

LCLM4002_BIRM Digital Skills Task 3

Website Evaluation

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Website Chosen	Highfield Town House Hotel		
Insert hyperlink to website	The High Field - Gastropub, Edgbaston Peach Pubs		
<u>Evaluation</u>			
Section 1 – Usability			
Question 1a - How quickly and easily does the website load?			
Answer: 1. Slow Loading – Large images, especially hero banners or galleries, can slow download times if not optimized. 2. Booking Flow – If OpenTable is embedded, check for a smooth, error-free date/time selection with confirmation. 3. Accessibility – Contrast ratios, alt text, and keyboard navigation should be in place but are often overlooked.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: The High Field Edgbaston website features a solid but not overly complex structure—ideal for guiding prospective customers smoothly through their journey.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: Yes. Book a Table” Buttons are visible site-wide—appearing on homepage, rooms, and events pages—to encourage conversion.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: 1. Add a virtual tour or photo slider for events and rooms. 2. Include live availability checker or chatbot to reduce friction. 3. Provide testimonials or star ratings directly on homepage			
Section 2 – Pleasure – Customer Experience			
Question 2a – How pleasant does the webpage look? Are there any differences in appearance on a mobile phone versus a computer?			

Answer: Yes, there are noticeable differences between the desktop and mobile versions of [The High Field Edgbaston](#) website:

- The website reflects a refined, contemporary gastropub vibe.

The colour palette of white, teal, and gold—echoing the physical décor—creates a modern yet cozy ambiance.

High-quality photos of the garden, private dining spaces, and fresh food bring the venue to life and help build appetite—especially effective in the gallery section.

Clear headings, ample white space, and intuitive content blocks make key information (like booking CTAs and contact details) stand out without clutter.

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

- Answer: High-Quality Photos: Professional images showcase the restaurant interiors, garden seating, boutique hotel rooms, and food presentation. These are crisp, well-lit, and emotionally evocative—essential for hospitality.
- Lifestyle & Atmosphere: Images emphasize warmth, sociability, and comfort. They help users *feel* what it's like to dine, drink, or stay there.
- Gallery Use: Dedicated gallery pages (like [Gallery – Gastropub](#)) allow potential guests to explore the venue visually, building trust and anticipation.

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 does not appear to be an online chat tool (e.g. live chat, chatbot, or instant messaging widget) available on the site.

Consider adding a chat widget to improve customer service, increase engagement, and convert more bookings.

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

Answer:

The social media links on The High Field Edgbaston website are visible and functional, typically located in the footer and possibly within the contact or gallery pages. They lead to platforms like Instagram and Facebook, where the venue actively shares updates, food imagery, and events.

- Clear branding and imagery on social platforms reinforce the website's tone.
- Regular posting (especially on Instagram) enhances trust and engagement.

- No embedded feed on the site—embedding Instagram highlights or stories could boost cross-channel engagement.

Section 3 – Perceived Value

Question 3a - How are the services offered by the company made clear to customers?

Answer: The High Field Edgbaston clearly communicates its services through dedicated website sections. Users can easily navigate to areas for dining, boutique guest rooms, private event bookings, and seasonal events. Each section includes visuals, brief descriptions, and booking/enquiry options, helping users quickly understand what's offered and how to engage.

You can explore their services directly at: <https://www.highfieldedgbaston.co.uk>

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

Answer: Customer reviews for The High Field Edgbaston are available through various external platforms, providing valuable insights into the venue's offerings and service quality.

Review Highlights

- OpenTable: The High Field maintains a strong reputation with a 4.5-star rating based on 558 reviews, reflecting consistent positive feedback on dining experiences. [Design My Night+3OpenTable+3Emma Victoria Stokes+3](#)
- Yelp: A review from Helen F. in November 2014 highlights a memorable Bonfire Night experience, noting the delightful pulled pork bap and mulled cider, along with the inviting atmosphere.
- TripAdvisor: Reviews vary, with some praising the food and ambiance, while others have raised concerns about service quality. For instance, a review from June 2024 mentions "decent food, rubbish service," indicating that while the culinary offerings are appreciated, service consistency may need attention.

While some reviews date back several years, platforms like OpenTable offer more recent feedback, ensuring that potential customers have access to up-to-date experiences.

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 High Field Edgbaston presents itself as a high-quality service provider through several deliberate choices in branding, website content, and customer experience cues:

How Service is Presented as High Quality:

1. Elegant, Cohesive Branding 2. Detailed, Mouthwatering Menus 3. Boutique Accommodation & Events 4. Positive Customer Feedback (Off-site) 5. Clear, Easy Booking Options 6. Atmosphere Highlighted Through Imagery	
Reasons to Use or Recommend the High Field Edgbaston • Great for Dining & Social Gatherings • Comfortable Boutique Stays • Event Hosting • Friendly, Professional Service • Atmosphere & Location	
Summary You'd recommend or use The High Field because it offers a well-rounded experience combining good food, comfortable accommodation, and an inviting environment—backed by a reputation for quality and a straightforward, pleasant customer journey.	
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, prices are made clear to customers on <i>The High Field Edgbaston</i> website through downloadable or viewable menus for both food and drinks. ✅ Clarity of Pricing: • Menus typically list prices per item, making it easy to understand costs before booking or visiting. • Pricing is presented in a clean, consistent layout, contributing to a transparent and user-friendly experience.	
Section 4 – Searchability	
Question 4a - What three words would you type into Google to find this type of service?	1. gastropubs boutique hotel"
	2. Edgbaston gastropubs stay"
	3. "fancy pub restaurant Birmingham"
Question 4b - When you type these words into google, does the company's website appear in the top ten websites?	
Answer:	

Yes—when you search using keywords like “gastropubs’ boutique hotel Edgbaston”, The High Field’s website appears prominently in Google’s results, typically ranking within the top 5–10 listings.

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, websites are still highly relevant—and essential—for modern UK businesses, including those in hospitality, retail, services, and beyond. Here’s why:

1. Credibility & Trust

In the UK, over 90% of consumers research a business online before making a purchase or booking. A professional, up-to-date website:
Sets businesses apart from competitors who rely only on social media

2. Control Over Branding & Content

Unlike third-party platforms (e.g., Instagram, TripAdvisor), a website gives businesses:

- Full control over tone, imagery, and message

- A central hub for all services: menus, bookings, contact details, blog/news, customer reviews

3. Conversions & Bookings

Websites drive direct conversions through:

- Online reservations or e-commerce

- Promotional offers or newsletters.

4. Mobile-Friendly Access

With mobile-first design, modern websites cater to on-the-go users. For local businesses (like The High Field Edgbaston), this is crucial—potential guests often search while traveling or nearby.

5. Complement to Social Media

Social media is great for engagement and reach, but it's not a replacement for a website. Instead, it:

- Drives traffic to the website

- Supports brand visibility

In Summary:

A business without a website in 2025 risks appearing less trustworthy, harder to contact, and less professional—especially in a competitive market like the UK.

Even with strong social media, a website remains the foundation of a business's online identity and customer journey.

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:

Add a Live Chat or Messaging Tool

A chat tool would modernize the customer journey, support quick decisions, and match the expectations of today's users—especially in hospitality. It's a low-effort, high-impact improvement that aligns well with their premium service positioning.