

Make an appointment directly through the website. LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2431984	Student Name	Luciana de Lara Franco
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: According to (BrowserStack, 2025).			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: The site has few subpages and they are very easy to access, everything is very clean and organized.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: There is no option for direct scheduling on the website, there is only the option to send an email or make a call to request scheduling.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: I would change the font format (because it is not in an easily readable way), I would add before and after photos of each treatment carried out at the Spa, and mainly I would add the option to make appointments directly on the website. (When I Work, 2025)			
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: It's not an appearance that stands out, there is nothing that attracts, and everything is very simple, I didn't see any difference.			
Question 2b - How does the website use imagery, video and colour?			
Answer: The colours are all very subtle, everything is very clean, everything is harmonious. (Wix, 2025).			
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 website does not have a chat option, it only has the option to send a message or make a call; it is failing a lot in this point of effective agility.			

Question 2d – How effective are the social media links on the website?	
Answer: This website does not have social media links available.	
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: To my knowledge, there is little information, I would add more details to attract customers and convey more confidence in the service.	
Question 3b - How are customer reviews made available? Are these up to date?	
Answer: There is no such option on the website.	
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 service is presented in a very simple way. I would only use the service for the attractive price.	
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 very clear, but they do not reflect the quality of the service.	
Section 4 – Searchability	
Question 4a - What three words would you type into Google to find this type of service?	1. Spa
	2. Massage
	3. Beauty
Question 4b - When you type these words into google, does the company's website appear in the top ten websites?	
Answer: Yes, he appears in 5th place.	
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, for sure. Nowadays people prefer to research everything before leaving home, so the website is essential for a preview before visiting the location in person; this speeds up the service and also allows for good and quick research.	
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 modify the colours, adding more attractive colours to grab more attention, I would include some images of the work done at the Spa, I would include the option to book appointments directly on the site, I would add links directing to the company's social media, and there would be a section for clients to give their feedback regarding the work done at the Spa.	

Reference List

<u>How fast</u> (Speed is one of the most essential variables that determine a website's ranking on Google, its traffic, and its conversion rate. Statistics indicate that 40% of visitors will leave a website if it takes longer than 3 seconds to load. In order to increase website

traffic and conversions, it is crucial for all businesses to keep their websites running quickly).

<https://wheniwork.com/> (Create an appointment directly through the website)

<https://www.wix.com/> (Make the website more innovate with more attractive colours).