

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2424883	Student Name	camila
Website Chosen	Eden Spa Harborne		
Insert hyperlink to website	https://edenspaharborne.wixsite.com/eden-spa		
<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 used my home Wi-Fi and the site was very quick to use. I was able to easily search and get all the answers I needed very quickly. Navigation was easy and I found all the answers to my search on the site.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: Yes, it contains subpages for good navigation for customers.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: Yes, it has this facility so that customers can make a booking hrough the website.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: During my navigation I noticed that the page in terms of visibility could be clearer and more explicit.			
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:In my opinion, I think it should be more explicit in visual terms, in relation to the difference between the phone and the computer, I didn't find any difference.			
Question 2b - How does the website use imagery, video and colour?			
Answer: The site does not contain videos, and in terms of color, I think they should use more colors since it is an aesthetic site; normally this type of website is used for the benefit of women. Something more color, I thought that more color would be better for viewing.			
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 any tools that facilitate contact, just a page to make an appointment and get a response through the customer's contact information.	
Question 2d – How effective are the social media links on the website?	
Answer: This strategy makes it easier for customers to find what they want more easily and quickly.	
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: Yes, it contains the necessary information for the customer, such as contact details and service prices, which facilitates contact in case the customer wants to obtain the services.	
Question 3b - How are customer reviews made available? Are these up to date?	
Answer: No, there is no evaluation option for customers.	
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: I cannot say that I would recommend it to a family member or friend because there is no way of knowing if the services are good as there are no customer reviews where you can get them through the website.	
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: I can't say that the values reflect the values applied to the services because I can't do it without even a review from customers who have already used the services on this site.	
Section 4 – Searchability	
Question 4a - What three words would you type into Google to find this type of service?	1. Aesthetics
	2. Spa
	3. Relax day
Question 4b - When you type these words into google, does the company's website appear in the top ten websites?	
Answer: During the search I did not find any results through the names indicated	
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: Of course, websites are currently an easier way to find or do any type of research at the moment because we can obtain all the necessary information for an appointment, whether for aesthetics or any search in terms of appointments for anything at this very moment, there are many or almost all who choose to use websites for appointments, contacts and prices, an easier way for all 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 would suggest having an option for customer reviews as it would make searching easier, as customers would have more or less an idea of how good your services are, making it easier for any customer to choose.

Reference List

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