

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2427681	Student Name	Liben Janet Mascarenhas E Dias
Website Chosen	Highfield Town House Hotel		
Insert hyperlink to website	https://www.Highfieldedgbaston.co.uk/		
<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 I opened this website, the website loaded instantly and very quickly in few seconds and allowed to browse smoothly. An ideal website load time is 2 seconds or less, over 4 seconds can be perceived as slow. Factors like network connection, server response time, and the size of page will influence how quickly a website loads. Sometimes there are several factors that can impact the website load time, network connection, server response time.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: Yes, the website contains many sub-pages. When the customers become aware of the brands, products or services through various means of advertisement on social media, Facebook etc. The customers decide to the decision to purchase the product, and the service provided. Sometimes we look find out more if the information is clear and concise how the product or service can meet the customer's need. Booking. Page is a new brand webpage where people can find out any service anywhere, book an appointment and get a reminder			
Question 1c - Can a customer make a booking via the webpage?			
Answer Yes, it is possible for the customers to make the bookings directly through a webpage. This can be easily done through online booking systems or by integrating with external booking platforms. We need to select a time and date and make a reservation all within the browser when the systems allow the users to view the availability. Bookings include a web-based booking page, which is integrated with outlook to optimize the calendar and gives us the flexibility to book a time that works best for them.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: To improve a website's usability, need to focus on making it easy for the users to find the information and complete tasks, ensuring a smooth and enjoyable experience. Make better time management, improve good communication, strong interpersonal skills, making improvements can increase productivity and relationships and more positive work environment. Paying close attention to what others are saying and responding thoughtfully.			
Section 2 – Pleasure – Customer Experience			

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Question 2a – How pleasant does the webpage look? Are there any differences in appearance on a mobile phone versus a computer?			
Answer: Website page was very good to view well designed and functional and easy to use. Websites designs look different on mobile devices since they are adapted to the screen size and the functionality of smart phone and the tablets. Desktops versions can accommodate more complex layouts, extensive content and the features like multiple tabs as they benefit from larger screens and precise mouse input. Every website is supposed to be responsive in any screen size. Web pages are often designed to be more user-friendly and efficient on mobile devices, with a focus on touch interaction, smaller screen sizes			
Question 2b - How does the website use imagery, video and colour?			
Answer: Colour to enhance user engagement, improve understanding of content and reinforce the brand identity. Using colour, websites can create a more visually appealing and informative experience for visitors. Videos are used to tell stories, showcase company culture, or connect with target audiences. Colours are used to create a consistent and recognizable brand identity. Website design images provide us with lot of more and better opportunities to attract new visitors and drive more conversions. They have the power to show potential customers your professional service. Dedicated to deliver high quality in everything we do.			
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: Yes, Hotels use online chat tools are used all over the world on websites for customer service and sales and are generally considered effective for product and service inquires. They offer immediate convenient and efficient communication which can lead to increases customer satisfaction and higher conversion rates. Yes, chat services on websites offers significant benefits for both businesses and customers. this can increase conversations and sales by providing real time support and improves customers experiences. Live chats reduce strain on other support channels, provides 24/7 availability and present sales opportunities. Live chat services is a valuable tool for enhancing customer service and driving business growth.			
Question 2d – How effective are the social media links on the website?			

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Answer: Social media links provides us a seamless way for visitors to interact with the content through likes, comments, shares, and followers. Social media links on a website is highly effective for boosting brand visibility, build trust with visitors and encourage sharing, ultimately leading to increased traffic and potential conversions. Social media links are important for our website; they are necessary for a good online strategy. By connecting your website social media with our website well, we can get more people to see your brand, bring more visitors to your site, build, and grow your business.			
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: Companies make their services clear to customers through clear communication, transparency and by providing multiple avenues for supporting and information. the important is the willingness to go beyond your duties to ensure that customers are happy, this is because excellent customer service requires far more effort than adequate customer service. Be open and honest about pricing, policies, and any potential issues, building trust with customers. Actively seek customers feedback and use it to improve services and the customer experiences.			
Question 3b - How are customer reviews made available? Are these up to date?			
Answer: customers Check the Google Account under 'manage apps and Device' and we can access reviews from your Google My business profile if we have it. Customer reviews and star ratings can enhance your digital campaign performance on the channels that have the biggest influence on customer's purchasing decisions. Most Google reviews are visible within 24 hours and sometimes there might be delay in posting due to server issues. Google reviews are often moderated before they are publicly displayed to ensure compliance with their policies.			
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?			

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Answer: Responsiveness and quick resolution show the company values customer's time and solves problems efficiently. High Customer satisfaction scores and loyalty rates or indicate the service meets or exceeds expectations, encouraging repeat business and recommendations. Keeping promises, meeting deadlines and minimizing errors ensure dependable service delivery. Good service boots brand reputation and encourages referrals, while customer feedback helps improve offerings continuously. Clear, courteous communication and personalized service demonstrate understanding of customer needs building trust and positive relationships. service provided, fair pricing and perceived values and respect for the customers.			
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, Clear pricing known as pricing transparency which means customers can easily see the full price of the products or services, including fees and taxes before making a purchase. Prices often serve as a benchmark for perceived quality, but the Hotels use channel management system to ensure their inventory and rates are accurately and consistently reflected on various online booking platforms and other distribution channels. Relationship between price and service quality varies by industry and company. Higher prices should reflect higher quality, but this is not always the case, so customers benefit from comparing both price and quality before deciding. Some companies choose not to display prices for reasons to avoid easy price comparisons by competitors, which could lead to price wars or undercutting.			
Section 4 – Searchability			
Question 4a - What three words would you type into Google to find this type of service?		1.Boutique hotel	
		2.check Availability	
		3. Sustainability	
Question 4b - When you type these words into google, does the company's website appear in the top ten websites? Answer: Yes, the high field Town House Town A upscale boutique hotel near the broad street, the staff are all friendly and welcoming and hotel has got excellent and wonderful reviews almost 10 out of 10 grading and people highly recommend the lovely stay, easy			

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check in, lovely clean and well-appointed room and large bathroom and very comfy beds. Good services provided and very good rate is given.			
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 remain highly relevant for modern UK businesses. They serve as a crucial point of contact for potential guests, providing a comprehensive overview of the hotels, its services and facilities and enabling direct bookings. A strong online presence, acting as the primary tool for attracting, engaging and converting potential customers in an increasingly competitive digital marketplace. Professional website establishes legitimacy and trust with potential customers, helping businesses stand out from competitors. Most UK businesses have a website, not having one can put a business at a disadvantage and make it appear less professional. A website complements social media by offering a stable, customisable hub for information, transactions and brand authority. 87% UK small businesses have a website. Regularly updating website content is also important for maintaining search rankings and business relevance, websites improve user experience, boost search rankings and help businesses stay ahead of competitors by demonstrating industry leadership and adaptability to new trends and technologies. We should ensure that mobile is mobile-friendly and responsive, reflecting your commitment to staying current with technology and user expectations.			
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: If I were to make one recommendation for improving a company website, it would be to ensure the site is fully mobile-friendly with a responsive design. It is crucial because more than half of internet browsing now happens on the mobile devices and Google uses mobile-first indexing. A mobile-optimised website enhances user experience, boosts SEO and enhances your business remains competitive and accessible to all potential customers. Rates, accommodation, services, discounts, scrolling animations and micro-interactions are enhancing user engagement and making interfaces feels more dynamic.			

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Microsoft 365 is a subscription-based suite of productivity software and cloud services from Microsoft, access to Word, Excel, PowerPoint, Outlook, OneNote, Teams, and OneDrive.			

Reference List

https://www.highfieldedgbaston.co.uk https://scholar.google.co.uk Google search websites www.uwtsd.ac.uk/library
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