

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2440520	Student Name	Angelika Maria Waszak
Website Chosen	Eden Spa Harborne		
Insert hyperlink to website	https://edenspaharborne.wixsite.com/eden-spa		
<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: Copy and paste the link into the internet search bar, and the website is very easy to access. I haven't experienced any technical issues, and the website loaded quickly.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: The website offers a limited number of subpages; however, the way the subpages have been laid out ensures customers can navigate through them effortlessly and easily.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: Unfortunately, the website does not allow customers to book appointments on their website. Customers who wish to book a treatment appointment must call the spa directly.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: The website could benefit from an improvement in offering customers the ability to pick a treatment and book it on their website, and I believe, this will make customers very satisfied, giving them the option of selecting date and time availability.			
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 way the webpage is made, it looks very lovely, but at the same time very simple and easy to browse through. The webpage on the desktop is presented the same as if you were using a mobile phone.			
Question 2b - How does the website use imagery, video and colour?			
Answer: The website has the right colour choice, looks presentable, and suits the webpage. With regards to images, they could have used more detailed photos and also			

uploaded more images of the treatment to make it stand out. There are no videos available on the webpage, which again is a bit of a disappointment.

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 offer the online chat feature. Customers can contact the spa by telephone or by sending a direct message through the spa website. The direct message does not get the customer responses immediately, during the spa's working hours, it's when the customer should receive a respond back.

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

Answer: The social media links which are available on the webpage are Twitter and Facebook. Twitter is very effective, and the webpage loaded quickly and easily. The Facebook page did not open, and a message came up stating couldn't load the page as it might have been deleted or the owner only shared it with a small number of people.

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 spa has many treatments/ service to offer, on the webpage its very easy and simple for the customers to find the service that are available, as you are on the webpage you have a options where it says treatments and you only have to click on it then you will see a list with all the services and treatments that the spa offers to the customers.

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

Answer: Customers are not actually able to leave a review on the spa's actual webpage, nor does the webpage have reviews available on its actual page. When you Google the Spa, some reviews do come up, but they are not verified. Also, the last review I have seen was published 8 years ago.

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 that the company offers are presented in my opinion, are of good quality; the description and the layout of the services are clear and understandable. Customers use the company's service for personal self-care and relaxation, with the massage treatment, which provides customers with many different treatments that the company offers.

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 company website does have a price list for the services they offer. It is made very clear to the customers the cost of each treatment, there is a full list of services the company offers, and next to each treatment, the price is shown to the customer.

Section 4 – Searchability

Question 4a - What three words would you type into Google to find this type of service?	1. Eden
	2. Spa
	3. Birmingham
Question 4b - When you type these words into Google, does the company's website appear in the top ten websites?	
Answer: When you type in Google Eden Spa Birmingham, the company website does appear in the top ten websites.	
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: I think the website lacks the relevant context of modern UK business. The limited functionality and the absence of key digital features are a bit of a downfall. The booking system or real-time customer engagement option is something that all customers would expect in the modern business, and unfortunately, this Spa doesn't have this available for the customers. Furthermore, actual customer experience reviews on the company's webpage are very important in today's modern business. This allows new customers to read other customers' experiences and how the business is overall. Unfortunately, that's another important factor that the Eden Spa business is missing to provide for their customers and the business webpage.	
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: One key improvement for the Spa company would be to offer customers a real-time online booking system. This improvement, in my opinion, would be such a great benefit for the company and for the customers. This improvement will attract more customers by giving them the feature of booking the appointments online with slot availability and instantly receiving confirmation of their booking instead of having to call the Spa and wait for a response. An online booking system will engage more customers, and it will be a feature that will meet customer expectations.	

Reference List

Eden Spa Harborne. (2014) Available at: <https://edenspaharborne.wixsite.com/eden-spa> (Accessed: 20 July 2025).