

LCLM4002_BIRM Digital Skills Task 3			
<u>Website Evaluation</u>			
Student Number	2428516	Student Name	Elaine Cristina Stadler
Website Chosen	Highfield Town House Hotel		
Insert hyperlink to website	https://www.highfieldedgbaston.co.uk/		
<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 website loaded quickly and easily, there were no slowdowns or errors.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: Yes, the Website contains several pages, for example our menu, peach club among others.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: Yes, on the main page when you click on Book a Room, a new page will open with several room options.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: In my opinion the Website is very good, very clear and easy to navigate.			
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 page looks great with pictures of the rooms, how many people it accommodates, availability and dates, pictures of the bar/restaurant and foods. The appearance on mobile and computer re both of good quality.			
Question 2b - How does the website use imagery, video and colour?			
Answer: The website visitors can load images and videos quickly, while the loss of quality is barely visible. The colors are very clear and imagens too.			

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:
I didn't find the chat option, to get in touch with the hotel there is a phone number and an email.

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

Answer:
At the bottom of the main page there is an option to click on Facebook and Instagram, thus opening your social media with photos of the Hotel and events. The hotel's own website offers a range of services that are well explained and available on this page. There is availability for bookings such as weddings, wine lists, events. In each booking option there are explanations about the reservation and what each room as.

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 Website is self-explanatory and easy to understand. The range of services available is very well explained through prices, dates, photos and reviews.

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

Answer:
The reviews are well described by guests who have stayed there, rating and stars.

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 highly rated and through quality rooms, cleanliness, food, entertainment and bar.

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:
Prices are as stated in the reservation and are fair for the quality and the type of accommodation. Prices vary according to the room chosen.

Section 4 – Searchability

Question 4a - What three words would you type into Google to find this type of service?	1.Hotel/reservations
	2.Location/price/city
	3. Neighborhood

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

Answer: Yes, it's recommended.

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 think so, we live in the digital age where almost everything is resolved over the internet.
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 believe that a chat to answer questions would be good. Currently there are telephones and e-mail.

Reference List

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