

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2440400	Student Name	Pamela Keijema
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: Logged on, went to Google, copied and pasted the link into the Google search engine. A few other similar websites so you had to first look for the one you wanted, which is not good and can easily put off a client. But once I found it, I clicked on it, and it loaded up in few seconds. Navigating the subpages takes few more seconds. I can say it does not take that long to load.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: It contains 4 subpages. Home page, The Spa, Treatments, and Contact page. The customer needs to click on each subpage to navigate the subpages. Unfortunately, two of the subpages have Map and Satellite link blocking them, making it difficult to read what is behind the link. Unfortunately, it does not allow you to close it or even move it out of the way. Compared to other spa websites I have visited, this can easily put off any potential clients.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: No. The Webpage does not provide a link to make bookings, but instead it provides a contact form and telephone number, and details of opening times. This is not a good method of advertising an online business. These days, people prefer making bookings online rather than having to make telephone calls and wait on hold for a long time, which can be a negative for the business. For any business currently, you need to provide your customers with both telephone and online booking alternatives in case one fails			
Question 1d - What improvements could be made to the usability of the website?			
Answer: Needs a weblink for customers to make bookings online. A significant portion of business is now conducted online. The Home page needs improvement. The Map and Satellite link needs to be moved to another page or added on as a link at the bottom of the page The Font used on the second sub-page, which is the main page talking about the business, is not easy to read. It needs to be changed to a clear and readable font. The Spa page could benefit from more pictures showing what they do and what the spa looks like, and some images of skin care and products they use.			
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: Needs more pictures as it does not capture my attention. The first page, when you open the website, is a bit boring. Does not have any pictures advertising or selling to me a spa treatment. Compared to other Spa websites I have used, the selling point is on the very first page. The mobile phone has less information, and the navigation is not easy, and it also has some inconsistencies. The pictures are not clear.

Question 2b - How does the website use imagery, video and colour?

Answer: It has not used enough imagery. It's a Spa and skin business, but there are no pictures/images about skin care or wellness. It could do with more images of the spa. There is no Video usage, could do with some videos of what the spa looks like inside as a selling point. It could also do with more colour. They have used the same colour for all the pages which makes the website a bit boring.

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: No. The website does not have an online chat tool. Having an online chat tool saves time and gives the client an opportunity to have all their queries answered straight away and to have personalised communication, which enhances customer satisfaction. It's also cost-effective. Having an online chat tool is valuable to the business for customer support, engagement and reducing waiting times. It also reduces labour as a chat tool can handle a number of conversations at the same time.

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

Answer: There are no social media links on the website, which is a big negative for the business. Because if you have your business linked to various social media enhances advertising for the business, hence an increase in customers. It also gives your business a chance to be analysed, giving you an opportunity to improve on your brand. Social media also provides communication with your clients and builds loyalty.

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: In my view, the services offered are not fully advertised. I would say they only made it clear 50%. Especially with the skin care, they don't mention the products they are using, which are normally a big selling point for this service. They have not used enough images, pictures to advertise the facilities. Other websites I have visited use a lot of imagery of the facilities to advertise and attract potential clients. For example, the Alexandra House and Utopia Spa. They have so many pictures and videos marketing the hotel, making you want to go and have a spa day there.

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

Answer: The reviews are available on Yellow Pages and TrustPilot. It would be better if the reviews could be available on the same business website for marketing and client satisfaction purposes. When clients can view the reviews there and then makes it easier

for them to make a decision on whether to book or not. For example, on the Alexander House website, the reviews are on the first page at the bottom. Making it easy for the client to view and decide whether the services provided are good or not. The reviews are up-to-date. The latest review was made on 25th July 2025.

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: In my opinion, the service is not high quality, and due to the lack of use of imagery, pictures or videos to market the business, it would be difficult to recommend to a friend or family. I enjoy doing facials, but I always want to know the products being used. On their website, they don't mention the products they use for their facials, which is negative for the business.

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: Yes the prices are marked beside each item. The prices do reflect the quality of services compared to other places I have been to, they are similar. Apart from the facials, which lack the names of the products they are using. I would love to know the product used, whether it's good quality and worth the £45 quoted.

Section 4 – Searchability

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

1. Spa
2. Wellness
3. Massage

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

Answer: No it doesn't.

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 important for UK businesses in this highly digital-dependent world. They provide an important and main foundation for brand building, marketing, hub for client information and engagement. They also build trust and are proof of legitimacy between the clients and the business. They also offer a quick and easy way to access information on products, services, and contact information. This can be done via live chat, contact forms, or emails. Websites are important means of keeping up to date with evolving trends and the ever-changing market. They make sure that a business is accessible and remains in touch with the ever-changing digital world. In conclusion, according to the UK Business Data Survey (Gov, 2024), overall 68% of businesses in the UK operate online, which is proof that websites are not just relevant but play a key role and are essential for any 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: I would recommend that they improve their online client connections on the website. Since a majority of businesses are now primarily conducted online, especially since the COVID pandemic. The website needs to have a link where potential customers can go to make bookings instead of having to call. Additionally, we need a chat hub where clients can have the opportunity for one-to-one interactions, which is beneficial for customer service. Clients can have their queries answered immediately, reducing customer frustration. This also boosts sales, as clients can make decisions straight away and at any time, given the 24/7 availability. In conclusion, being able to make bookings online and having a chat hub is beneficial for the business.

Reference List

UK Business Data Survey (2024), <https://www.gov.uk/government/statistics/uk-business-data-survey-2024/uk-business-data-survey-2024>, (accessed on 09.08.25)

Alexander House and Utopia Spa, <https://www.hotelsone.com/east-grinstead-hotels-gb/alexander-house-and-utopia-spa>. (accessed on 09.08.25)