

LCLM4002_BIRM Digital Skills Task 3			
<u>Website Evaluation</u>			
Student Number		Student Name	
Website Chosen	Eden spa, Beauty salon Birmingham		
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: The usability for the Eden spa link loads in a matter of an instant, or approximately in 0.2-0.4 seconds. to achieve this process, you would have to right-click on the link. This website allows you to have access to and gain knowledge, and navigate the website .			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: Indeed, Eden Spa Harborne has many sub-pages; this is a secure and clear way of navigating. There are numerous sub-pages on the Eden spa website, they are links to booking, contact information, plus treatment services. This is an organised way to help customers engage with booking appointments faster. In the convenience of this matter, online booking does serve comfort.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: Not necessarily, it's rather difficult since the map keeps covering the subpages. Customers would be compelled to call the company, then book online. Another route would be signing the contact form for the company to reach back to them and book appointments.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: The usability of this website is difficult. Firstly, the map is quite big. secondly, it covers the payment section (sub-page).			
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: Yes, the website seems more formulated on the phone then the website, the maps proportions were better.			

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

Answer: The website uses images to convey a peaceful and relaxing mood, using no faces but very subtle faces and aesthetic pastel colours to set the mood

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, it hasn't, it wouldn't be recommended since the website is used to book. Unless the AI bot can do it itself in this case customers can communicate with the bot to make a booking, thus making it a seamless experience.

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

Answer:
None are effective. On twitter it goes to an account that was only active in 2018. The Facebook link is not available, it goes to a faulty account that seems deactivated.

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: this is made clear through the subpage called "The Spa" "we deliver personal service and exceptional quality in both. We are specialists in beauty, holistic and therapeutic treatments delivering great quality at reasonable prices in a friendly and professional environment. "– Eden Spa Website "The Spa page" explains the services clearly.

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

Answer: No, there's no Reviews on the Eden Spa page. Nothing that's present or up to date to notify customers of their recent customer service.

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: The websites tone can be compelling to how clean and tranquil the spa is the spa presents its services as "Great Quality" they offer everything from waxing to Facials all of these are high skilled tasks thus boosting its validity in services, for those reasons alone I'd recommend the website to friends & family.

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: yes, prices are made clear on the "Treatments" page on the spa website. Doing this allows customers to book knowing what they are paying for and allows streamline in the business.

Section 4 – Searchability	
Question 4a - What three words would you type into Google to find this type of service?	1. Spa near my area
	2. Beauty Spa's in Hambone
	3. Eden Spa Harborne
Question 4b - When you type these words into Google, does the company's website appear in the top ten websites?	
Answer: Eden Spa Harborne works best. It shows up as the first search.	
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: I believe it contributes to the modern UK business, it has all the relevant trends such as a website, phone number and email and contact details for booking. It's in a busy area and in the middle of a business high street.	
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 chose the Eden Spa website; I would change the layout of the website. I'll create a new page and call it "Where to find us" By doing this, I can put the map on the website without covering the other pages, making it harder to navigate around the website. Secondly, I'll create a reviews page where people can talk about the company. Thirdly, I'd add proper social media pages to show customers what work we have been up to and reach out to us on social media. Lastly, I'll add an AI customer service bot to boost the interaction with customers. All of this will boost the business to a more premium value.	

Reference List

Q4B : When you type these words into Google, does the company's website appear in the top ten websites?

https://www.google.com/search?q=eden+spa+harborne&rlz=1C1GCEA_enGB1007GB1007&oq=eden+spa+har&gs_lcrp=EgZjaHJvbWUgCggAEAAAY4wIYgAQyCggAEAAAY4wIYgAQyDQgBEC4YrwEYxwEYgAQyBggCEEUYOTIICAMQABgWGB4yCAgEEAAAYFhgeMgYIBRBFGDwyBggGEEUYPDIGCAcQRRg80gEIOTkzOWowajeoAgCwAgA&sourceid=chrome&ie=UTF-8

<https://edenspaharborne.wixsite.com/eden-spa/treatments>

<https://www.facebook.com/edenspa.harborne>