

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2437834	Student Name	Jaroslav Piotr Rosocha
Website Chosen	Suited Cars		
Insert hyperlink to website	https://www.suitedcars.com/		
<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: Website loads super-fast, short website name makes it even easier. I have tried using different web browsers to compare speed and loading time. All of them had no problems and loading time had been pretty much at the same speeds. Design had been thought through quite well, using good quality photos for the headers but just right not to make website loading for two long. Simplicity is the key in this case. Well done to web designers.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: There're four sub-pages, accessible at the top and bottom of the website. Simply click on the TAB you're interested in or scroll down to the bottom of each sub-page for the same and more info. Gallery Tab is really amazing as you can clearly see what they do, especially quality of their work.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: Looks like booking is not available but you can provide your details to obtain a quote for the service provided. You can contact Suited Cars via mobile phone number, WhatsApp or email for more information. It makes a lot of sense in this case as they need to know exactly what the customer expectations are, car make and model, the customer has to see the options provided, quality of wrap, price etc. Better to make an appointment and discuss especially that service like this is quite costly.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: It doesn't look like it needs much of improvement, website looks clean and simple with every sub-page easily accessible. FAQ sections provide all possible answers to most questions. If I had to point one thing, I would change colouristic to be a little lighter and more dynamic. Make it more attractive to the eye but at the same time not to overdone.			
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: Of course, there's slight difference between mobile and computer version but mainly due to the screen size on mobile device and resolution. Website has been designed to display on different devices. One visible difference is navigation bar: on mobile device has three lines to expand for sub menus, PC version has full tab options as it's been designed in full screen view.

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

Answer: As I have mentioned before, theme colours could be lighter, present ones are maybe a little boring but still pleasant to the eye. Existing photos are complementing services provided, quality of the services can be seen on pictures in Gallery section or their social media platform. Videos are not present on the website but it would be nice to see 360 camera rolls of the finish project.

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: Yes, website has a Messenger chat tool at the right bottom corner. It's extremely effective, it lets service provider and potential customer instantly connect. It's also very convenient for the customer. By connecting to Facebook gives an option to interact directly by chat, video call or upload/send any photos or attachments with customer service and discuss potential options. Also Suited Cars can see who they are dealing with.

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

Answer: There are two links to social media: Facebook and Instagram. Upon opening those links, I find it very useful. I can get more information about services that Suited Cars has done and what projects are currently working on. More photos before and after every individual project. Looks like it's being updated fairly regularly.

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 a very simple way, I love that. It's straight on the main page/home page – "What do we do? We wrap cars. We apply vinyl film on cars, to change the colour and protect the original paint". It's straight to the point, direct statement that doesn't need an explanation. It also explains what is car wrapping and what determines the price range

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

Answer: Lower section of the main/home page, just below "Request a Quote" button, you can clearly see reviews that has been left by the happy customers, all reviews are 5 stars. Everyone is praising Suited Cars on the quality of workmanship but theirs is no information on when the reviews had been posted, no time frame or dates. Hard to say.

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:

SuitedCars presents itself as a high-quality, specialist vehicle wrapping service in Birmingham, emphasising meticulous attention to detail, use of top-tier vinyl materials, and trained staff to ensure superior finishes. Clients frequently praise Saqib's professionalism, personalised care, and honest advice, highlighting the friendly demeanour and craftsmanship behind each job. Many reviews describe transformative results, excellent customer service, and good value for money—strong reasons to choose or recommend their services.

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: Prices are not show on the website but can be obtain by clicking on the "Request a quote" button. In this kind of services prices cannot be shown as there's too many variables which can determine a final price. Few of those factors can be: size, make, model, overall condition of the car, quality of wrap, colours, combination of different parts of the car in different wrap etc. All prices are individual which also makes it in some ways affordable.

Section 4 – Searchability

Question 4a - What three words would you type into Google to find this type of service?	1. Suited Cars
	2. Car wrapping Birmingham
	3. Wrapping in Birmingham

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

Answer: Upon typing Suited Cars, website comes up straight at the top of the search list. Typing Car wrapping Birmingham, google search shows all car wrapping companies in Birmingham region, local to Birmingham, where Suited Cars are in top 3 recommended places for car wrapping. Typing Wrapping in Birmingham also shows local car wrapping companies where Suited Cars are 3rd in recommended places and top of the direct founds. To answer the question, definitely Suited Cars are in top ten results in google for car wrapping.

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 still highly relevant for modern UK businesses. They provide a central platform to showcase services, build credibility, and reach wider audiences. Unlike social media, websites offer full control over content and branding. They also improve visibility through search engines, helping attract local and national customers. In a digital-first world, a professional website enhances trust and supports long-term business growth, making it an essential tool

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 important improvement would be to make the website load faster. At the moment, it takes longer than it should because the pages use too many separate parts when loading.

By tidying these up and making them more efficient, the site would open more quickly and run more smoothly. A faster website keeps visitors engaged, reduces the chance of them leaving too soon, and also helps the site appear higher in Google searches. This simple change would make the experience better for all users, especially those browsing on mobile phones or slower internet connections. In few words, it still loads fast on many devices but there's too many scripts running in the background who are lowering it's potential to load even faster.

Reference List

Suitedcars – www.suitedcars.com accessed date 02.08.2025