

LCLM4002_BIRM Digital Skills Task 3			
<u>Website Evaluation</u>			
Student Number	2422703	Student Name	Irum sher
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: the website loads very quickly within 1 to 2 seconds approximately			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: the website does contain many sub pages but I think one is hidden behind a map of the shop. By clicking on each sub page they have home, the spa, treatments (hidden) and contact. The first page is 'home' when we click this page there is not much there just a picture of a hand holding a flower and a button that says 'visit us'. The next page is 'the spa' this is just a brie paragraph about the spa itself telling us the location and the treatments they specialise in. then we have the 'treatments' which I can not see properly as there is a map covering it but still allows to click, this has all the prices of the different treatments they offer. Lastly there is a page 'contact' is you click on this it takes you to a form to 'contact our spa' and asks to submit name, email, subject, message. This is to contact the spa via email. If we scroll down it has the spa address, contact number, email address and opening hours.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: the webpage does not have a direct booking system but it gives you various options such as filling the form to contact the spa, they have the address with opening hours and a contact number to make direct calls.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: to improve this website they can add a booking system and also get rid of the map that is hiding the page options.			
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 looks nice and well designed. There is a difference in appearance on a mobile phone and computer the first page is better on the mobile phone version as			

everything is visible and you can see all the options whereas on the computer the map covers some of the page options.

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

Answer: the website has 3 images one picture of a hand holding a flower, the second picture is in the spa page of the spa itself which is a mirror, sink and flowers the third picture is of a lady in a bath but you can only see the back of her hair and legs. The website does not have a video. The colours they have used white, pink, khaki green, and grey.

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 is no online chat tool.

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

Answer: there is no social media links on this website

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 services are very clear on the first page it tells you they specialise in relaxing treatment, when we click the treatments page it gives us all the treatments and the prices.

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

Answer: there is no options for customers reviews

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: contacting this spa looks very straightforward and I think this is presented as high quality and I would recommend this company's service to my friends and family because think the prices are affordable and the pictures look very relaxing.

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 the prices are very clear and it gives the prices for the treatments they offer.

Section 4 – Searchability

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

1. Eden Spa Harborne
2. Spa in birmingham
3. eden spa birmingham

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

Answer: yes

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, some people find it easier to contact the spa directly to make an enquiry, many people don't have access to social media and they can send email to the company's email address.

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: they should add a booking system, this is very helpful for people who would like to book online outside working hours.

Reference List

<https://edenspaharborne.wixsite.com/eden-spa>