

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2429934	Student Name	Cristina-Viorica Muti
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 opens up quickly in just a few seconds.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: The webpage contains a few sub-pages, in total 4. It can be complicated for the client to use them, because 2 sub-pages are hidden after the location of the spa and difficult to access.			
Question 1c - Can a customer make a booking via the web page?			
Answer: The client can contact the spa and ask for an appointment, the clients can leave a message on the webpage. The customers can't directly check the dates available or choose themselves.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: First it would be better if the location was shown down in the right corner where there is empty space, so it won't block any sub-pages. Second, the writing font should be changed to a different one to make it easier for the clients to read. To attract more customers it would be better if they would change the colour template, so the webpage could send a warmer welcome.			
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: At first look it can deteriorate the client, because it is not properly placed. When visiting the page on the mobile phone the first thing I can see is the heading and under it the location. The menu bar is easily accessed and on the left side there is a quote "your body deserves more". This message is not available from the computer.			

Question 2b - How does the website use imagery, video and colour?	
Answer: There are not many images and no videos available. The colours are very dark and cold, it's not very welcome	
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 page offers only contact details and a box where the customer can send personal information with a message. It is a slow process and it can take a longer period of time to answer the clients.	
Question 2d – How effective are the social media links on the website?	
Answer: The links are overlaying and confusing the clients. The facebook link when accessed says "content isn't available at the moment" and the Twitter link when entering is sending the customer to a different site named X.	
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: There is a sub-page for their services and what treatments there are available at different prices.	
Question 3b - How are customer reviews made available? Are these up to date?	
Answer: On the site there are no reviews shown or even if the clients want to leave a review, they don't have where to.	
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?	
Answer: I personally think that it's not presented well and at a low quality. Certainly I wouldn't recommend it to anyone since the spa page doesn't look reliable and looks rushed.	
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: There is a list with the prices for all treatments. The prices are very low for what the clients expect.	
Section 4 – Searchability	
Question 4a - What three words would you type into Google to find this type of service?	1.Treatments
	2.Spa
	3. Relaxation

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

Answer:

No, it doesn't. It is not even on the first page. The page is hard to find if not putting the name of the spa.

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 don't think it is still relevant since the last update was in 2014 and no adjustment was made. Even when entering on maps to see where it is, I can check that the spa isn't available anymore and closed.

Nowadays businesses try to keep up to date with their webpages and services, so if there is for example a trending topic most of them try to include it.

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 would try to use social media so clients could check my services on different platforms even if they don't visit my website. I suggested this one because social platforms can bring many new clients in, so the customers can be not only local but also from other cities.

Reference List

Massage Therapy(2014) *Eden Spa Harborne*. Available at:
<https://edenspaharborne.wixsite.com/eden-spa/treatments>
(Accessed on 29 April 2025)