LCLM4002_BIRM Digital Skills Task 3
Website Evaluation

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Website Chosen	Suited Cars.
Insert hyperlink to website	https://www.suitedcars.com

Evaluation

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 suited cars website loads very quickly on both desktop and mobile. The streamlined homepage with minimal animations helps keep fast loading times, which improves user engagement and reduces bounce rate.

Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?

Answer: The website has a clean navigation structure with top bar links to essential page like “Home,” “Service,” and “Contact.” Sub-pages are clearly labelled and accessible without unnecessary clicks. Navigation is intuitive for unpracticed users.

Question 1c - Can a customer make a booking via the webpage?

Answer: Yes, Customer can request a quote or make a booking by using the contact or booking for provide on the site. The The process is straightforward end Accessible from the Main Menu.

Question 1d - What improvements could be made to the usability of the website?

Answer: improvement could Include Adding A sticky menu or breadcrumb navigation for better page tracking and improving from feedback (confirmation messages). Accessibility features like alt texts and larger tap targets would also help.

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 website has a sleek, professional look with strong colour scheme and high-quality images. However, some pages are less visually dynamic than others, lacking interactive design or varied layout.

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

Answer: The website uses high quality images of luxury vehicles to create a premium feel. Colour uses simple, mainly black, white, and gold reflecting elegance. However, the site

could receive help from a promotional video or clients testimonials to further engage visitors visually.	
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: No, the suited cars website does not have online chat tool. Communication options are limited to a contact form and phone number. Adding a live chat feature could make customer inquiries faster and improve engagement.	
Question 2d – How effective are the social media links on the website?	
Answer: The social media links are available at the bottom of the homepage, linking to Instagram and Facebook. However, the links are quite small and not very prominent. increasing their visibility could encourage more customers to connect through social platforms.	
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 are clearly explained under 'our services' section. Customers can easily see options like airport transfers, executive travel, and event transportation. Brief descriptions help visitors understand the benefits and situations where suited cars can help.	
Question 3b - How are customer reviews made available? Are these up to date?	
Answer: Customer reviews are displayed on the homepage showing positive testimonials. However, there are only a few reviews visible, and it is unclear how recent they are adding dates or updating them more regularly could build greater customer 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: Suited cars present itself as high quality by displaying luxury vehicles offering professional drivers and emphasising punctuality. I would recommend the company for extraordinary events, executive travel, or airport transfers because of its professional image and the personalised service offered.	
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 shown on the website this is likely because services are bespoke, and costs depend on the distance, vehicle type, and customer requirements. This strategy also positions the services high end and tailored to individual needs	
Section 4 – Search-ability	
Question 4a - What **three** words would you type into Google to find this type of service?	1.Executive 2.Chauffeur

	3. Birmingham

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

Answer: When searching 'executive show for Birmingham' on Google, suited cars does not consistently appear within the top 10 results. Larger chauffeur companies dominate the first page. Suited cars could receive help from improved SEO (search engine optimisation) to increase their visibility.

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 remain truly relevant in modern UK business. they provide a crucial point of information, create first impressions, and offer direct communication channels with customers. Even with the rise of social media, a professional website builds trust and credibility. Without a good website, Businesses risk losing potential customers to competitors who offer more accessible and professional online experiences.

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 recommend adding a live chat feature. This would allow customers to ask quick questions and get immediate responses, improving customer service. As luxury customers expect prominent levels of service and fast communication, this addition could increase bookings and customer satisfaction.

Reference List

Suited Cars. (N.D.) *Suited Cars.* Available at: https://www.suitedcars.com/. (Accessed: 26 April 2025)