

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
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Website Chosen			
Insert hyperlink to website	Eden Spa Harborne		
<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: Loads fairly fast ,but layout feels dated.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: A few pages ,easy to move between using the menu.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: No, only by calling or emailing.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: Add online booking ,clearer prices,and mobile optimisation.			
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: Simple design ,looks better on desktop then mobile.			
Question 2b - How does the website use imagery, video and colour?			
Answer: The site uses few images, no videos, and soft colours.			
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, there is no online chat tool on the site.			
Question 2d – How effective are the social media links on the website?			
Answer: Social media links exist but aren't very visible or active.			

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: Services are shown but lack detail and price clarity.	
Question 3b - How are customer reviews made available? Are these up to date?	
Answer: Reviews are shown online but not all are recent.	
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: Positive reviews and friendly staff show high-quality service.	
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 partly shown and seem fair for the service.	
Section 4 – Searchability	
Question 4a - What three words would you type into Google to find this type of service?	1. Spa Harborne
	2. Massage
	3. Beauty treatments Uk
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 the top ten Google results for these searches	
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, websites continue to be essential for bussiness in the Uk as they provide a trusted source of information and help estabilish credibility. Many costumers search online before making decisions ,and a clear well designed website can influence whether they choose to engage with a 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?	
Answer: The main recommendstion would be to introduce an online booking system directly on the website. This would give costumers the chance of scheduling appoiments anytime without having to call which can save time .	

Reference List

MapQuest. (n.d.). Eden Spa. [online] Available at: <https://www.mapquest.com/gb/england/eden-spa-513968212> [Accessed 10 Aug. 2025].

Citikey. (n.d.). Eden Spa. [online] Available at: <https://citikey.uk/display/eden-spa-ET7B5> [Accessed 10 Aug. 2025].

Treatwell. (n.d.). Harborne Spa Clinic. <https://www.treatwell.co.uk/place/harborne-spa-clinic/>