

LCLM4002_BIRM Digital Skills Task 3 Website Evaluation			
Student Number	2426359	Student Name	Marian - Flavius Licurici
Website Chosen	Suited Cars – Car Wrapping Birmingham		
Insert hyperlink to website	https://www.suitedcars.com/		
Evaluation			
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 homepage loads quickly, displaying the hero header and primary call-to-action without wait. Navigation links appear at the top and respond promptly. Scrolling is smooth, photos display without stuttering, and there is no auto-play video to slow the first paint. For a small business website, the page weight feels light, allowing for a quick first impression and easy research.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: The navigation is shallow and clear. The main menu features Home, Gallery, Services, FAQs, and Contact, keeping the site map basic and predictable. "Gallery" displays completed wraps, "Services" explains options, "FAQs" answers frequently asked questions, and "Contact" provides address, phone number, email address, and business hours. A footer site map repeats crucial connections, making it easier to navigate extensive sites.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: There is no calendar booking. The site includes a Request a Quote option, as well as phone and email contact information. This is a tailored service with prices based on vehicle size and finish, so enquire first and then schedule. The FAQs state that quotes are bespoke and suggest customers to contact the company during business hours to receive a competitive tailored price.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: Add a simple booking option for consultations, maintain the Request a quotation flow for pricing, and pin a sticky header to keep menu links visible when scrolling. A conspicuous WhatsApp or chat button would reduce the barrier to rapid inquiry. A brief pricing range guide on Services would establish expectations for hatchbacks, sedans, and SUVs without replacing custom quotations.			

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 design is simple and focused on the copy and examples. On desktop, the layout is balanced, with clear headlines and strong, tappable calls to action. On mobile, content stacks vertically, requiring additional scrolling while preserving clarity. There are no obtrusive pop-ups, which promotes confidence among first-time visitors and keeps the focus on the Gallery, Services, and Contact.

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

Answer: The site uses still photographs to demonstrate quality. The Gallery displays a variety of vehicles and finishes, including gloss, satin, matte, pearl, and branded films from Hexis, Avery, 3M, KPMF, and Teckwrap. The colours of the UI are neutral, allowing photographs to shine out. There is no heavy auto-play video, which improves speed and reduces distractions.

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's no live chat widget. Enquiries are handled by Request a Quote, phone, or email. For custom work, this is acceptable; however, a chat or WhatsApp button might record fast enquiries while a user compares companies. It would minimise the time to first answer and assist visitors outside of opening hours with saved replies.

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

Answer: Although Services includes access to Instagram, social media links are not prominently displayed in the main footer. Additionally, the company keeps up-to-date accounts on Facebook and Instagram. Clearly displaying these icons in the header or bottom would highlight social proof and provide visitors with more recent work samples without requiring them to conduct manual searches.

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 plain English, the Services website includes the following key offerings: Debadging, Headlight/Taillight Tinting, Dechroming, Roof Wrapping, and Car Wrapping. Each is briefly described. For proof, the page provides links to Instagram and the Gallery. A first-time buyer can better comprehend possibilities and select a finish with the help of this straightforward copy and samples.

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

Answer: A carousel of identified testimonials and links to additional Google reviews are

featured on the homepage. Social proof is displayed on the home page, and for further in-depth information, a third-party source is consulted. While the Google link promotes openness, dates next to on-site quotes would further indicate recentness.

Question 3c – How is the service presented as high quality? For what reasons would you use the company's service or recommend it to a friend or family member?

Answer: Consistent quality messaging includes using renowned films, investing on equipment and training, and emphasising "quality over quantity." The Gallery supports claims with high-end models and a variety of finishes. FAQs indicate expertise by providing information about procedure and treatment, including blade-safe methods and aftercare. I would suggest meticulous craftsmanship, a well-defined scope, and compelling visual evidence.

Question 3d - Are prices made clear to customers? If yes, do the prices reflect the quality of service shown? If not, why do you think the company has chosen not to include prices?

Answer: There is no price list. FAQs clarify that quotes are customised upon consultation because options differ greatly. Along with noting that price varies depending on vehicle size and finish, the portal directs customers to get an estimate. Although this prevents deceptive anchors for custom work, a clear pricing range might facilitate screening and set expectations more quickly.

Section 4 – Searchability

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

1. car wrapping Birmingham

2. vinyl wrap Birmingham

3. vehicle wrapping West Midlands

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

Answer: The main website has a high ranking for brand plus service searches. Position can fluctuate because results for broad searches contain several wrap businesses and directories. The website's targeted pages and unambiguous metadata increase exposure, and Facebook and Instagram profiles provide branded signals that frequently appear on page one for name searches.

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: Indeed. The principal owned route for correct information, service scope, and contact data is still a small company website. Social media facilitates discovery, but it lacks the stability and structure of a website with galleries, services, and frequently asked questions. Suited Cars uses their website to show off their work, discuss options and finishes, and offer a straightforward phone and email inquiry process. Testimonials, an easily accessible contact page, and clear navigation all help new consumers feel less hesitant. A small firm needs a speedy homepage, clear offerings, and an image-led gallery to establish trust and expedite the inquiry process for local services..

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: Include a prominent chat or WhatsApp button and a simple book consultation route. Though many buyers prefer to simply reserve a time slot or ask a brief query while comparing suppliers, custom work still requires estimates. A straightforward booking widget would cut down on email ping-pong and capture intent at the peak of interest. Off-peak visits and mobile users would benefit from a chat entry point. To set expectations, including a pricing range guide for services while maintaining the customised quote approach. All of these changes would assist lead acquisition, increase speed to first contact, and maintain the simple structure that currently works.

Reference List

- Suited Cars (2025) *Home*. Available at: <https://www.suitedcars.com/> (Accessed: 12 August 2025). [suitedcars.com](https://www.suitedcars.com/)
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