

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2439206	Student Name	Aurio Manuela Munda
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: How quickly open de website depends speed of internet and how fast are the software of computer our mobile phone, for example a computer with 4GB RAM and poor internet get it slow, my computer are 16GB RAM and the Internet I am using now is for the University, so this take less than one second to open it. Concluding, is very important keep the antivirus on computer update and always use a safe and fast internet to get quickly answer when we intend navigate on the websites for any purposes.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: Yes, the Website contain many sub-pages, like Home, Galery, Services, FAQS, Contact, Request a Quote and Facebook Messenger for Costumer Support. The Costumer navigate according your needs like request a quote, see the available models and support			
Question 1c - Can a customer make a booking via the webpage?			
Answer: No, but they can request another services like quote our support online, contact by phone our email.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: Booking via webpage, price of the cars and make the payment online			
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: No,look the same and have the options to navigate.			
Question 2b - How does the website use imagery, video and colour?			
Answer: They use images for the cars they sale, not videos, and the theme/colors for the website are white and black			

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, Facebook Messenger. Is very useful, because we get quickly answers for the costumer service, instead we waited for the email.

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

Answer: Yes

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 are very clear, and the costumers they have access to to request quote by email our contact by phone and Facebook Messenger

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

Answer: The reviews are available on the Google reviews. The last one was three months ago

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: For my personally opinion could be better, because missing some sections, for me our friend I recommend other options.

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: No prices on the website. I believe is for strategic reasons due market competition

Section 4 – Searchability

Question 4a - What three words would you type into Google to find this type of service?	1.C
	2.A
	3.R

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

Answer: Yes

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. Because in digital Era the websites are the best way to get in touch with the Company our Organization, response time is more efficient, business without webpage is something from the past

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 will recommend payment page and booking page, will be more efficient, attractive and competitive.

Reference List

<https://www.suitedcars.com/> (2025) (Accessed: 05/08/2025)