

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2435406	Student Name	Mylene Paningbatan
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?			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: The website has several sub-pages including Home, Gallery, Services, FAQs, and Contact. Customers can easily navigate between these using the clear menu at the top of the page.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: Customers can make the bookings through the website, as the booking information and contact details are clearly displayed for easy access.			
Question 1d - What improvements could be made to the usability of the website?			
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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 webpage looks modern, professional and elegant, with a clean and sophisticated lay out and easy to read text. On a computer or iPad images and booking buttons are larger and more detailed, while on the mobile, the lay out is slightly compressed but still easy to navigate through the menu option. The website remains visually clear and appealing on both devices.			
Question 2b - How does the website use imagery, video, and colour?			

Answer: The website features striking images that highlight the luxury and style of each car model. Videos showcase customer experiences and comments, adding a dynamic and engaging touch.	
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 provides an online chat tool through the Facebook Messenger, which appears as a button on the lower right. This tool is very effective as it offers quick and responsive customer support.	
Question 2d – How effective are the social media links on the website?	
Answer: The social media links on suitedcars.com are highly effective and efficient. They load quickly and attract customer traffic, helping visitors engage more with the company.	
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 customers offered by suitedcars.com are clearly presented through detailed descriptions, high-quality images, transparent booking options, and clear pricing information.	
Question 3b How are customer reviews made available? Are these up to date?	
Answer: Customers reviews are directly available on suitedcars.com, allowing visitors to read up-to-date feedback and comments from previous customers.	
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 through detailed descriptions, elegant design, and excellent customers reviews. I would recommend suitedcars.com because they offer reliable booking, clear communication, and luxurious vehicles that create a memorable experience.	
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 clearly displayed on the website, matching the high quality of the service provided. Transparent pricing helps customers trust the company and feel confident in their booking decisions.	
Section 4 – Searchability	
Question 4a - What three words would you type into Google to find this type of service?	1. Luxury car hire
	2. Premium chauffeur service
	3. Executive car rental
Question 4b - When you type these words into google, does the company's website appear in the top ten websites?	

Answer: Yes, suitedcars.com appears within the top ten search results, showing strong online presence and good search engine optimisation.

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 remain vital for modern UK businesses because they provide a professional online presence, easy customer access, and essential information. They build trust, showcase services, and allow businesses to compete effectively in the digital age. Without a good website, a company risks losing customers to more accessible competitors.

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 recommend adding a live chat feature for an instant customer support. This would improve the user experience by providing quick answers to questions and helping build stronger customer relationships, leading to higher satisfaction and bookings.

Reference List

Suited Cars, (no date) Official website.
Available at: <https://www.suitedcars.com>
(Accessed: 11 August 2025).