

LCLM4002_BIRM Digital Skills Task 3			
Website Evaluation			
Student Number	2441385	Student Name	Sandra Fuerez Burga
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: I found the loading speed excellent, pages appear within seconds without any delays or interruptions; the principal elements such as images and booking forms appear instantly.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: Yes , The website contains multiple sub-pages, but they are also easy to access, make easy for costumers to find what they are looking for.			
Question 1c - Can a customer make a booking via the web page?			
Answer: Yes, customers can make booking via the web page, the process is very easy simple and quick, the homepage has an option to book a table or stay .			
Question 1d - What improvements could be made to the usability of the website?			
Answer: If the website had more information on the homepage, it would be better and easier for the new costumers, better colour contrast, clearer booking process, adding a designated Menu button on the homepage that jump straight to food and drink.			
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: The appearance is visually attractive, it looks readable and clear, on the phone the image is reduced and some information is suppressed, for example, on the computer we can see that the website has the contact numbers and location on the main page and and with a single click on the location it directs you to all the information on schedules, nearby branches and contact methods			
Question 2b - How does the website use imagery, video and colour?			
Answer: The website uses a consistent color palette of earthy greens, warm, neutrals and white, the website does not contain videos, but it does have some very attractive images of the restaurant, food and very elegant spaces, These images create a warm, welcoming feel and help set the tone of the brand.			

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: I couldn't find an online chat tool on the website. Adding an online chat tool would improve customers service. Online chat would help resolve all customers concerns, questions and problems easily and quickly. Although the website has contact numbers and email address, I don't think is enough to resolve problems or answer questions quickly	
Question 2d – How effective are the social media links on the website?	
Answer: The social media links on the website are clearly visible, Facebook and Instagram are located at the bottom of the page, these links are important so that the customers can go to the official platforms of the website, where customers can see promotion, current photos and more information, but it all depends on how actively the venue maintains its social media presence	
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 website presents its services in a detailed and clear way with well detailed sections on food, private events and reservations, information on schedules, location and contact numbers appear prominently. In the menu section, they offer different food and drink options with prices and detailing the products used to prepare each food or drink .the design is simple and clear for customers to use	
Question 3b - How are customer reviews made available? Are these up to date?	
Answer:t The website does not feature an integrated customers review section. Instead, it direct customers to alternative site like Trip Advisor to post comments about their experience at the location, this means that the reviews are not hosted directly but generally accessible by links, Although it depends on how often customers leave their comments about their experience, so that the page is fresh	
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:	
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?	
The website includes menu list food and drinks prices, making cost transparent to customer, the prices seem consistent with the quality presented, and elegant space, unique design and quality services	
Section 4 – Searchability	
Question 4a - What three words would you type into Google to find this type of service?	1.Restaurant
	2. events

	3. The high Field
Question 4b - When you type these words into google, does the company's website appear in the top ten websites?	
Answer: its nit one of the first options to appear in Google search engine, because here is not precision unless you write the name of the establishment, because there are many restaurant	
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, a professional website offers credibility and control over content that third party platforms can not match, website are still very important for modern UK business even though many people use social media, website is a place the business controls completely a website helps attract new visitors, show off the venue, and make booking simple	
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: Could improve its website by adding a live chat feature, this would let visitors quickly ask questions, feel more interactive and help the business connect with customers in real time.	

Reference List

<https://www.highfieldedgbaston.co.uk/>