LCLM4002_BIRM Digital Skills Task 3
Website Evaluation

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Website Chosen	**High Field Town House Hotel**
Insert hyperlink to website	https://www.highfieldedgbaston.co.uk/

Evaluation

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 various ways to access the High Field Town House Edgbaston. First, I used a popular search engine and typed in the web address and found the website to be quick and efficient. Using hyperlink to access which was also quick, easy and took me to the main page. This was also the case whilst using a mobile phone to access the website.

Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?

Answer: There are subpages on the High Field Town House website. Customers can access the subpages on the main page. The other option customers have to navigate subpages is to go to the main menu on the main page.

Question 1c - Can a customer make a booking via the webpage?

Answer: A customer can make many bookings on the website. The customer can book a table in the restaurant and events that the restaurant will hosting throughout the month. You can also book rooms at the hotel. The High Field Studio an exclusive space that can be used for party, celebration or business meeting. There is an option to book The High Field Town House for a wedding.

Question 1d - What improvements could be made to the usability of the website?

Answer: The website is of a high standard; all hyperlinks work well no technical issues. The layout is clear and precise. Easy to read and navigate. The High Field clearly keeping up maintenance and design. The only thing missing is the online chat tool. I feel this could benefit other types of customers for example introverts, those with hearing impairments and would be easier for customers to make quick enquiries.

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 High Field website captures your attention and is inviting. There are few differences between the computer and mobile website. The mobile version is more condensed you can still book on the main page but most of the subpages are in the main menu.

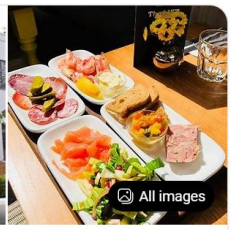
Question 2b - How does the website use imagery, video and colour?
Answer: The imagery and the use of colour on the website is of a high standard it grabs your attention straight away. They provide visuals of what the rooms look like and the grounds of the High Field Town House. You will find Videos on their social media pages Instagram and Facebook.
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 High Field hotel has does not have an online chat tool. So, zero effectiveness to make a quick enquiry without having to call, send an email or fill in an enquiry form and wait for a response. This can be of putting to customers and could cause a loss to the High Field as they could go to rival Hotel Website.
Question 2d – How effective are the social media links on the website?
Answer: The High Field Town House hotel social media links are at the bottom of the main page of the website. They are clearly labelled and all links work. The customer can access to Facebook and Instagram. Their social media pages are more informative as they have more imagery, videos and interaction with regular and new customers.
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 layout of the website is easy to navigate, the services offered by The High Field Town Hotel is made clear to customers with clear and concise with easy booking for a room or a table at the restaurant tabs at the top of the main webpage. The customer also has the option
Question 3b - How are customer reviews made available? Are these up to date?
Answer: Reviews are available on the website and via review websites like Trip Advisor etc.
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: Due to the high specification of the website, location, prices and the information provided via the website, you can tell the services they provide are of a high quality. Which is on brand. would personally use The High Field Town House services for The High Field restaurant and outdoor space. Due to living locally, I would not use the High Field Town House Hotel. I would recommend to friends and family who live out of town and are visiting Birmingham city centre and those that want private dining for special occasions. The High Field Town house is in the perfect location to Birmingham city centre, a short bus ride, tram, train or a pleasant 20- minute walk. Due to the locality and public transport accessibility, it is easy to navigate around Birmingham city and surrounding areas.
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 High Field Town House prices are available on their website. The prices are not displayed on the main page, you would have to go to book your stay easy tab at the top of the main page or click on the room you want to check availability, the prices will appear on the dates that the room is available. The High Field Restaurant has the prices available on the food menus and the wine and drinks list. To find out the prices to book a wedding, the studio or private dining the customer would have to fill in an enquiry form found
Section 4 – Searchability

Question 4a - What **three** words would you type into Google to find this type of service?	1. High
	2.Field
	3. Edgbaston

Question 4b - When you type these words into google, does the company's website appear in the top ten websites?
Answer: When you type in these three key words in to google The High Field Town House does appear in the top ten websites.
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 feel the website does still have relevance in UK modern business as they provide many services than just the hotel.
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 like the website as it is and have visited the High Field restaurant. The online chat option is the improvement that needs to be made. I feel in modern society people are more on a more fast paced with everything at their fingertips due to leap in modern technologies.

Reference List



The High Field

www.highfieldedgbaston.co.uk

4.1/5 (1.3K reviews) · American, British

22 Highfield Road, Birmingham B15 3DP · 1.1 mi

Open · Closes 23:00 · More hours

0121 227 7068

Website | Directions | Book | Menu

About

As well as serving quality fresh food in our restaurant and a range of drinks in the bar, The High Field has a spacious garden and sunny terrace. There is also public parking on-street and adjacent to our garden.We serve food all day, along with quality ...

Reviews

4.1/5

Tripadviso

(1.3K)

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Learn more

feedback