

LCLM4002 BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2439869	Student Name	Hazel Javiera Robleto Lacayo
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: When accessing the website, the process is very easy and fast; the page loads well and its homepage is quite simple, containing only basic information such as contacts details.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: The platform contains 4 sub-pages, which are as follows: the main page provides a welcome announcement with quick access to fill out a form, the second one page offers a brief introduction about the business and its areas of specialization, the third page details the services they offer and the last page is for contacting them.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: Yes, you can make a booking through a phone call. The phone number is available on the second subpage at the end of the paragraph.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: The website could be better by giving more details about the treatments, including prices, benefits, and how long they take. It could also add a photo gallery to show the place and its atmosphere. Offering promotions or packages, using social media to advertise, and showing certificates to prove the staff are qualified would help attract and build trust with customers.			
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 are notable differences when accessing the website via mobile devices compared to desktop computers. For instance, colours and images appear more vibrant and visually appealing on mobile devices. Nonetheless, the mobile version places greater emphasis on visual elements.

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

Answer:

The website shows about five images, which could be improved by adding more. It does not have videos, but the font style and colours are very nice and warm, reflecting the main theme of the spa.

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 a live chat, which is a disadvantage for modern customer support. However, it offers help by email and phone. Not having online assistance may not be very effective for the business, as it could mean losing potential customers.

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

Answer:

Social media is very effective today because it helps reduce the time needed for customer support and information through automated systems. It attracts new customers with advertisements, reaches new markets, and is also cheaper for digital advertising.

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, the services are clear to customers, the spa shows their services and prices in the tab treatment.

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

Answer:

Reviews are not available on the website, but it is possible to leave feedback or opinion through google maps.

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 service is very good, although the website does not show much of its quality. However, some customers have given good reviews based on their experiences, therefore it would be recommended.

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: Based on their experience, the service is highly recommended. The prices are clear, reasonable and very specific for each service offered.	
Section 4 – Searchability	
Question 4a - What three words would you type into Google to find this type of service?	1. Eden
	2. Spa
	3. Birmingham
Question 4b - When you type these words into google, does the company's website appear in the top ten websites?	
Answer: By entering those three words into your browser's search engine, the website can easily be found in the second position.	
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: These are relevant today because most people save time by visiting websites instead of going to physical locations. Websites provide an easy way to assess value for money through reviews and to continue comparing with other providers.	
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 adding a live chat to improve customer support and a section for complaints and suggestions where customers can leave both positive and negative feedback from their real experiences. Also, adding more seasonal promotions and service packages would make the website more attractive and livelier. It would be good to include a part that shows staff qualifications and certifications to build trust. Providing information on how to contact the business through social media or WhatsApp, and advertising on Facebook, Instagram, and TikTok would help reach more people. Adding an online booking system would make things easier for customers. Finally, using real pictures of the facilities and services would make the website more appealing.	

Reference List

Wix (2014) *Eden Spa Harborne*. Available at: <https://edenspaharborne.wixsite.com/eden-spa> (Accessed 10 August 2025).

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