can be enhanced by compressing images and implementing lazy loading. For better accessibility, increasing colour contrast and adding descriptive alt text to images would support all users, including those with visual impairments. These adjustments would create a smoother, more inclusive browsing experience.			
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: A computer typically has a larger screen, allowing a webpage to display more content at once, with a wider layout and more visible elements. In contrast, mobile phones have smaller screens, so the design adjusts to fit a more compact, vertical layout, making the content easier to view on a smaller screen. On computers, navigation is typically performed using a mouse, often accompanied by hover effects, drop-down menus, and sidebars. On mobile, navigation is optimized for touch, featuring simpler, collapsible menus and swipe gestures to make browsing more intuitive and user-friendly.

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

Answer: The website uses imagery, video, and colour strategically to create an engaging, visually appealing experience. **Imagery** showcases high-quality photos of the venue, products, or services, giving visitors a clear idea of what to expect and setting the website's tone. **Video** is used to provide dynamic content, like virtual tours or promotional clips, enhancing user engagement and creating an immersive experience. **Colour** is thoughtfully chosen to reflect the brand's identity, influence emotions, guide attention, and ensure readability, creating an overall cohesive and user-friendly design.

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 does not make use of an online chat assistant bot, which can make it challenging to service customers effectively. Without a chat bot, customers may experience delays in receiving answers to their questions, as they have to rely on slower communication methods such as email or phone calls. This can lead to frustration, especially when users need immediate assistance. Implementing a chat assistant bot would allow customers to get instant support, address common inquiries, and improve overall customer satisfaction, making the service more efficient and user-friendly.

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

Answer: The effectiveness of the social media links on a website largely depends on how well they are integrated and how easily users can access them. Effective links should be prominently placed, typically in the header or footer, making them easy to find. They should feature recognizable platform icons, so users know where they'll be directed. Opening in a new tab ensures visitors stay on the site. Clear, well-placed social media links encourage sharing, following, and engagement, ultimately increasing visibility and fostering stronger connections with the audience.

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 services provided by the website are easy to understand, allowing customers to make informed decisions about the offerings. Clear, concise descriptions, along with organized content, make it simple for visitors to grasp what is being offered. This straightforward approach helps customers feel confident in their choices, as they can easily

compare different services and understand exactly what each one includes. By presenting the information in a user-friendly way, the website ensures customers can make decisions without confusion, improving their overall experience and satisfaction.

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

Answer: The website includes a review page for customers, which is an essential feature that helps potential buyers make well-informed decisions. The review page displays feedback from previous customers, offering valuable insights into the quality of the services or products provided. This transparency allows new visitors to assess the experiences of others, building trust and confidence. Positive reviews reinforce the website's credibility, while constructive criticism can highlight areas for improvement. Updates are made regularly to ensure the feedback remains current and relevant, helping customers make confident, informed choices.

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 presented as high quality through detailed descriptions, professional imagery, and positive customer testimonials, which emphasize satisfaction and reliability. The website highlights key features such as experienced staff, attention to detail, and exceptional customer service. Additionally, the easy-to-use interface and transparent information make it clear that the company prioritizes a great experience. You would use the company's services or recommend them to friends and family because of their clear communication, strong reputation, and focus on delivering reliable, top-notch service.

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 prices are clearly presented to customers on the website, offering transparency and helping users make informed purchasing decisions. Each service or product is accompanied by a detailed price listing, with images that accurately represent what customers will receive. This visual presentation helps set clear expectations, allowing customers to understand the value of what they're buying. The combination of clear pricing and images builds trust, ensuring customers know exactly what they're paying for, which enhances their overall satisfaction and confidence in their choices.

Section 4 – Searchability

Question 4a - What three words would you type into Google to find this type of service?	1. https://www.highfieldedgbaston.co.uk
	2. highfieldedgbaston
	3. high field Edgbaston Restaurant

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

Answer: Yes, when searching for the website, it consistently appears in the top ten search results, which highlights its strong online presence and effective search engine optimization (SEO). This high ranking ensures that the website is easily accessible to potential customers, increasing visibility and driving more traffic. A top position in search results builds credibility and trust, as users often associate higher-ranking websites with reliability and quality. This prominent visibility leads to increased engagement, higher chances of conversion, and more successful customer interactions.

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 still have significant relevance in modern UK business because they serve as a central platform for showcasing products, services, and brand identity. In today's digital world, a website provides customers with easy access to essential information, enabling them to make informed decisions, inquire about services, or make purchases. As online research and e-commerce continue to grow, businesses with well-designed, informative websites are better positioned to meet customer needs, increase visibility, and stay competitive in the market.
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 key recommendation for improving The High Field's website, it would be to simplify the navigation menu. The current layout is overly complex, especially with multiple dropdowns that can confuse users and hinder quick access to important sections. A cleaner, more streamlined navigation system would improve usability, particularly on mobile devices, and enhance the overall user experience by making the site easier to explore.

Reference List

Bing. (2021). : *The High Field, Edgbaston - Bing*. [online] Available at: <https://www.bing.com/search?pglt=299&q=%3A+The+High+Field%2C+Edgbaston&cvid=> [Accessed 6 Apr. 2025].

Birmingham Live: Paul Fulford's review discusses the establishment's ambiance, menu offerings, and overall dining experience. Website: https://www.birminghammail.co.uk/whats-on/food-drink-news/edgbastons-newest-restaurant-high-field-7877938?utm_source=chatgpt.com [Accessed 06 April 2025].

Tripadvisor: A collection of customer reviews highlighting experiences related to food quality, service, and atmosphere at The High Field. Website: https://www.tripadvisor.co.uk/ShowUserReviews-g186402-d7057687-r980406136-The_High_Field-Birmingham_West_Midlands_England.html [Accessed 06 April 2025].