

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2024359411	Student Name	Fatima Galbiade Fernandes
Website Chosen	Suited Cars		
Insert hyperlink to website	https://www.suitedcars.com/		
<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 site loaded and opened the main page very quickly.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: The site loads several pages, and you can find them all easily by clicking on the three dashes at the top right, where you have the options to choose from.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: The customer can contact the contact information to check the possibility of a reservation.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: I consider the website to be easy to access, it has frequently asked questions options to make it easier and to clarify doubts without having to get in touch, in my opinion it does not need improvements.			
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 appearances are similar, I didn't see any difference opening the page on my cell phone and on my computer.			
Question 2b - How does the website use imagery, video and colour?			
Answer: The colors are basic neutral, it is not a tiring site to view because of the colors, and they use images with very good resolutions.			
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: Yes, you used Messenger as a chat tool. It's more common to use the website's own chat, but this helps a lot to get answers immediately if there's always someone online to respond.	
Question 2d – How effective are the social media links on the website?	
Answer: They are well organized and basic, providing information on the company's Facebook and Instagram pages.	
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: There is a lot of information on the website and also easily accessible FAQs and contact details to clarify any questions that were not found.	
Question 3b - How are customer reviews made available? Are these up to date?	
Answer: The only evaluation option would be through social media by sending a comment on posts or sending an email or contacting the company and making a private evaluation.	
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: Yes, based on the information on the website, it appears to be a high-quality service, but I would only recommend it if I had used the service to be sure of its high quality.	
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: Prices are not available, but you can send a message via WhatsApp or call to request a quote. You may not have chosen to provide prices because each case can be different, and some things cannot have a standard price for this type of service.	
Section 4 – Searchability	
Question 4a - What three words would you type into Google to find this type of service?	1. car badge removal
	2. mechanical offices
	3. chrome finishes on cars
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	
(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, because it makes it much easier to have the information you need without having to leave your home.

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:
I've never needed some of the services provided on this site, so I wouldn't know what to suggest for improvement. But I did find the site very organized and easy to navigate.

Reference List

<https://www.suitedcars.com>