

5LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2431408	Student Name	Svitlana Komarova
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: This website loads quickly and effectively. These pages display in just a few seconds, which is very convenient for users. Navigation between sections is fluid, with minimal lag or delay. Users get quick access to information on the site and can perform different actions, such as quickly finding what they need, because the website has good design and quick access. That is very important. Generally, this site has great speed and accessibility.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: The High Field website contains some sub-pages such as "OUR MENU", "STAY WITH US", "GIFT VOUCHERS", "CHRISTMAS", "SIGN UP". There are also two sub-pages on the first picture: "BOOK A STAY" and "BOOK A TABLE". Navigation is via a horizontal menu. Users need to click the sub-page to access the section and scroll down to choose the information you need. A footer includes the next links: "Find Us", "Peach Pubs", "Company Info", "Privacy Policy", "Cookie Policy", "Facebook", "Instagram".			
Question 1c - Can a customer make a booking via the webpage?			
Answer: Yes. Customers can make a booking via the "Book a Table" page. They can choose the date, time and indicate the number of people. There is guidance on dietary notes and high-chair requests. The webpage also offers to download the "Peach Pubs" app for ordering and check-in functionality. Also, customers can make a booking via the "Book a Stay" page, where they can select room and date for their stay. There are many rooms with description and photos.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: To improve the usability of the website you should add more information about availability. This will help customers navigate faster in choosing rooms. There are not any photos for the family room in the "Book a Stay" page. The cookie-consent is very intrusive. The title of the hotel on the main page is small and it's hard to see. You should use more colourful images, improve menu visibility on mobile devices and phones.			
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: Visually the webpage looks nice with muted colours. The slides change and we can get an idea of this hotel. The mobile version is different from the computer version. The pictures look more colourful on mobile devices. On the mobile, there is a booking on the "Home" page. When we want to choose a date, free rooms with prices immediately appear. However, if we click on other page, the site reloads to a completely different one. This is inconvenient.

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

Answer: The High Field website uses images to create a warm and welcoming atmosphere. Photos of the interior, garden and food highlight the coziness and elegance of this hotel. There is no video on the site about the hotel. The style was updated in 2023. The new style creates an atmosphere of comfort, style, coziness and lightness, attracting visitors both regular and new. The colour scheme uses neutral tones of grey and white with dark headings.

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 tool visible. I couldn't find any evidence of a live chat or chatbot feature on the High Field Edgbaston website. The site uses traditional methods like a phone number and booking form. Without chat, requests are accepted via email, phone or booking form, so interactive support is limited. Customers must fill in the enquire form or call directly, what could be not so fast than in chat. That is not very effective.

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

Answer: Regarding social media links. The social icons are in the footer, which makes them accessible, but only after when a visitor scrolls through the page. Optimally effective links are often placed higher up in the header. There are links "Facebook" and "Instagram", but they are not effective and are not convenient to use. There are also no symbols of these social networks, making these links less noticeable. If social links are not obvious, that reduces their effectiveness to engage with costumers.

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 High Field Edgbaston clearly communicates its services using well-structured website. The sections such as "Eat & Drink", "Private Dining", "Events" and "Stay with us" provide detailed information about gastropub's offerings, which includes food menu, events and accommodation. Each section has descriptions and details like opening hours and contact options. Visitors can easily navigate the site and find what you need. This clarity helps customers plan visits, make booking and explore the event-hosting services confidently.

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

Answer: There are no current reviews on the site itself. Reviews can be found on other sites. They are published on the sites such as "Tripadvisor", "Booking.com", "Hotels.com". The Hotels.com site (2025) shows us rating of 9.8/10 out of 393 reviews. On the TripAdvisor (2025) there are 575 reviews, and the average rating is 4.7 out of 5. However, on the Booking.com (2020) we can see a lot of different reviews with ratings from 1.0 to 10.0 but the rating is 9.1 out of 10 from 649 reviews.

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 website highlights elegant interiors and private dining options. The High Field has a spacious garden and sunny terrace. There are a variety of menu including Christmas menu. The site also offers a wide selection of rooms with detailed description. Considering of all this, I would recommend my friends and my family to visit this hotel for special occasions, weekend brunch or a relaxing stay. The charming location makes this hotel attractive.

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: Yes, The High Field Edgbaston makes prices clear by customers. The “Our Menu” consists of several pages, such as Breakfast, Main, Puds & Cheese, Gluten Free, Children’s, Cocktails etc. Each section contains prices for the dishes. The pricing reflects the quality of service and setting, which matches the hotel’s image as a premium gastropub and mini hotel. The prices are higher than average pub, but the quality of ingredients and service justifies the cost.

Section 4 – Searchability

Question 4a - What three words would you type into Google to find this type of service?	1.Best hotel
	2.cheap Hotel
	3.Edgbaston

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

Answer: The website usually appears in the top ten, when searching High Field Edgbaston 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, of course. Websites still have relevance in modern UK business. Websites occupy one of the most important places in the hotel and restaurant business. They are the part of communication with customers and interaction with them. Websites give such necessary information as location, opening hours, menu, reservations, and contact information. Customers always go to the website first to learn about the property, check out the menu, if it is a restaurant website, and then book a table. That is important especially if they want to book private dinners or events. We also see that many people visit the sites and leave reviews. This indicates websites occupy a special place in the business. Although there are many online platforms, websites remain central to managing reservations, promoting events, sharing policies and presenting professionalism.

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: To improve the website, I would add a Virtual Tour of the High Field House. Why? Highfield Edgbaston is a beautiful place with graceful interiors, a garden terrace and private dining rooms. However, the actual website doesn’t fully show the atmosphere, particularly for new visitors or people that looking for a venue for private events or

corporate. You should add the mini tour on the Home page. If a full 3D virtual tour is not possible right now, you could still make a gallery album for each object: restaurant, garden terrace, private dining rooms. You also can create a short video with music, that emphasises the interior features and location. Looking at videos, the customers can study the interior, see this design, and location. Benefits: attracts more customers and growth booking.

Reference List

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