

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2435220	Student Name	Hafiz Muhammad Faisal
Website Chosen	Suited cars		
Insert hyperlink to website	https://www.suitedcars.com/		
<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 suited cars website loads quickly, depends upon the internet connection, typically in under 2 seconds. It's has lightweight design and minimal graphics			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: Indeed, there are subpages on the website including Services, Gallery, FAQ, and Contact. There is an obvious top menu for navigation. The layout is consistent throughout the pages and each section is easily accessible, making it user-friendly.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: No, reservations cannot be made by users directly on the website. Rather, an inquiry form and WhatsApp integration are included on the Contact page, enabling customers to make indirect booking or information requests over chat.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: Usability would be enhanced by the addition of an online reservation system. Customers could directly reserve services with this option, which would cut down on friction. Navigation may also be improved by introducing more readable call-to-action buttons and increasing mobile responsiveness.			
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 website has a clean, professional look with a dark sleek design, which makes it looks luxurious. However, on mobile			
Question 2b - How does the website use imagery, video and colour?			

Answer: High-quality car photos are used to highlight services on the homepage and gallery. The black-and-white colour scheme conveys a sense of luxury. The graphics still provides visual appeal, but the lack of videos may restrict interaction.

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: Yes, WhatsApp chat is integrated into the website, enabling direct communication. It works well for short enquiries and offers a contemporary, practical way to get in touch, particularly for users who are already accustomed to WhatsApp.

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

Answer: The website's footer has connections to Facebook and Instagram. These connections assist establish brand presence since they are dynamic and take users to updated profiles. They may be more noticeable, though, because of their delicate location.

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 "Services" page has a concise list of services, including brief explanations of customisation and automobile wrapping. Customers may easily comprehend the products thanks to the succinct explanations provided by icons and text.

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

Answer: Customer reviews are not displayed on the website, meaning visitors cannot view up-to-date feedback, limiting transparency and trust.

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 superb photos, powerful branding, and elegant design all point to excellent service. For anyone looking for a high-end vehicle makeover, I would suggest the firm because of its luxurious vibe and meticulous automobile wrapping.

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 no price list. This is probably due to the fact that prices vary and services are tailored. Not displaying pricing promotes direct communication, which could enable the company to provide customised bids and upsell services.

Section 4 – Searchability

Question 4a - What three words would you type into Google to find this type of service?	1. Car wrapping
	2. Vehicle customisation
	3. Vinyl wrap Birmingham
Question 4b - When you type these words into google, does the company's website appear in the top ten websites?	
Answer: The website does not regularly show up in the top ten results using the aforementioned keywords, most likely as a consequence of inadequate SEO optimisation. Search rankings may be raised by using meta tags and keywords more effectively.	
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: Websites are still necessary, yes. They offer a focal point for service presentation, brand identity development, and credibility building. Websites offer complete control over content and client contact, notwithstanding the influence of social media. A well-designed website enhances a company's marketing strategy and draws in high-end customers for companies like Suited Cars.	
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 suggest including a price estimator or online booking system. By enabling potential clients to act right away, this would enhance the user experience. Additionally, it improves professionalism and speeds up reaction times, two important aspects of service-based businesses.	

Reference List

- Caulfield, J. (2022) *Reference a Website in Harvard Style | Templates & Examples*. Scribbr. Available at: <https://www.scribbr.co.uk/...> (Accessed: 20 August 2025).
- The Open University (2024) *Quick guide to Harvard referencing (Cite Them Right)*. Available at: <https://university.open.ac.uk/...> (Accessed: 20 August 2025).