

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2426651	Student Name	Ana Carolina Pontes Domingues
Website Chosen	https://edenspaharborne.wixsite.com/eden-spa		
Insert hyperlink to website	Eden Spa Harbone		
<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 page have opened very quickly but there was a problem because the maps for the business is basically glitched into the website and it makes the website very laggy and slow and it you cant read or understand a lot of the things that is on the website such as the description, some of the prices, images displayed and the bar where to navigate on the different sections of the website.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: The website does not contain any sub pages the only thing that it has it connects to different section in the same website and has only one map that is connected through the website page.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: Customers who try and making bookings are unable, but they can contact the business and get in contact either through email or phone whichever is easier for the customers.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: I think that to make the website more straight forward than it already is that instead of emails and get in contact applications which some may not go through due to internet problem or technical issues they should have a pre-booking side of the website where people can book and receive email of telephone confirmations with their chosen dates or times.			
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 webpage is very well made and very simple and it on all sort of devices such as a computer or a telephone they both have the same visual, the only issue is the difference in size between a computer and a phone screen and the quality which cannot			

be compared in both the devices other than that they both present themselves the same as in imaginary and visually as a website.

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

Answer: The website is very colourful with no videos but imaginary wise is very dull and blurry and you can tell that they haven't tried to put a lot of time into it, the website is very straightforward and only has 3 photos with one that's like a flower which is made out of the whole website but that Aswell it looks very out of shape and unnatural due to it blurriness and placement.

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 consist only on a very short application with your name, email and message which is very easy to access but the only problem I see with this sort of "contact our spa" is that for the amount of enquiries and messages a lot of the times they get blocked and sometimes lags out which makes you not able to send through your request which can be very difficult to handle and resolve.

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

Answer: The website and the business I believe it to be very classical and old fashioned as it has only a twitter link and it has no pictures which kinds make me question their sort of professionalism which makes it very hard for people to see how they work, reviews and their business as a salon all together in many factors such as "is it clean, is it tidy and well organised?"

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 business webpage is very straightforward and short which makes it easy for people to navigate to their chosen subject they want to see such as pricing and getting in touch with the salon which is what everyone is interested in.

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

Answer: The google maps reviews that I've researched are very out of date as it backed up to 8 years ago which is very difficult to tell if the business has grown or if it is good? The downside is that they don't invest into upscaling their business socially such as media wise which causes a very high affect on the business.

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 personally think that the service judging by the reviews is quite well, they are very presentable, respectful, clean and approaching. But I do think they are not very organised when it comes to appointments and dealing with customers not being able to attend for different matters, as it's so out of date personally I wouldn't recommend it even the it's very professional as technology has advanced a lot and people are mostly looking into getting their needs done with new machinery so that's why I wouldn't recommend

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 honestly believe that prices are very honest and fairly cheap compared to other spa businesses in the area and they are very professional and well organised for the fees they ask for their different facilities which does make it a very busy business because that's what clients wish for reliable, honest, professional and cheap, which makes the business to be very successful and high standard. The website presents the different jobs they do in a very organised manner which make people decide very quickly and efficient.

Section 4 – Searchability

Question 4a - What **three** words would you type into Google to find this type of service?

1. Spa treatment Birmingham
2. spa near me
3. relaxation spa near me

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

Answer: The company does not appear in the top ten websites as it says that is permanently shut down and they won't put the business into the list of any sort and also that the website is very outdated as it's from about 10 years ago and other business with more advanced technology took over and advanced with reviews, links, promotional discounts and many more.

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 truly believe that it doesn't due to its age, lack of information and no social media links because in today's generation everyone is on social media platforms such as TikTok, Instagram etc and people do not rely on wasting their time on websites that not all the time work which can be very time consuming and annoying.

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 believe a good way to refreshen the website and to connect with everything now is to invest some time and effort into some social media platforms where you can post experiences in the industry which proves things like seriousness and talent another thing that businesses promote themselves with is with lives such as on TikTok's where people can see your connection with clients which is very important due to fact you can make money and also improve your business clientele which is a huge uprising and the most important out of all is the key elements such as highly advanced technology which causes people wanting to try new things and experiencing new styles and designs.

Reference List

eden-spa. (2016). *Treatments* | eden-spa. [online] Available at: <https://edenspaharborne.wixsite.com/eden-spa/treatments>.

