

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2441352	Student Name	Elvira De Paula Alfredo
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 website load so fast it took milliseconds to open			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: the website contain only 4 sub-pages that is spa main page, treatments menu, and contact spa information page, somehow it's quiet difficult to navigate this sub-pages because of a location page that is appearing on main menu is obstructing the access. for example I can not click on treatments because the location information is covering this sub- page.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: the customer can not make any booking via the website , there is only a contact information form to submit with personal details contact the company ,however as I click on the send button I do not have any answer.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: the website need to remove the information of location and create another sub-page for it, improve the contact form, and create a tool or link for booking and provide more about bookings.			
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 looks pleasant , well designer and attractive, the differences in appearance on mobile phone is more clear and structured, the sub-pages are more easy to be seen and to retrieve			
Question 2b - How does the website use imagery, video and colour?			
Answer: The website used an image suitable for the company target and well good-looking.			

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 website does not have any an chat online

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

Answer:
There is two social media link, the Facebook it does not opening in the other hand twitter is effective working

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 services offered by the company is clear explained and well detailed every point, explaining clearly the prices and every sort of treatments

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

Answer: no reviews available and no up to date

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 presented as poor quality for many reasons one of them the lack of more information about bookings, methods used and who is give this treatments.

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 very clear to customers but no reflecting the quality off service because a lot lack of information

Section 4 – Searchability

Question 4a - What three words would you type into Google to find this type of service?	1.Best spa
	2.clinic
	3. treatments

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

Answer:
No, the website does not appear in any position on the google list search

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:
According to Jackson A.(2025) on clear design website article, websites is vital for business support , taking more control online about your business and better client experience journey. I believe that websites nowadays is a cherry on top of cake of the

business marketing. Offer a better understanding about the service, prices more data base control.

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: they need to improve the contact details, and page designer

Reference List

Jackson A.(2025)*do we need a website?* Available at <https://cleardesign.co.uk/news/do-you-need-a-website> (Accessed: 10/08/2025)