

LCLM4002_BIRM Digital Skills Task 3
Website Evaluation

Student Number	2509687	Student Name	Aneeqa hafsa
Website Chosen	Marks & spencer		
Insert hyperlink to website	https://www.marksandspencer.com/?msocid=071353c8fde166cb119347e7fc2a6721		
<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?			
The M&S website generally loads quickly, with a fast initial response however images and media make it appear slow due to their loading time. Overall, it loads easily enough, but not as fast or smooth as top-performing retail sites.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
The M&S website has many sub-pages as it covers lots of departments such as clothing, home, beauty, and food. Customers can easily navigate the website through the top menu, which clearly opens categories and subcategories. Breadcrumbs also help users move back through sections, making the site straightforward to explore.			
Question 1c - Can a customer make a booking via the webpage?			
M&S is a department store which caters for specific bookings. For example, customers can book bra fitting appointments in store cafe tables in some locations, beauty consultations, or M&S opticians appointments. These bookings are made through dedicated service pages, where users can organise their booking.			
Question 1d - What improvements could be made to the usability of the website?			
The website would be vastly improved with faster load times, as some pages feel heavy and slow to fully display by using less images. Another improvement to be made could be reducing clutter, and ensuring key sections like products, services and customer support are easy to find would help users move through the website more efficiently.			
Question 2a – How pleasant does the webpage look? Are there any differences in appearance on a mobile phone versus a computer?			

The M&S website is carefully designed with modern fonts and imagery to enhance engagement. The layout is consistent across pages which makes it appear organised and clear to the customer. Overall it is visually pleasant as it balances imagery and use of fonts to create a calm shopping experience.

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

They use imagery, video and colour to make the website feel inviting. They use images that are colourful and have detail to make the website look stylish. The website uses mainly neutral colours for texts which help make the products stand out.

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?

M&S has an online chat tool on their help and support page where you can start a conversation. This is very useful for enquiries such as asking about delivery or returns because it gives fast responses however for certain matters you may need to call them for which they have a customer support number.

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

The social media links are effective as they give customers an opportunity to see more sides of the company and keep up with launches. Although the links may be effective the actual social media content can sometimes feel less interactive and outdated for younger audiences.

Section 3 – Perceived Value

(75 words maximum for each answer)

Question 3a - How are the services offered by the company made clear to customers?

M&S makes its services clear to customers by devising services in different categories such as help & support and delivery. They use simple headings and icons so customers can simply find their desired service.

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

Customer reviews for M&S are mostly available through external sources like Trustpilot, [Reviews.io](https://www.trustpilot.com/review/marksandspencer.com), and Sitejabber rather than being heavily featured on individual product pages. While the reviews are easy to access the fact that they are not on the website may customers have to look elsewhere to get insight on others experiences.

Question 3c – How is the service presented as high quality? For what reasons would you use the company's service or recommend it to a friend or family member?

It is presented as high quality through its modern and clean layout, reliable delivery options, and strong branding that focuses on long- standing reputation. You might choose to use M&S because or recommend it to someone because its known for its reliable products whether that's clothing or food. Overall the brand has long term reputability and premium feel which makes it popular.

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?	
Prices are made very clear. Every page displays the price in bold and sale items are marked with the original and discounted price so it's easy to compare. The pricing generally reflects the marketing of the brand which portrays it as a mid to premium brand with good materials, reliability and good service.	
Section 4 – Searchability	
Question 4a - What three words would you type into Google to find this type of service?	1. Marks and Spencer
	2. Online shopping uk
	3. Clothing food retailer
Question 4b - When you type these words into google, does the company's website appear in the top ten websites?	
Yes	
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.	
Websites do still have relevance in modern UK business as they give companies a professional, trustworthy base where customers can learn more about the brand and its services. It also allows businesses to control their branding, offer customer support and appear in search results. Unlike social media a website is not controlled by an algorithm, so the business can present their services/ products as they want. Even with the rise in popularity of social media a website remains the most stable, searchable, and trustworthy base for any uk business.	
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?	
One strong recommendation for improving the M&S website would be to add clearer, more visible customer reviews directly on product pages as many customers rely on reviews before buying anything. This improvement would increase sales and reduce returns, as customers would have clearer expectations before purchasing. As majority of the item reviews are on third party websites this could be deterring potential customers by integrating reviews M&S would appear more trustworthy as well as experiencing higher sales.	

Reference List

--

--