

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2227307	Student Name	Ioan Serban
Website Chosen	Highfield Town House Hotel		
Insert hyperlink to website	https://www.highfieldedgbaston.co.uk/		
<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 hotel's website loads without delay on both computers and mobile phones. Pages appear straight away, and the photographs are displayed clearly. Navigation is smooth, which makes browsing stress-free for visitors.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: Yes, it contains different sections such as Rooms, Bookings, and Contact. These can be accessed using the top navigation bar. Clear headings make it simple for customers to move between pages.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: Yes, guests can book directly through the site. The booking form allows date selection, availability checks and confirmation in a few steps, saving time.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: The website could be easier for mobile users if the text and buttons were slightly larger. Adding a search tool and compressing images for quicker loading would also be helpful.			
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 style is elegant and matches the boutique feel of the hotel. On a larger screen the images look very clear, while on mobile the design works but can seem a little compact.			
Question 2b - How does the website use imagery, video and colour?			
Answer:			

The site relies mainly on photographs, which are high quality and show the rooms well. Colours are neutral and calming. No videos are used, which could add more appeal if included.

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 is no live chat option. Contact is possible by phone or email, but a chat tool would allow quicker and easier questions about reservations.

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

Answer:
Links to Facebook and Instagram are available and do work. They show extra pictures and updates, though the links could be placed in a more obvious position.

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:
Details of services are listed on the Rooms and About pages. Facilities such as breakfast and Wi-Fi are explained, so customers know what to expect.

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

Answer:
Reviews are not displayed directly on the site, but visitors are encouraged to check Google and TripAdvisor. These external reviews are recent and generally positive.

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 website presents the hotel as stylish and comfortable with personal service and a convenient location. I would recommend it to someone wanting a boutique stay in Birmingham.

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, prices are shown during the booking process. They match the level of quality advertised, as the rooms are marketed as luxury and priced accordingly.

Section 4 – Searchability

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

1. Boutique hotel Birmingham
2. Hotel Edgbaston
3. Luxury accommodation Birmingham

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

Answer:

Yes, when searching with these phrases, the hotel's website usually appears within the first page of results, making it easy to locate.

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:

Websites are still very important for UK businesses. Social media is useful, but customers expect a company to have its own website with reliable details about products, services and prices. A professional website also creates trust. For hotels, the site is essential as it allows direct bookings, shows photographs of the rooms and gives accurate information about location. Without it, the business would depend mainly on third-party platforms, which can limit how much control the company has over its image.

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:

One key improvement would be to introduce a live chat feature. This tool would give visitors an easy way to ask questions in real time, such as availability of rooms, special offers or parking. Many travellers now prefer instant answers rather than waiting for an email reply. Live chat could encourage more direct bookings through the website, reduce reliance on booking agents and improve the hotel's ability to provide a more personal service to customers.

Reference List

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