

LCLM4002_BIRM Digital Skills Task 3			
<u>Website Evaluation</u>			
Student Number	20249094	Student Name	Samir Besso Calvo
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: With the internet connection and laptop used, the website loaded almost instantly with a very little delay.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: The web has five different tabs, each one leading you to a sub-page to cover the main aspects that a website should have: Home, Gallery (to show their work), Services, FAQs and a last one for Contact.			
Everything seems to be very organic and easy to navigate.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: A potential customer can either “Request a Quote” on the web or just call them for more details, but you can’t make a booking directly on the website.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: Honestly, I don’t think any change is needed to improve the usability. Everything is very clear and straight forward. Navigate on the web is very easy and intuitive and any question that you might have about them or their services is answered beforehand in the main page.			
The sections are clear on top and very well presented, and on the bottom you have all the information such as address, opening hours, contact details and social networks.			
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 web looks very clean and with a choice of colours very elegant, so it doesn’t feel overwhelming and makes easy read the information provided.			
The website also looks exactly the same in both, PC and mobile view.			

Question 2b - How does the website use imagery, video and colour?
Answer: The website uses pictures of premium cars, all wrapped in similar tones that matches the website colours, which is a palette of greys, whites and blacks. They use images to show the quality of their work and some specific pictures where you can see the attention to the detail and the level of work. It is true that they lack videos in their gallery, and maybe a couple of resources where you could see them actually working on the cars would add some more content to the website.
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: The website does not have an AI chatbot to answer questions, but they have a plug that directs you to Messenger, also they have a Whatsapp/Call contact alongside their email and their quotation messaging system. The contact methods they offer in their site are pretty straight forward and easy to use and effective.
Question 2d – How effective are the social media links on the website?
Answer: They have direct access to their Facebook which is pretty direct and works well, then they also have another link to their Instagram page which you can't access without login to your Instagram account. Lastly, they also have apparently another widget but is not working and there's a message displayed mentioning precisely that there's an issue with it, so that is definitely a point of improvement.
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 literally answer those questions when you first open the website giving a brief about what they do, who they are, what it is what they do and finally how much costs what they offer and a direct link to their quotation system in that last point. This makes the purpose of the website and the services offered very clear.
Question 3b - How are customer reviews made available? Are these up to date?
Answer: At the bottom of the website there is some reviews displayed, however, there is a link that directs to the reviews on Google, where they have 4.9 stars. The latest review is from 3 months ago and is supporting their feedback with pictures from the before and after the job was done.
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: They presented the quality of the job with pictures and several examples of different cars where they worked on.

I would use their services and recommend it because they seem to work on exclusive cars as on normal cars giving what seems to be a very high quality job paying attention to the detail and making the car look OEM with their wraps, looking like you painted the car in a different colour but for a fraction of the price that would cost.

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: The prices are not clearly displayed since it's a bespoke service.

I believe that the prices are subject to the size of the car, quality and colour of the material used on the wrap, type of service and how complex the work is, hence why they direct you to their quotation system.

Section 4 – Searchability

Question 4a - What three words would you type into Google to find this type of service?	1. Wrap
	2. Cars
	3. Custom

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

Answer: The company doesn't appear on the top ten, but I assume that is because of my location.

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: Definitely. I think nowadays a website can provide more revenue to business than physical branches, since is more costs effective and offers a bigger accessibility to everyone 24/7 and from any location with internet connection.

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 to improve the links to their social media, probably offer an approximate lists of prices, although I understand that making the clients contact them directly leaves room for engagement and for the sales team do their job and securing the prospects.

Apart from that, I think the website is very well presented, easy to navigate and direct.

Reference List

SuitedCars, <https://www.suitedcars.com/> (accessed 03/08/2025)

