

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2422707	Student Name	Nur begum sapna
Website Chosen	SuitedCars		
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 website load very easily and quickly as well. It is take just few seconds like 2 / 3 seconds.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: The website have four different sub-pages. I think customer navigate so easily. They have gallery, services and others sub-page.			
.Question 1c - Can a customer make a booking via the webpage?			
Answer: Not really, but they contact number and inquiry request on front page.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: I do not have so much idea about cars , but I think they should put the service charges.			
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: It does look very boring. The presentation is net and clean. They make question and answer.			
Question 2b - How does the website use imagery, video and colour?			
Answer: The website use their gallery as a attraction part. Gallery is filled with pictures of many types of modified cars.			
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 : Not really, but they have online inquiry system . I read some reviews and all that reviews is positive . And about service , quality of work, about stuff every each part is positive and recommended.

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

Answer:
They are very active on social media.

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 offered by the company made very clear to customer. For example they have services sub-page. They make separate section and explain nice and clean. Like car wrapping, Roof wrapping and Debadging etc.

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

Answer: Customer reviews are available end of the front page. These are up to date.

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: Their service quality is very high. Reasons of recommend to a friend or family member is quality of service , good stuff, affordable price and advance technology.

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: No, because they give customized services for personal choice and its dependent on customer. That's why the company can not made prices before meet the customer.

Section 4 – Searchability

Question 4a - What **three** words would you type into Google to find this type of service?

1.personalized car.

2. car wrapping.

3.head light / tail light tinting.

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

Answer:
No, it does not appear on the list of top ten website .

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 I feel that website still have relevance in UK business.

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 make one recommendation about improve the company , it should be more advertisement on social media and others way . They make new offers. Use of technology

Reference List

Car Wrapping based in Birmingham. (n.d.). Vinyl Vehicle and Car Wrapping Birmingham.
<https://www.suitedcars.com/>