

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2438630	Student Name	Edgar Lopes Vieira
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: Suited Cars website loads fast on desktop computers as well as on portable devices with little pauses. The home page is lean and clean, and this way, it is able to work well even with an average internet speed. Important elements like the contact form and the navigation menu load instantly.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: The site contains a number of well-organised sub-pages such as Services, About Us, and Get a Quote. Navigating around the site is easy, and the top menu remains obvious on every page. The users are able to traverse the sections with ease as they are internally linked to see related information on services offered (Jansen, 2022). The design is customer-friendly and non-confusing, and none of the information customers require is misplaced or requires much scrolling.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: Yes, The customer will book a trip by using the command form, which helps them to enter travelling details and address details. Nevertheless, the activity is not automated entirely. The customer decision-making may be delayed because there is a real-time booking or confirmation system (Khan, 2024). Incorporation of instant booking would enhance the user experience and give a more responsive and professional feel to the service.			
Question 1d - What improvements could be made to the usability of the website?			

Answer: To enhance usability, the site ought to have a real-time booking system that provides immediate confirmation. As well, it could have a floating button that enables one to access it on any page that was marked as Book Now. Enhancing font size and spacing on mobile devices would improve readability. Also, the implementation of a live support feature that will provide users with instant assistance upon navigation or booking would be useful.

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 is smooth and professional in its look, which is in line with a premium limo service. The layout and visuals are well-balanced on desktop, but on mobile, it is responsive, yet font sizing could use some improvement. All in all, it provides a good user experience, and small changes on the mobile would enhance readability and design further.

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

Answer: The site has high-quality imagery with executive cars and professional drivers, which strengthens a luxury brand. The colour scheme of black, white and grey exposes elegance and trust (Peters et al., 2022). However, videos have not been utilised, thus restricting interaction. Short videos about the services or the experiences of clients may add to the visual narration and customer engagement.

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 Suited Cars website does not offer any online chat tool. This reduces the communication with potential customers in real-time regarding urgent queries. The use of a chatbot or live support could tremendously benefit the user experience by providing them with possible instant help, which would help the user gain trust in the product and possibly increase conversions (Adam, Wessel and Benlian, 2021).

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

Answer: The site is connected to Instagram and Facebook, which are up-to-date and well-interacted. There are posts with highlights on services and customer experiences, as well as updates, and these posts are able to help build rapport and show how the organisation is engaged in the real world (Khorsheed, Othman and Sadq, 2020). Nevertheless, locating the social icons in a more prominent position or embedding feeds on the home page would stimulate higher interaction from visitors.

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 company demonstratively offers its services in a specific tab called Services. The services like airport transfers, wedding and business travel are represented with brief descriptions and appropriate pictures (Liu, Chen and Teo, 2021). Both services can provide benefits, which makes the offerings understandable to customers. It is easy to select what one needs thanks to the professional tone and the well-arranged layout.	
Question 3b - How are customer reviews made available? Are these up to date?	
Answer: Testimonials are marked separately (that is, there is a dedicated testimonials section), but there are only a few posts, and there is no indication of when one was left. Provision of other reviews closer to current times or to their date and reference to third-party /external review sites, such as Google or Trustpilot, would enhance credibility.	
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: Visual representation, descriptions of the vehicles and formal tone contribute to the representation of the service as premium. Specialisation on professional drivers, luxury cars and bespoke services is highlighted. I would suggest using it to launch an event or to travel on an executive basis, as it has clear branding and emphasis on quality.	
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: The prices are not available on the site. This can be planned, since most luxury services can customise the quotes according to the client's requirements. Although this promotes exclusivity, this may discourage cost-sensitive users (Olson et al., 2021). The presence of approximate price ranges or sample quotations would create a compromise between openness and adaptability, and would allow the users to make educated decisions with self-reliance.	
Section 4 – Searchability	
Question 4a - What three words would you type into Google to find this type of service?	1. Chauffeur Birmingham
	2. Executive car hire
	3. Luxury airport transfer
Question 4b - When you type these words into google, does the company’s website appear in the top ten websites?	
Answer: Yes, on the search keywords as chauffeur Birmingham and executive car hire the Suited Cars ranks top ten on Google. This indicates their good optimisation for the search engine (SEO). There is a good chance that they are using relevant keywords, clear headings and descriptive metadata, which makes them more visible and discoverable over the web.	
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: Sure, websites have not become obsolete in the contemporary UK business because they are the digital window that represents a company. Although social media platforms are beneficial when it comes to interaction, a professional site develops credibility, provides extensive details about services, and facilitates online booking or inquiry. Websites can also enhance visibility as a result of SEO, where businesses can be found in the results of the search engines (Jusuf, 2023). This is especially true in some industries, such as transport or hospitality, where the customer is likely to visit the site and make a decision. It provides businesses with control over brand, messaging and customer communications. Trust and action on the display, such as booking of service or raising a query, can be created by maintaining a quality site. As such, the website remains important in digital strategy and the customer acquisition process, particularly in service-based organisations such as Suited Cars.

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: The deployment of a real-time booking and availability system is my recommendation. Now, the customer has to fill out a quote request form and wait until someone responds to them, and this can put off the users who want immediate confirmations. Live booking would add in terms of usability, delays and align with the expectations of modern consumers who would like an immediate service. It would also assist the business in operating more efficiently with appointments, prevent scheduling multiple appointments with the same customer, and enhance the experience of the client (Hiu and Teo, 2024). The implementation of this system may increase the levels of trust, promote more interactions with the website and transform visitors into paying clients in a shorter period. This upgrade fits the brand and their needs as Suited Cars focuses on executive and airport travellers.

Reference List

Adam, M., Wessel, M. and Benlian, A., 2021. AI-based chatbots in customer service and their effects on user compliance. *Electronic markets*, 31(2), pp.427-445.

Hiu, L.Y. and Teo, P.C., 2024. An Implementation of Digital Platform to Enhance the Appointment Scheduling System. *Journal of E-Government, International Journal of Academic Research in Business & Social Sciences*, 14(2).

Jansen, B.J., 2022. *Understanding user-web interactions via web analytics*. Springer Nature.

Jusuf, D.I., 2023. Optimizing SEO (Search Engine Optimizing) strategy to increase visibility and achievement of marketing goals. *Lead Journal of Economy and Administration*, 2(2), pp.98-103.

Khan, H.A., 2024. Innovative services, processes and product design crucial for enhancing customer experience. In *Marketing and design in the service sector: Enhancing customer experience* (pp. 63-81). Emerald Publishing Limited.

Khorsheed, R.K., Othman, B. and Sadq, Z.M., 2020. The impacts of using social media websites for efficient marketing. *Journal of Xi'an University of Architecture & Technology*, 12(3), pp.2221-2235.

Liu, P., Chen, Y. and Teo, C.P., 2021. Limousine service management: Capacity planning with predictive analytics and optimization. *INFORMS Journal on Applied Analytics*, 51(4), pp.280-296.

Olson, E.M., Olson, K.M., Czaplewski, A.J. and Key, T.M., 2021. Business strategy and the management of digital marketing. *Business horizons*, 64(2), pp.285-293.

Peters, R., Sjölund, E., Killberg, F., Paulsen, A., Andersson, A., Kinnervall, C., Björk, H. and Hörnberg, M., 2022. How does the colour scheme affect the trust of a website?.

