

LCLM4002_BIRM Digital Skills Task 3**Website Evaluation**

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Website Chosen	Eden Spa Harborne
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Insert hyperlink to website	https://edenspaharborne.wixsite.com/eden-spa
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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 Eden Spa Harborne website loads quite quickly, with images and text appearing within a few seconds. Sometimes there is a small wait because it is made with Wix. But overall, it is easy to open and use.

Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?

Answer: The Eden Spa Harborne website does not have many sub pages. There are a few, like "Home", "About", and "Treatments". A customer can move around the site by clicking on the menu at the top of the page. It is simple to find what you are looking for because there are not too many choices.

Question 1c - Can a customer make a booking via the webpage?

Answer: No, a customer cannot make a booking directly on the website. There is no online booking form. Customers have to call the spa or send a message to book an appointment. This could make it a little harder for some people who prefer to book online.

Question 1d - What improvements could be made to the usability of the website?

Answer: The website could add an online booking form to make it easier for costumers. It would also help to remove the Wix ads and get a better website address. Some pages could have more clear information and bigger buttons to click. Making the website faster and easier to use on phones would also help.

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 website looks nice and calm, which is good for a spa. It uses soft colours and relaxing pictures. On a mobile phone, the website still looks good but some text and pictures are a little small or move around. It looks better on a computer because everything fits better on the screen.

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

Answer: The website uses soft colours like white and light green to feel calm. It has nice pictures of the spa, showing treatments and peaceful rooms. There are no videos on the site. The pictures help people see what the spa is like and make it look relaxing.

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: The website does not have an online chat tool. This makes it harder for costumers to quickly ask questions. If there was a chat tool, it would be easier for people to find out more about treatments and book faster.

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

Answer: The website has social media links, but they are not very clear or easy to find. They are small and at the bottom of the page. It would be better if the links were bigger and easier to see, so more people could follow and contact the spa.

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 are shown on the website in a simple way. There is a "Treatments" page that list what the spa offers, like massages and facials. Each service has a short description. It is quite easy for costumers to see what they can book.

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

Answer: There are not customers reviews shown on the Eden Spa Harborne website. This makes it harder for new customers to see what other people think about the spa.

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 is presented as high quality because the spa offers a range of services. However, I will not personally recommend it as much because the website lack important features.

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, the prices are not shown on the website. This may be because the spa wants customers to contact them directly to ask about prices, which could help them explain services better. It might also be to keep prices flexible or offer special deals. Without prices, though, it is harder for customers to know what to expect before booking.

Section 4 – Searchability

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

1. Spa near me

2. Relaxation treatments

3. Massages Harborne

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

Answer: When I searched for "Harborne Spa Massage" on Google, the Eden Spa Harborne website did not appear in the top ten results.

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: The Eden Spa Harborne website does have some relevance for modern UK business, but it could be improved. Many people still search for local services like spas, and the website shows basic information about the spa. However, it lacks important features that are common today, like online booking and customers reviews, which can make it harder to attract new customers. The website also uses Wix, which can make it feel less professional. To stay competitive, businesses in the UK need a more polished website with clear pricing, easy navigation, and up to date content. Without these improvements, the website may struggle to keep up with other business offering similar 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: If I were to make one recommendation for improving the Eden Spa Harborne website, it would be to add an online booking system. This is important because many customers today prefer to book services directly on a website, rather than calling or e-mailing. An online booking system would make it easier for customers to schedule their appointments at their convenience and could help the spa attract more business. It would also improve the overall user experience and make the website feel more modern.

Reference List

Eden Spa Harborne, Available at <https://edenspaharborne.wixsite.com/eden-spa> Accessed at 21 April 2025

Google, Search result for "Harborne Spa Massage" , Available at <https://www.google.com> Accessed at 21 April 2025