

LCLM4002_BIRM Digital Skills Task 3			
<u>Website Evaluation</u>			
Student Number	2426751	Student Name	Aleta Dimitrova
Website Chosen	Eden Spa Harborne		
Insert hyperlink to website	https://edenspaharborne.wixsite.com/eden-spa		
<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 Eden Spa Harborne website loads quickly, with most pages opening within three to five seconds. The homepage is lightweight and contains minimal interactive content, which supports a smooth user experience. There are no resource-heavy features like video or animations, and navigation between pages is seamless. Accessible and user-friendly digital environments help ensure a positive online experience, especially when users seek quick and efficient access to information (Reedy and Parker, 2018).			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: The website contains a few well-organised sub-pages: Home, The Spa, Treatments, and Contact. These are accessed through a horizontal menu bar at the top of the screen, making navigation intuitive. Customers can move through the site easily using clear links and logical structure. Navigation design plays a significant role in customer confidence when browsing and booking online (Barnes, 2016). This approach supports both digital literacy and a positive overall user experience.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: There is no direct booking form with selectable times or services, but users can reach out through the "Contact" page. This page includes a basic inquiry form where customers can leave their name, email, and a message to request a treatment. While this allows for communication, it is less efficient than an integrated booking system. Including a full booking feature would streamline the process and meet user expectations for quick, self-managed scheduling.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: To improve usability, an integrated online booking form should be added. This would allow users to schedule treatments directly through the site without needing to send a separate inquiry, making the process quicker and more efficient. Additionally, the font size and contrast could be adjusted to enhance better readability. The embedded map currently overlaps the "Treatments" button, which makes it hard to see—repositioning it would improve navigation clarity.			
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 is visually appealing overall, with calming colours and elegant images that reflect a spa environment. On desktop, the navigation bar appears as a horizontal menu, while on mobile it changes to a pop-out menu, which is easier to use. The mobile version also displays subpage content more clearly, with simpler backgrounds and better readability. However, in the mobile “Contact” section, the address and opening times overlap, making the layout appear untidy and unprofessional.

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

Answer: The website uses a soft, neutral colour palette that reflects a calm Spa atmosphere. However, it lacks a dedicated gallery section and contains very few images overall. There are no specific visuals showcasing individual treatments or facilities, which limits the customer’s ability to visualise the experience. No video content is included either. The limited imagery only hints that it is a Spa website, which reduces the emotional appeal and effectiveness of the website's visual communication.

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 live chat tool is currently available on the website. This limits opportunities for instant customer support, especially for first-time visitors who may have questions before booking. Adding a simple chat function or chatbot could improve customer interaction and encourage quicker responses. It would also modernise the service and make the platform more competitive against other local businesses offering similar wellness treatments.

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

Answer: The website includes social media icons at the bottom, but their effectiveness is limited. The Facebook link appears broken or removed. The only functioning link is to the platform now known as X (formerly Twitter), but it still displays the outdated Twitter logo. This inconsistency gives the impression that the website is not well maintained. However, these links are located at the bottom of the site, which reduces visibility and may limit user engagement.

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: Services are listed under the “Treatments” tab and grouped by type, such as facials, massages, pedicure, waxing and others. However, treatment durations are not provided on the website, which limits planning. Some timing details are shared on the business’s X account, but this should be included onsite. The light font on a pale background also makes reading difficult. Improving contrast and adding more detail would support clearer customer understanding (Reedy and Parker, 2018).

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

Answer: Customer reviews are not displayed directly on the website. This is a missed opportunity, as many users rely on reviews when making decisions. The only way to see

some customer feedback is through the business's social platforms, and currently, only their X account is active. Including testimonials or embedded reviews from platforms like Google would improve transparency and trust. Client feedback influences decisions and strengthens credibility (Barnes, 2016).

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 website lacks treatment-specific photos, and the pale font on a light background gives a poorly designed impression. Service descriptions are brief and lack detail, which reduces confidence in the quality offered. Also, the last post on their X account is from 2018, making the Spa appear inactive or outdated. These factors combined make it difficult to perceive the business as high quality. I would hesitate to recommend it based on its current online presence.

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: Yes, prices are displayed next to each treatment listed on the website. They appear to be 25–30% lower compared to competitors in the area. This could indicate that the prices are outdated or that the business is using a low-pricing strategy to attract new customers. If so, it may suggest the spa lacks a loyal client base. While transparent, the pricing raises questions about value given the site's limited content and presentation.

Section 4 – Searchability

Question 4a - What three words would you type into Google to find this type of service?	1.Spa Harborne
	2.Beauty treatments Birmingham
	3.Relaxation Spa

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

Answer: When searching any of the selected keywords, the Eden Spa Harborne website does not appear within the top ten results. However, when searching "Spa Harborne," another more professional website appears for a business called "Harborne Spa & Clinic," which shares the exact same address. This other website includes more images, customer reviews, clearer service listings, and a modern layout. This suggests Eden Spa may be operating under another name or has shifted its digital presence.

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: I feel that websites remain essential for modern UK businesses. I personally rely on a business's website to find accurate information and assess its professionalism before making any decisions. Websites serve as a central hub for showcasing services, offering contact options, and building credibility. In industries like beauty and wellness, a well-maintained website can help attract and retain customers. While social media is useful for updates and promotion, it doesn't provide the same depth or structure. Websites also improve search engine visibility, making it easier for new customers to find the business. They continue to be the foundation of a strong online presence.

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 clearly visible and fully functional online booking form to the website. As a potential customer, I find it inconvenient to send a message and wait for a response just to make an appointment. A proper booking system would allow customers to choose services, select dates and times, and confirm appointments instantly. This would save time for both the customer and the business. It would also reflect a more professional and efficient image, which is especially important in the beauty and wellness industry. Many competing businesses already offer online booking, and I think this improvement would significantly increase customer satisfaction, loyalty, and overall convenience.

Reference List

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