



**Prifysgol Cymru**  
Y Drindod Dewi Sant  
**University of Wales**  
Trinity Saint David

**LCLM4002\_BIRM Digital Skills Task 3**  
**Website Evaluation**

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|-----------------------|---------|---------------------|-------------------|
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| <b>Website Chosen</b> |  |
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|                                    |                                                                                         |
|------------------------------------|-----------------------------------------------------------------------------------------|
| <b>Insert hyperlink to website</b> | <a href="https://www.highfieldedgbaston.co.uk">https://www.highfieldedgbaston.co.uk</a> |
|------------------------------------|-----------------------------------------------------------------------------------------|

**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 Highfield Hotel website loads efficiently and is easy to navigate. Guest can smoothly transition between the main Home page and subpages, making it simple to find key information such as Room availability, Dining options, and Contact details This contributes to a seamless Customer experience.

Overall, the website demonstrates excellent performance with user-friendly navigation. Guest can access the Website without any delays, allowing them to book their stay or make table reservations promptly.

The hotel is easily found through Google searches and is also featured on platforms like TripAdvisor, Instagram, Booking.com, and OpenTable. This visibility helps attract both leisure guests and locals.

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

Answer:

The website is well-organized and offers useful sub-pages for Rooms, Food & Drink, and Locations. It also emphasizes how guests can enhance their well-being while staying at The Highfield Hotel.

All the menus are clearly listed and have a separate homepage with rates, providing guests with a transparent understanding of pricing.

Guests can choose between a plant-based or vegetarian menu. Furthermore, The Highfield Hotel features a unique option for creating a customized menu, which is an excellent selling point.

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

The Highfield Hotel's website allows customers to make a booking directly online.

From the Home Page, there is a clearly visible "Stay with Us" tab that leads to a subpage with detailed descriptions of room types, including the Cozy Single Room, King Room, Double Room, Twin Room, and Family Room.

Guests can check availability and proceed to book their stay by clicking the "Book Now" button, which is accessible both on the homepage and throughout relevant subpages.

For added flexibility, the hotel also provides the option for guests—particularly corporate clients—to call or email to take advantage of special corporate rates. This combination of options ensures a user-friendly and efficient booking experience.

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

Answer:

The Meetings and Events page should be prominently featured on the homepage to facilitate easier access for corporate bookers seeking information about the facility.

As a typical user, I found it challenging to navigate and ascertain whether the hotel offers meeting and event services.

During my research, I noticed that this tab was not prominently highlighted

In addition, incorporating a photo gallery or virtual tour would significantly enhance guest trust and interest by visually showcasing the venue's ambiance and offerings.

Given the hotel's reputation for its hand-picked antiques, luxurious beds, and exceptional food and beverage experiences, emphasizing meetings and events could serve as a valuable additional revenue stream.

Moreover, including a capacity chart, 3D visuals, or videos of the rooms and event spaces would be advantageous.

**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:

On a computer, the layout is organized, providing a clear and easily readable experience. Each element aligns beautifully and design to focus on the offerings

However, on a mobile phone, while the site remains functional, there are opportunities for enhancement, as some images and buttons could be better aligned for better appearance.

When viewed on a computer, the content is well-spaced, the text is effortlessly readable, and the images are strategically placed, all of which combine to create a professional and user-friendly layout that effectively engages the audience.

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

Answer:

The Highfield Hotel's website elegantly displays its accommodations, dining options, and interior design. The high-quality images effectively convey the hotel's style and atmosphere, contributing to a warm and inviting first impression.

However, the absence of video content may represent a missed opportunity to engage users more deeply. Additionally, the neutral colour scheme harmonizes well with the hotel's branding.

While the site lacks video content, the imagery alone conveys a strong visual narrative. , such visual elements play a crucial role in shaping user perception and influencing booking decisions

**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 High Field website currently lacks an online chat feature. Implementing one would enable guests to receive prompt responses to Enquiries regarding bookings of fewer than 10 rooms, cancellation policies, and any additional charges.

Integrating live chat enhances the customer experience by offering immediate support, which can boost booking confidence and minimize waiting times.

This feature would provide quick answers to common questions, such as: - Booking fewer than 10 rooms - Cancellation policies - Additional charges or fees

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

Answer:

High Field is featured on Facebook and Instagram which gives them the leverage of visibility and positioning of the Hotel; for the Wider audience not just limited to Corporate

In addition to their Facebook and Instagram, High Fied Hotel has a separate dedicated social page integrated on their website, enhancing their engagement with the right audience for improved marketing presence.

Social media presence is essential for building engagement, fostering customer loyalty, and attracting diverse market segments in the hospitality industry.

### **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 High Field's website effectively communicates its core services by showcasing its food and beverage offerings on the homepage, which aligns with guest expectations.

The subpages provide comprehensive information on accommodation options, available amenities, and specifics about the location, giving users a well-rounded understanding of the hotel experience.

Additionally, The High Field is part of the Peach Pubs group, which operates a collection of pubs in market towns across the heart of England.

These establishments are recognized for serving high-quality, freshly prepared food and drinks in relaxed and welcoming environments. Guests are also encouraged to join the Peach Pubs membership program, which fosters brand loyalty and enhances the overall guest experience.

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

Answer: Hotel benefits greatly from the accessibility of reviews on popular platforms like Google and TripAdvisor and Booking .com where potential guests can explore recent feedback from previous visitors.

Hotel demonstrates a strong level of engagement from its guests, which is a positive indicator of their experiences. These up-to-date testimonials are invaluable, as they build trust and credibility while providing critical insights that help prospective guests make informed booking decisions, ultimately enhancing their confidence in choosing this hotel for their stay..

**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 features high-resolution images showcasing its food, interior décor of Food and Beverage outlets and accommodations, which create an immediate impression of comfort and meticulous attention to detail.

The emphasis on fresh, honest, and high-quality food shows a commitment to excellence.

In addition, the establishment is active on social media and proud to be a partner of the Sustainable Restaurant Association, supporting global farmers.

With its unique combination of hotel accommodations and gastropub services, it is an ideal choice for leisure stays and casual dining. This appeals to a diverse demographic, including families, couples, and solo travellers

**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 menu prices and room rates are displayed on their website, reflecting the company's commitment to integrity, respect, and fostering transparent relationships with both new and existing clients. This proactive approach not only enables customers to make informed decisions but also ensures they feel appreciated and valued from the very beginning of their experience.

#### Section 4 – Searchability

|                                                                                                       |                                    |
|-------------------------------------------------------------------------------------------------------|------------------------------------|
| <b>Question 4a</b> - What <b>three</b> words would you type into Google to find this type of service? | Edgbaston accommodation and dining |
|                                                                                                       | Hotel with restaurant Edgbaston    |
|                                                                                                       | Boutique hotel Edgbaston           |

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

Answer:

**The High Field** appears within the **top ten search results**, often on the **first page**. This indicates strong search engine visibility and good local SEO performance.

Appearing on the first page of search results is critical for capturing user attention and increasing click-through rates.

#### 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:

A company's website serves as its central hub for branding, communication, and direct customer engagement. It provides credibility, control over content, and acts as a primary touchpoint for bookings, enquiries, and showcasing services. In the UK's competitive market,

In hospitality, a professional and informative website strengthens visibility, improves customer trust, and supports conversion.

**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:

**Introduce a live chat feature.** This tool would allow potential guests to receive real-time answers to common queries—such as booking details, dietary requirements, or cancellation policies—without needing to call or email.

live chat enhances customer experience by reducing response times and increasing convenience, which can lead to higher conversion rates and improved overall satisfaction.

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