

| LCLM4002_BIRM Digital Skills Task 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                       |                     |                      |
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| <u>Website Evaluation</u>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                       |                     |                      |
| <b>Student Number</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | 2436518                                                               | <b>Student Name</b> | Marius Alex Dragomir |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                       |                     |                      |
| <b>Website Chosen</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | <a href="https://www.suitedcars.com/">https://www.suitedcars.com/</a> |                     |                      |
| <b>Insert hyperlink to website</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | <a href="#">suited cars</a>                                           |                     |                      |
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| <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: The website due to a fast fibre broadband have opened in a matter of seconds and the full page with all the details have opened fairly rapidly.                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                       |                     |                      |
| <b>Question 1b</b> - Does the website contain many sub-pages? How does a prospective customer navigate these?                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                                       |                     |                      |
| Answer: yes the website does have a subpage and it's very easy and quick to navigate to the many details prompt on the website like a quotation request for your car and many photos to define the quality of the details of their specific job like in their instance is car detailing which can be a very sophisticated job.                                                                                                                                                                                                                                                |                                                                       |                     |                      |
| <b>Question 1c</b> - Can a customer make a booking via the webpage?                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                       |                     |                      |
| Answer: from reviewing and looking closely at the website the client can request a quotation which includes the details of the car, the make and model of the vehicle and the what would they like to have done to the vehicle as they have a variety of different packages which comes at different prices and different types of details which they offer.                                                                                                                                                                                                                  |                                                                       |                     |                      |
| <b>Question 1d</b> - What improvements could be made to the usability of the website?                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                       |                     |                      |
| Answer: I personally think that their website could benefit of a price list and their different types of details they do as their website doesn't offer very detail information to what packages they offer and what kind of details they do to the vehicles, they offer a variety of pictures and cars but I feel that doesn't really appeal to people without giving people details of what they actually do as detailers because when you say the word details people can conclude to things as polishing a car, restoration which they don't show or say in their website |                                                                       |                     |                      |
| <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?                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                       |                     |                      |
| Answer: looking from the both perspectives a computer prompts the visual side of their website more in detail and it's a lot more easier to see the cars they do and the specific details that they do to the cars as a computer screen is technological more advanced in                                                                                                                                                                                                                                                                                                     |                                                                       |                     |                      |

every way than a phone screen, and on a computer screen you have a lot more view to the website than the screen of the phone as you need to navigate in different sections of the website

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

Answer: In imaginary, video and colour I believed they have used high tech and good quality equipment to capture all their videos and pictures as their business requires close up detail because it's a very advanced job when it comes to details as it needs to be eye catching to people attract their attention

**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: To enquire is very easy and efficient as they have a link to WhatsApp them straight to their business number which you can talk to them send them videos of pictures of what you want doing to your vehicle

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

Answer: On their website they only have 3 ways of actually contacting them which is through Facebook, Instagram and WhatsApp which is a very easy way to promote your business in this days.

### **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: They are quite clear on the service they provide with images but they don't actually tell you the specific jobs they do and what kind of packages they offer for people in order to get a better understanding for prices, variety of time they would need to finish a job and basic information to guide a client into his daily tasks to manage time efficiently

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

Answer: The customer reviews are quite clear as its presented on their website and google maps showing the time and official users that leave them a review and they have uploaded "Trustpilot reviews" which are not a bunch of fake reviews.

**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 services they offer is presented on luxury cars that are very rare to people which myself would trust my everyday normal car in their hands due to the fact that they very careful, honest and professional as the picture say and I would recommend without a doubt to friends and family as they have over 80 reviews on their google maps reviews which includes clients who have posted pictures and in detailed reviews about the job that they are doing which gives you a guarantee that they are very specialised in their job and very professional

**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: As prices go they don't show any details to prices, or packages or anything which makes the clients needing to contact them which is not ideal because even then they only quote you a minimum quote which nobody is really keen on as you need to take time out of your day and present your car and show them details of what you want done instead of just having basic packages of what they can offer with a fixed price and then the clients can choose what they want done and there's a review that costed the business a one star for their mistake of quoting the person for a job "£1900" and when the client drove to them and showed them the car and what he wants the prices jumped to "£2500" which is not ideal

#### Section 4 – Searchability

**Question 4a** - What **three** words would you type into Google to find this type of service?

1. Car detailing Birmingham
- 2.vehicle detailing Birmingham
3. car modification Birmingham

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

Answer: When I've done a brief check on google their business does not appear to be in the top 10 due to the high numbers of similar businesses and in such a big city but it does compete looking at other businesses online and seeing their reviews and comments I would think they do appear to be on the top 10

#### 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 feel that they it does have some relevance but it's not as advanced which in my opinion is a very big loss due to the fact that a very detailed website and involvement into a high standard social media and website which is the best way to promote its profits. I am saying this because technology is advancing and people became lazy and they want to just pick the best option as detailing goes and just book and pay but instead for Suited Cars they only got about 5 pictures of cars no detail packages or any form of charges for their services which I think they would improve their clientele by a very big percentage.

**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 first put more effort into a website such as being able to book and pay for the specific needs straight from their website such as the client choosing the right package for him, putting down some details choose the right date and time and getting it done rather than having to come down to the shop being told an estimate and then a right quote and then wasting the client time and money for everything when everything could be simplified such as doing like a complete shopping such as amazon and other big stores which people depend on because time is money and by checking their reviews a lot of people are complaining for the lack of details of a website which is not very intrigued. A business main success is the influence of their promotion they do in order to lure customers and get their trust and word of mouth

Vinyl vehicle and car wrapping Birmingham. (n.d.). *Car Wrapping based in Birmingham*. [online] Available at: <https://www.suitedcars.com/>.