

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2426450	Student Name	Avril Fernandez
Website Chosen	Highfield Town House Hotel		
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 loads very quickly. This creates a fast user-friendly experience for potential customers.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: Yes the website does contain many sub-pages. A prospective customer can navigate these through a clear and organised navigation system, found at the top of the page.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: Yes customers can make bookings via the webpage.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: One improvement I would suggest to improve the usability of the website would be to update and maintain content, by doing this I would ensure that all information, such as menus, events, and promotions, is up-to-date. Implementing this improvement can significantly enhance the usability of the Highfield Town House Hotel website.			
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 company's website has a clean, modern, and welcoming design. The layout makes it visually pleasant on a desktop. Whereas on a mobile, the experience differs slightly: dropdown menus can feel a bit crowded, and some buttons are smaller to tap.			
Question 2b - How does the website use imagery, video and colour?			
Answer: The website uses high-quality imagery, soft colour tones, and a well structured layout that makes it visually appealing on a desktop. According to Palmer (2002), visual elements play a crucial role in influencing customer perception, guiding attention, and supporting brand recognition.			

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 tool. This means customers must rely on other methods, such as phone or email, to make enquiries. This is inconvenient for customers because it slows down real-time communication for users seeking immediate answers or assistance with the services the company has to offer.

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

Answer: The company's website includes links to their Facebook and Instagram profiles. These links are functional and direct users to the respective social media pages. As Chaffey and Ellis-Chadwick (2019) explain, integrating social media into a website supports digital marketing strategies by connecting users to platforms where real-time updates, promotions, and customer interactions take place. This is effective because it allows customers to engage with the business.

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 Highfield Town House Hotel website effectively communicates its diverse range of services through a well-structured layout and clear navigation. This organised presentation ensures that prospective customers can quickly find and understand the services offered, enhancing the overall user experience.

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

Answer: The company's website does not feature a dedicated section for customer reviews. However, it provides links to its social media profiles on Facebook and Instagram, where customers can share their experiences and interact with the brand. The experiences shared via the company's social media pages are mostly positive highlighting aspects like the quality of food and service.

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 services are presented as high quality through detailed descriptions, professional imagery, and a user-friendly layout. Collectively, these elements on the website portray a comprehensive and high-quality service offering, aligning with the establishment's upscale boutique hotel experience. I would recommend its services to a friend or family member, particularly for those looking for a stylish experience.

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 costs of services are not made fully clear across all sections. While sample menus are provided, they do not consistently display prices for food and drinks, making it harder for customers to gauge how much they might spend.

Section 4 – Searchability	
Question 4a - What three words would you type into Google to find this type of service?	1. gastropub
	2. dining
	3. romantic dinner
Question 4b - When you type these words into google, does the company's website appear in the top ten websites?	
Answer: Yes after typing in gastropub, romantic dinner and dining into google, the Highfield Town House Hotel website appears prominently in the top 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: Websites remain highly relevant in modern UK business as they serve as a central hub for information, customer engagement, and brand representation. Despite the rise of social media platforms, a company's website provides greater control over content, design, and user experience, helping to establish trust and professionalism. According to Ryan (2016), a website is often the first point of contact between a business and its audience, and it significantly influences customer perception and purchasing decisions. Despite the popularity of social media, websites offer greater flexibility, control, and credibility, making them indispensable in today's digital economy	
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: After reviewing the Highfield Town House Hotel website, one key recommendation for improvement would be to add a dedicated customer reviews or testimonials section directly on the homepage or main menu. While the website links to external platforms like TripAdvisor and OpenTable, having recent and relevant reviews featured on the site itself would increase transparency, build trust with new visitors, and give a more authentic sense of the customer experience. This small addition could greatly enhance credibility and influence potential guests' decisions.	

Reference List

- Palmer, A. (2002) introduction to marketing: theory and practice. Oxford: oxford university press.
- Chaffey, D. and Ellis-Chadwick, F. (2019) digital marketing. 7th ed. Harlow: Pearson Education.
- Ryan, D. (2016) understanding digital marketing: marketing strategies for engaging the digital generation. 4th ed. London Kogan Page

