

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2427437	Student Name	Bianca-Georgiana Puitau
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: The website load speed may depend on how fast the network works and the user location as it can have bad connection in your local area. On another hand, this include the file size of the website, and the app you are using to open it. The website should load not longer than three seconds, and it should not take longer than that.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: Yes, the website contains many sub-pages they are located on the top of the page and there are five of them :home,gallery,service,FAQS and contact .They are easy to be find .All you have to do is click on the one you are looking for and it will come up in few seconds without waiting for so long. You will be surprised.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: Yes, the customer can make a booking via the webpage all they have to do is to click on the top of the sub-pages where you will find the contact page.The page it will open with a click, and all you must do is add all your details on your booking: name,email,vehicle registration and comment you would like to be answered. It should not take that long to be answered as all the customers are so happy with their services.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: The website could improve from making some picture before and after as they had upload pictures on how they look at the end of work and in some ways, they look unreal for me because they look so marvellous and unbelievable. Uploading any videos which that will make a huge different between the website and it would make more attractive and it will be visual for all the viewers.			
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: There are some differences between a mobile phone and a computer. The phone screen is a small size which makes everything smaller than the computer you can see a large screen and it visually easy to look. Computer displays much more information than the phone prioritises essential content which will be harder to navigate. The phone			

sometimes it does not open the link as it is a complex website and that might give you an error.

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

Answer: The website uses clearly picture and colourful background which makes it more attractive for the customers and an emotional connection with them. Using bright colours and big size of pictures improves visual content and eye catching. The size and the colour are used carefully to make a good vibe for everyone.

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 offer a contact options such as phone number which is the easiest way is to call them about any enquires and Request a Quote, however, the website does not offer a live chat which would be a better way. The website does not have an online chat tool, but you can contact them by email, WhatsApp or just call them and make an appointment with them. There you can ask anything you would like to know about the cars.

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

Answer: Clickable and accessible you can access it at any time if you have any connection to the Wi-Fi. Anybody can have access to any website easy to share and open. All you must do is to copy the link or if it has QR code scan it, and it will open instantly. Easy just to copy and paste and it will come up.

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 offered by the company are made clear for the customers by designing them by content where is easy to find everything about their company. It is labelled organised and named by the sub-pages where is everything. You can find their contact details which you can ask if you have any enquires by email, call or WhatsApp.

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

Answer: The customer reviews are made available in their website if you scroll down almost until the bottom of the page you will find the customers reviews. There are ten of them that the customers made comments about their experience with their cars. The company has a really good review about their people that works in there. If you want to see more reviews, you have to click on more where you can find more reviews.

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 they are provided it is highly recommendation by the customers experience. The customers are provided in detail the services they had with their cars and how friendly the workers are. As, I had read their reviews and how nice their cars look it

attracts my eyes. I would love to have done a nice wrapping to my car. I will highly recommend to my brother, he is a big fan of perfect cars.

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: They are not providing any prices for the services they are provide All they have is the price for how far may cost you for an uber, while your car is with them and how many miles there are from them to other cities. I guess they have not included the prices for the services they are provided as everybody has different car and what service you are asking for.

Section 4 – Searchability

Question 4a - What three words would you type into Google to find this type of service?	1.Car wrapping
	2.Roof wrapping
	3. Debadging car

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

Answer: No, it does not appear when I typed as being the top websites it gives me the closes area to for me. Their location is it located in Birmingham which is far away as I live in Aldershot that is around three hours from my local area.

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, the website does have a relevance in the modern UK business as these days almost everybody has a car. This website helps them to make their car look like brand-new car. Making such a nice wrapping as a competitive price all around the world. You can find amazing pictures with their work which is unbelievable. Making an excellent work it attracts more people. You can even contact them if you want a different service even phone or email.

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 there will be one recommendation from my side that will be is making the company more famous by making posters of their work which is breath taking. Making their cars look exactly how they want with specific colour wrap, roof wrapping, dechroming, head light/tail tinting and rebadging. Add an interactive car customisation tool with 3D visuals as will make the company have more opportunity to get the customers interested in their company. Making the website more informative which the customers can find more answers to their questions and have a live chat which should be open 24 hours to answer to the customers.

<https://www.suitedcars.com/>