

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2438757	Student Name	Leigha O'Reilly
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: The website loaded quickly within a second			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: The has sub-pages with a menu where customers can book a stay, book at table at the restaurant and find out about events like what's on at Christmas . This helps customers navigate the website easily.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: Yes the website allows the customer to make a booking at the restaurant and make a booking for the hotel.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: The website could be improved by adding a search bar so customers can find what information they need faster and easier. For example, booking information and menus.			
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: There isn't much difference between the phone and the laptop for the website it works well on both however, the colours seems to stand out more on the phone.			
Question 2b - How does the website use imagery, video and colour?			
Answer: The website uses high quality photos of the rooms and food so it gives good first impressions. There aren't any videos but the clean layout gives the website a more elegant feel.			
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 doesn't have a live chat tool so customers would have to use the phone icon that you can press and it brings their number up however, adding a live chat feature would make it quicker and easier to get help or ask about bookings.	
Question 2d – How effective are the social media links on the website?	
Answer: Their social media links are visible at the bottom of the website and open directly to the hotel's Facebook and Instagram page when you click on to it however you can't really see them unless you were looking for it so customers may miss them.	
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 offered by the company are made clear by using headings like "what's on" and "stay with us" each one takes you to a different page with details so it's easy to understand what the hotel provides.	
Question 3b - How are customer reviews made available? Are these up to date?	
Answer: Reviews aren't shown directly on the website you'll see reviews from around 2 months ago they do have a feedback form on their website but it would be more helpful if their reviews were shown on the website for customers to see before they booked.	
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 photos of the rooms and food were nice and the website gives off a boutique aesthetic I'd recommend it to someone looking for a quiet relaxing break without children.	
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: Prices aren't shown straightaway but you can see them when you try to book I think they don't show prices upfront as the prices may change throughout the year.	
Section 4 – Searchability	
Question 4a - What three words would you type into Google to find this type of service?	1. Hotel with restaurant in Birmingham
	2. Boutique hotel Birmingham
	3. Edgbaston hotel
Question 4b - When you type these words into Google, does the company's website appear in the top ten websites?	
Answer: No the hotel's website didn't come up on the first page when I searched using their words you have to type in the full name of the hotel to find it this might make it harder for new customers to find this place online.	
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 I think websites are still really important for businesses today. Most people go online when they want to find out about a place or book something. A website gives them all the details they need in one place, like what the business offers, prices and how to contact them. Even though lots of people use social media more now having a proper website helps bring in more customers.

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 think they should work on making the website easier to find on google when I searched using the keywords like "boutique hotel Birmingham " it didn't come up you have to type in the full hotel name this makes it harder for them to make new customers they could improve by using better keywords so their website shows up in more searches that way more people would see it.

Reference List

Highfield town house hotel (accessed on 05/08/25) from <https://highfieldedgbaston.co.uk>
Google search results for "boutique hotel in Birmingham" (accessed on 05/08/25) from <https://www.google.com/>
Trip advisor Highfield town house –(accessed on 05/08/25) from <https://www.tripadvisor.co.uk>