

LCLM4002_BIRM Digital Skills Task 3			
<u>Website Evaluation</u>			
Student Number	2440027	Student Name	Cristina- Lina Varzaru
Website Chosen	The High Field - Gastropub, Edgbaston Peach Pubs		
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 site loads quickly. All the pages, menus, and images appear within a few seconds. Even when switching between subpages, there are no noticeable delays while browsing.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: Yes, there are many other subpages on the website, including Menus, Book a Table, Rooms, and Events. Customers can easily navigate without depending on the footer's quick links or the clarity of the top menu.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: Yes, customers can book immediately by clicking the "Book a Table" link. This link directs them to the OpenTable reservation system.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: To make the site easier to use, it could add a visible site map or a sticky navigation bar. This would help users browse faster, especially on mobile devices.			
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 webpage looks nice with a clean layout, bright images, and easy-to-read fonts. On mobile, the layout works well. However, some text is a bit hard to read, which could be improved.			
Question 2b - How does the website use imagery, video and colour?			

Answer: The website features high-quality images of food, drinks, and interiors. The colour scheme is neutral with green accents, which creates a calm and premium atmosphere. There is no video content included.
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: There is no live chat feature on the site. Contact forms and booking links are available, but a live chat option would allow users to get immediate answers about menus or availability.
Question 2d – How effective are the social media links on the website?
Answer: Social media icons are easy to see in the footer, linking to active Facebook, Instagram, and Twitter accounts. They work well for promoting current offers and events.
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, such as dining, private events, and overnight stays, are clearly outlined under separate tabs. Each service has its own page with detailed descriptions and images.
Question 3b - How are customer reviews made available? Are these up to date?
Answer: Customer reviews are not directly on the site, but links to OpenTable and TripAdvisor offer recent and reliable feedback. This helps build trust.
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 stands out for its high quality, thanks to great photography, professional design, and partnerships with ethical suppliers. I recommend it for its atmosphere, quality food, and central location.
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 displayed directly on the website, probably because menus can change often. Instead, they use external booking platforms where prices are shown. This gives the brand an upscale feel.
Section 4 – Searchability

Question 4a - What three words would you type into Google to find this type of service?	1. Edgbaston restaurant
	2. Gastro pub Birmingham
	3. High Field Edgbaston
Question 4b - When you type these words into google, does the company's website appear in the top ten websites?	
Answer: Yes, when you search using those terms, the website shows up in the top 5 results on Google. This indicates strong SEO and brand recognition.	
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 are still very important in UK business. They act as the official source of information, bookings, and branding. Unlike social media, websites allow companies to fully control their content, structure, and user experience. This control is essential for building trust and professionalism.	
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 recommendation is to add a live chat feature or chatbot. This would help with real-time communication, cut down on email and phone wait times, and boost customer satisfaction by quickly addressing questions about bookings, menus, or dietary needs.	

Reference List

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