

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2438756	Student Name	Michelle Alderman
Website Chosen	Eden Spa Harbourne		
Insert hyperlink to website	https://edenspaharbourne.wixsite.com/edenspa		
<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 that the website opened immediately when I clicked on the link on the form in Moodle on my university module Task 3 brief but when I searched on google I was not able to find it very easily. My evaluation therefore is being written about the website via the university link.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: Eden Spa Harborne does have 4 subpages which are extremely easy to access. There are 3 horizontal lines near the top of the page that you need to click on and the 4 subpages are then listed which are HOME, THE SPA, TREATMENTS and CONTACT US you can then choose one of the 4 options and click on whichever one you are interested in looking at.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: There is no option for a customer to be able to book an appointment for any of the treatment that the spa offers, the customer must phone the number provided on the website to book.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: There are numerous improvements that could be made to the website, I would suggest the main thing is the option to be able to book appointments online as well as over the phone as I feel this would improve business, some people myself included would prefer to book online rather than have to make a phone call as online can be done 24/7 whereas phone appointments can only be made during business hours.			
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 webpage is nice to look at, but there is nothing that stands out or is particularly eye-catching to make a potential customer want to click on it to look further. There is no difference between a mobile phone and a desktop computer when using the webpage apart from the size of the screen.

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

Answer:

The pictures that are used are quite good, they look serene and welcoming using colours that I would connect with nature like green, blue and pink but there are not many pictures to look at on the whole website and there are no videos to watch either.

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:

There is no online chat facility that can be used, only a contact us form that has to be filled out and sent to them which is not effective as when I tried this service to ask a question about one of the treatments they offer I received no reply from them.

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

Answer:

There are 2 social media links which are Facebook and Twitter. The Facebook link says this link is broken or the page no longer exists and Twitter is no longer a social media website so that also does not work when you click on it, therefore I would suggest that the social media links shown are of no use whatsoever and should be taken off or updated.

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 are listed very clearly on one of the subpages that can be found once you click on the 3 lines and then click on treatments option then you are able to see every treatment available to buy with the price that it costs next to it.

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

Answer:

I am not able to find an option to leave a review on the website, I have also searched on Google if there is any way that a customer can write a review or if there are any reviews that have already been written with no success.

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 spa offers specialist Malaysian Massages which might be a nice gift for friends or family members and the prices are good apart from that nothing stand out as being of high quality.

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 are prices listed clearly next to each treatment and seem to be extremely underpriced compared to most other companies that offer these treatments, I feel this website is not up to date and should be updated immediately as this is mis information and deceiving to future customers.

Section 4 – Searchability

Question 4a - What three words would you type into Google to find this type of service?	1.Specialised
	2.Malaysian
	3. Massage

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

Answer:
When searching on google this company Eden Spa Harbourn does not come up in the top ten websites. It does not appear on google at all only via my evaluation form on Moodle. This could be for a few reasons, maybe the services the company offers are not very good so therefore it is not looked for by potential customers, or it could even be closed down and not operating any more.

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 do think businesses today need websites to advertise what their business is about. When you have a website for your business it can then be seen by a vast amount of people across the world, as the internet is global, whereas if a business does not have a website the customers that might be interested in whatever it is that they are offering would be limited to probably just local to where they are based via word of mouth or maybe a local newspaper.

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 recommend a new webpage being designed because the existing one is not very good at all. It does not inspire you to click on it and explore everything that they offer to the customer. A new more informative, welcoming and impressive website with lots more pictures to look at and videos for people to watch and see exactly what treatment involves and how the procedure is done. To be able see what is being offered would be a great way to accumulate more customers to grow the business.

Reference List

Eden Spa Harbourn. (2014) <https://www.edenspaharbourne.wixsite.com/edenpa>
Google. <https://www.google.com> (accessed 14th August 2025)
The University of Wales Trinity Saint David. <https://www.uwtsd.ac.uk> (accessed: 14th August 2025)
Wix.com , Inc (2006-2025) <https://www.wix.com>

--