

| LCLM4002_BIRM Digital Skills Task 3<br><u>Website Evaluation</u>                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                                                           |                     |                      |
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| <b>Student Number</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | 2426899                                                                                   | <b>Student Name</b> | Nicoleta-Iulia Gutul |
| <b>Website Chosen</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Highfield Town House Hotel                                                                |                     |                      |
| <b>Insert hyperlink to website</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | <a href="https://www.highfieldedgbaston.co.uk/">https://www.highfieldedgbaston.co.uk/</a> |                     |                      |
| <b><u>Evaluation</u></b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                                           |                     |                      |
| <b>Respond to each question</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                                           |                     |                      |
| <b>Section 1 – Usability</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                           |                     |                      |
| <b>(75 words maximum for each answer)</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                                                           |                     |                      |
| <b>Question 1a</b> - How quickly and easily does the website load?                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                                                           |                     |                      |
| Answer: I checked loading speed of this websites, it takes about 4,21sec. Generally speaking, a normal loading speed is about 2-3 sec, so this web sites as I noticed takes more with 1,21 sec. This speed can be good if my internet is not working properly but I am waiting from a website to load instantly when everything is all right.                                                                                                                                                                                      |                                                                                           |                     |                      |
| <b>Question 1b</b> - Does the website contain many sub-pages? How does a prospective customer navigate these?                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                                           |                     |                      |
| Answer: Yes, it does. It has 25 sub-pages, which can be easily accessed. At the right, top, corner of this page I pressed on three horizontal lines. This is as I now the main menu of this page, it helped me lightly to navigate through this web site. The main question which I had, for instance about offers or about what is this site about, I could find in the main bar at the top of this page.                                                                                                                         |                                                                                           |                     |                      |
| <b>Question 1c</b> - Can a customer make a booking via the web-page?                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                           |                     |                      |
| Answer: Yes, they can. If I am customer of this company I can book a room in their Hotel and also a table in their Restaurant. All of this I can do from the main menu of this page and each actions has own sub-page. For instance to book a table I am going at the main menu, I am choosing „Book a table,, the first option from the menu, and it is appearing a new page with their Opening hours, calendar and options to choose when I want to make a reservation.                                                          |                                                                                           |                     |                      |
| <b>Question 1d</b> - What improvements could be made to the usability of the website?                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                           |                     |                      |
| Answer: If I had run this web page I would add on the main page a tab „ About us,, where I can find more information about this company. I would like to ad a costumer section where they can leave comments and suggestions for improvements or just with what they really liked or not. Moreover they could access this website and live stars as a mark for different services. For example I am going to take dinner at their restaurant and in process of it, I can leave stars on this web page for service, food and so on. |                                                                                           |                     |                      |
| <b>Section 2 – Pleasure – Customer Experience</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                           |                     |                      |
| <b>(75 words maximum for each answer)</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                                                           |                     |                      |
| <b>Question 2a</b> – How pleasant does the webpage look? Are there any differences in appearance on a mobile phone versus a computer?                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                           |                     |                      |

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| <p>Answer: Web-page looks interesting and pleasant. I am really amazed of how careful were chosen pictures, it create a vintage appearance and also I am pretty sure that they describe the exactly environment of the Town House Hotel. There are some difference between mobile and computer version. I notice that on computer version the information, like, phone number for booking or email, appears directly on the main page but on the mobile phone is not.</p>                                                                                      |
| <p><b>Question 2b</b> - How does the website use imagery, video and colour?</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <p>Answer: The hotel's website use a high-quality photographs which highlight the architecture of the hotel, rooms and restaurant. About video, I didn't notice any videos on this website but as a clue ,, What can I ad more?,, it can be, to ad video with interiors like Room tour. Very peaceful and harmoniously were chosen colours for this website. For example they used brown pallet for areas like restaurant and aqua-grey palette for areas like sitting room or waiting room, which shows style, comfort and personalized guest experience.</p> |
| <p><b>Question 2c</b> – Has the website made use of an online chat tool on the website? How effective is this to enquire about the product or service?</p>                                                                                                                                                                                                                                                                                                                                                                                                     |
| <p>Answer: This website doesn't use online chat tool but it can be a good options for this chat to reach more customers. This chat will directly answer at all the questions and also will work 24/7, will assist in every step of booking and also will help customers to have the best experience via this website. At the moment it hasn't this tool but, as I notice, I can contact company via phone number or via email.</p>                                                                                                                             |
| <p><b>Question 2d</b> – How effective are the social media links on the website?</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <p>Answer: There are social media links on the website: Facebook and Instagram. This is a good opportunity for me to discover more about this company. On social media as Instagram and facebook every company promote new offers and also post their day to day lief, what they are doing and also what is new. I can find interesting promotions, how is the ambiance in this Hotel and Restaurant, new advertise and to see through comments people opinion about their services and so on.</p>                                                             |
| <p style="text-align: center;"><b>Section 3 – Perceived Value</b></p> <p><b>(75 words maximum for each answer)</b></p>                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <p><b>Question 3a</b> - How are the services offered by the company made clear to customers?</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <p>Answer: I understood every service that they offered to me via website. They clearly described menu and products what they used in this product and also I got informed about allergies, if I have one I can call the manager and to speak with him, I know this, from pop-up which appears when I access the Menu tab. About rooms that they provide to me I can speak with a member of this company and to choose the best option for me.</p>                                                                                                             |
| <p><b>Question 3b</b> - How are customer reviews made available? Are these up to date?</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <p>Answer: This website hasn't an reviews portal. As a customer I am not able to leave an review on this website. As a clue this website can ad this portal, it can be a good motivation for new people to came and visit their restaurant and also, reviews can make me as customer to be sure that I will be treat nicely in this restaurant or hotel, it depends</p>                                                                                                                                                                                        |

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| on which of their service I will chose.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                 |
| <b>Question 3c</b> – 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 services are presented as a hight quality one, on account of their detailed description of various services which they are providing. I will definitely recommend hotel and restaurant services to my family and friends because Highfield Town House Hotel is located in an area which has lots to offer, for instance The Birmingham Botanical Garden, to visit or Symphony Hall, a lot of tours get starts in this region and also other places to visit, start with art gallery and ends with parks and museums.              |                                                 |
| <b>Question 3d</b> - 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: There are not clear, they are present but not clear. I am not sure that, what I saw, there are prices, but I think, yes. Right next to the name of dishes in the online menu, there are many numbers but there is not speculated that this are prices, because there is not currency. Also they don't have prices for hotel services but I sow, they wrote that if I want to book a room I have to call them. I think they did that to get directly in touch with customer and to convince for booking a room through special offers. |                                                 |
| <b>Section 4 – Searchability</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                 |
| <b>Question 4a</b> - What <b>three</b> words would you type into Google to find this type of service?                                                                                                                                                                                                                                                                                                                                                                                                                                         | 1. Birmingham Hotels                            |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | 2. Birmingham restaurants                       |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | 3. Hotel near Birmingham International Airport. |
| <b>Question 4b</b> - When you type these words into google, does the company’s website appear in the top ten websites?                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                 |
| Answer: No, it is not appearing in the top ten websites. I think this is on account of, company doesn't includes room prices on website and also I suppose that the main service which it is providing, is restaurant. Even though the website gives all the information which I need, I think it doesn't highlight just one service and this can be a reason of not showing it in the top.                                                                                                                                                   |                                                 |
| <b>Section 5 – Reflection and conclusion</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                 |
| <b>(120 words maximum for each answer)</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                 |
| <b>Question 5a</b> - Do you feel that websites still have relevance in modern UK business? Explain your answer.                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                 |
| Answer: I think this website is relevant in modern UK business because this is a big country with a lot of tourists that comes every year and every season just to see it's beautiful and interesting place. Tourists are ready to leave a lot of money just to see the main architectural and historical sides of UK. In view of this fact this company is more than perfect for UK modern business, especially for it's location.                                                                                                           |                                                 |
| <b>Question 5b</b> - 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: This website has very good structure but there is room for improvements. I would like to add on the main page a rubric for writing reviews and to see other's one. There are                                                                                                                                                                                                                                                                                                                                                          |                                                 |

to much useless sub-pages, to give an example: Events, Celebration and private dining, Weddings can be combine in just one page. As a clue from a person which see for the first time this website, the best I would like to see on the main page the principal photo not with food but how is this Hotel with restaurant outside such as general photo. Also I think they have to up-date their social media sites and website too.

#### Reference List

Highfield Town House Hotel, 2023, *The High Field- Gastropub Edgbaston*, Peach Pub Company (Holdings) Limited, accessed 26 April 2025,  
<https://www.highfieldedgbaston.co.uk>