

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2422533	Student Name	Imadul Hannan
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 which I have chosen the URL is Highfield Town House Hotel the website is user friendly and it is quick to load and the images appear to load fast on the website, but it also slows down at points when you are clicking on booking for at room or a table for the restaurant to get back to the main page is very quick and it is user friendly for anyone using is for the first time.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: The website does contain subpage such as when you click on our menu there are subpages for the customer to see what there is for breakfast, mains, gluten free, rooms, booking a table. The navigation is clear and visible which is located at the top of the page. the customers can find the subpages with easy access for them to explore in the in the front home page.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: The website will allow the customers to make bookings straight forward to book a room where it will say to “book a room” the customer will have to click on which will lead to a user-friendly booking platform. The steps are very simple and easy access which will guide the customer step by step to make a booking you can also do the same for booking a table.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: The improvements on the website that needs to be on the mobile responsive and the way it uploads such as slow images speed on the website also the text could have more contrast against the back around images, it makes it harder to read also the clear layout on the mobile device should have better accessibility which a lot of customers could benefit from or the users.			

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 is visually appealing, designed well with colours and legible fonts. It is more open and less crowded on a computer or laptop because of the size of the screen. On mobile, though, the design is more compressed; elements are stacked in a vertical order to fit the smaller screen. Although the overall aesthetic is similar, some aspects may be hidden in menus or made simple to improve the overall usability on mobile. Both versions can offer a decent user experience.	
Question 2b - How does the website use imagery, video and colour?	
Answer: Using imagery, video, and colour effectively to promote content and engage users. Well-produced images complement the words and make the site visually attractive, and videos add dynamic, interactive elements to help explain or promote information. The colour palette is consistent and carefully selected to represent the website's brand or purpose, resulting in a unified and professional look. These visual factors collaborate to lead the user focus and enhance the navigation and overall experience.	
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 site website only has a telephone number to contact and to talk, which appears on the top left-hand corner with the telephone number and address of the computer screen adding one would be better quick questions about a product or service, providing on-demand. It also improves the customer service experience via instant answers, typically using a combination of automated bots and live agents, assisting the users, enabling them to make better choices, and enhancing user satisfaction.	
Question 2d – How effective are the social media links on the website?	
Answer: The social media links are in the website at the bottom of the page in a footer which works well. The links are not very noticeable which can reduce the customers interaction by making the social media links more visible such as putting them at the header which can make them visible to the customers more catchable to their eyes. This could help the customers to show positive experiences and help the company to grow more.	
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 hotel clearly shows what to offer. The services are labelled such as book a room or table, each service is detailed with the pricing and description when booking the dates of staying which will also bring up to add a table and other facilities which has descriptions and pictures it is simple and easy to use it dose not take so long to find what the customer wants, it also give a reliable overview booking or even planning too be easier.	

Question 3b - How are customer reviews made available? Are these up to date?	
Answer: The customer reviews are made available through third party links such as trip advisor. The reviews are up to date that gives a feel what experience they have had it would be good and helpful to have an area for the reviews on there website which would make it easier to find, it would build a trust to the customers of real feedback Infront of their eyes to see mostly for the new customers. There could be new customers that won't look at check the whole site straightaway.	
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 shows high quality with descriptions and stylish pictures and attention to details. This shows that it is a place where you can relax and have a good time with high experience. I would tell my friends and family that are looking for a place to getaway or to have peace and tell them that they can book for special occasions or even have a party.	
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: Yes, for the customers it is made clear when you click on the book on the room and book a table the rates seem to be fair price for customers the service could be more better to help the customers to get in touch with customer service the details given looks like a impression of high quality experience with the price matching that the customers might feel they are getting good vale for their money before they will make a booking.	
Section 4 – Searchability	
Question 4a - What three words would you type into Google to find this type of service?	1.Highfield Town Hotel
	2.luxury getaway
	3. Country holidays
Question 4b - When you type these words into google, does the company's website appear in the top ten websites?	
Answer: In the top ten yes “Highfield Town Hotel” appears straight away at the top when typing luxury's getaway and country holidays might not always appear in the top ten searches, when typing the website name or hotel will bring it up. This shows the hotel is good for direct searches, but this could be much better to improve more better links to the website by using key words to enter the website.	
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, The website is still in the modern UK business's world the website acts as helping to bring trust with the customers credibly. Most customers do their own research before booking the hotel or any places to go or before visiting and to see how trustworthy they are. The customers mostly online and word of mouth from others like family	

members. The website improves and shows professional to find on google where it can be visible by search engines, so the business has a point to show their services and the value of the business. In today's world the digital that don't have a website would make the business looks less unprofessional and could look outdated, by having a good website will show how the business is being professional and that the company is being serious and open.

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: The recommendation that I would say would be to add customer reviews on to the front homepage this is because then the customers would not need to look at other links such as trip advisor and open table. By showing recent up to date feedback/ reviews clearly to be displayed on the website this would build trust for the new customers which can lead to strong impressions. This will keep the customers to not go anywhere else; by getting the company to highlight positive feedback and experience from customers on live video and upfront this would help potential other and new customers to book with the website direct I personally think that the website needs to be changed to attract more customers.

Reference List

Highfield Town House Hotel. (2025). *Highfield Edgbaston*. Available at: <https://www.highfieldedgbaston.co.uk/> [Accessed 28 Apr. 2025].