

LCLM4002_BIRM Digital Skills Task 3			
<u>Website Evaluation</u>			
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Student Number	2415549	Student Name	Towhidul Islam
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 website loads quickly on both desktop and mobile. I didn't notice any delay or lag. All pages opened without problems. This helps create a good first impression and keeps the user engaged. A fast website also shows professionalism and gives users confidence to continue exploring.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: Yes, the site includes sections like Rooms, Dining, Events, and Contact. The top menu stays visible when scrolling, which makes it easy for users to move between pages without getting lost.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: Yes, booking is possible, but the user is redirected to a different site. The look and feel stay similar, which helps avoid confusion. However, it would be better if bookings could be made directly on the main site for a smoother experience.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: The site would be better if buttons were more visible. Using brighter colours or hover effects could help. Also, adding a contact form or live chat feature would improve user support and make communication quicker.			
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 site looks clean and modern. It works well on both phones and computers. I didn't see any layout issues when switching between devices. The design is simple and easy to follow on all screen sizes, which makes browsing comfortable.			

Question 2b - How does the website use imagery, video and colour?	
Answer: The photos are high-quality and reflect the luxury feel of the hotel. The soft colours give a calm and relaxing atmosphere. I didn't see any videos. While not necessary, a short video tour could add more visual interest.	
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 on the website. A chat tool would help users ask questions quickly without needing to call or email. This would improve the customer experience and make the site feel more responsive.	
Question 2d – How effective are the social media links on the website?	
Answer: The website links to Facebook and Instagram, which is helpful. However, showing recent posts on the homepage would make the site feel more active and updated. This can help build more trust with potential customers.	
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: Each service is shown in its own section. The Rooms, Dining, and Events pages have short and clear descriptions. This makes it easy for users to understand what's available without reading too much.	
Question 3b - How are customer reviews made available? Are these up to date?	
Answer: There are no reviews shown on the site. Adding customer feedback would help new visitors feel more confident about booking. Even a few short reviews can make a big difference in building trust.	
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 hotel presents itself as high quality through the clean layout, soft colours, and professional images. I would recommend it to anyone looking for a calm, stylish place to 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?	
Prices are not shown directly on the site, likely because bookings happen on another platform. Showing a price range on the homepage would help users plan and feel more informed before booking.	
Section 4 – Searchability	
	1. Boutique hotel
	2. Edgbaston

Question 4a - What three words would you type into Google to find this type of service?	3. Luxury stay
Question 4b - When you type these words into google, does the company's website appear in the top ten websites?	
Answer: Yes, the website shows up in the search results. It could improve its position with better SEO, like updated keywords, improved meta descriptions, and adding alt text to images. These steps would help more people discover the business online.	
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 very important for businesses. Even with the popularity of social media, websites give a professional image and full details about the business. Customers use websites to learn about services, find contact info, and make bookings. A well-designed site builds trust and shows that the company is serious. It also improves online visibility through search engines. In short, a website is still a key part of how a business connects with its customers today.	
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 would suggest adding a booking form directly to the main website. Right now, users are taken to another site. Keeping everything on one page makes the process quicker and more convenient. This can increase bookings, as users often prefer a simple and smooth experience without being redirected.	

Reference List

Highfield Town House Hotel (2024) *Highfield Town House Hotel* [online] Available at: <https://www.highfieldedgbaston.co.uk> [Accessed 8 Apr. 2025].

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Lidwell, W., Holden, K. and Butler, J. (2010) *Universal Principles of Design*. 2nd ed. Beverly, MA: Rockport Publishers.

Moz (2024) *Beginner's Guide to SEO* [online] Available at: <https://moz.com/beginners-guide-to-seo> [Accessed 8 Apr. 2025].