

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2426716	Student Name	Iqra sahak
Website Chosen	Suited cars		
Insert hyperlink to website	https://www.suitedcars.com/		
<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: speed and reliability on both desktop and mobile devices. Pages load within seconds, presenting a clear layout and content without noticeable delays or buffering. Navigation is seamless, with every section accessible almost immediately. I encountered neither broken links nor performance issues, which allowed me to review the content efficiently. The swift load times make the experience user-friendly and reduce the chance of frustration, contributing to a positive overall impression.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: The website comprises several sub-pages, including sections for company background, services, fleet details, and contact information. Navigation is intuitive due to an always-visible top menu that uses drop-down lists upon hovering, allowing quick access to each sub-section. This clear organisation aids visitors in finding what they need without effort. Even someone unfamiliar with the brand can easily explore the site. The layout prioritises simplicity and accessibility, ensuring every page is logically linked and reachable with minimal confusion			
Question 1c - Can a customer make a booking via the webpage?			
Answer: Yes, the site includes a straightforward booking system. Customers can input journey details—such as pickup location, destination, and time—and receive an immediate quote. The process does not require creating an account, streamlining the experience for new or occasional users. The design of the booking interface emphasises user convenience, making it simple to arrange a service. Overall, the facility to reserve transport online reinforces Suited Cars’ commitment to providing efficient and accessible service to prospective clients.			
Question 1d - What improvements could be made to the usability of the website?			

Answer:

While the website is generally well-organised, there is room for enhancing mobile responsiveness. On smaller screens, some elements appear misaligned or too close together, which may hinder interaction. Additionally, incorporating a live chat function would be beneficial. This feature could offer immediate assistance for queries and troubleshooting, reducing the reliance on phone calls or emails. Such updates would elevate the overall ease of use, ensuring a uniformly positive user experience across all devices and further engaging potential 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:

On desktop, the website exudes a sleek, modern design with refined typography and a balanced layout that reflects professionalism. However, when viewed on a mobile device, some elements do not adapt perfectly; text can overlap images and clickable areas may appear less defined. Although the site maintains its overall aesthetic, these discrepancies hinder a fully coherent experience on smaller screens. Addressing these issues would help maintain a consistently attractive and functional appearance across all devices.

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

Answer:

The design emphasises high-resolution images showcasing premium vehicles, paired with a sophisticated colour scheme of blacks, whites, and greys that exude luxury. The aesthetic is minimalistic yet impactful, reinforcing the brand's high-end image. Although the imagery is carefully curated, the website lacks video content, which could further enrich the narrative and user engagement. Integrating brief service demonstrations or customer testimonials via video would complement the current design and provide a more dynamic presentation of the brand's offerings.

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 current design does not feature an online chat tool or instant messaging support. This omission limits the opportunity for immediate interaction between the business and its customers. Without a live chat option, users must rely on traditional methods like email or phone, which might delay responses and affect user satisfaction. Adding a real-time chat system would not only expedite customer inquiries but also

enhance overall engagement, enabling prospective clients to receive prompt and helpful advice about services and bookings.

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

Answer: The website incorporates social media icons; however, their small size and placement render them less noticeable. Additionally, some links appear to be under-utilised or not fully integrated, which diminishes their overall impact. Enhancing the visibility of these icons and ensuring they lead to active, regularly updated profiles could improve online interaction and brand connectivity. Better social media integration would allow users to engage more directly with the company and stay informed about promotions, news, and updates, thereby strengthening the business's online presence.

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:

Services on the website are presented with clarity through distinct sections that outline each offering succinctly. Headings, bullet points, and brief descriptions break down complex information into easily digestible parts. The organised layout eliminates confusion by clearly distinguishing different services. This transparent presentation helps visitors quickly understand what the company provides, fostering a sense of reliability and trust. Customers can easily identify which service meets their needs, which is essential for building confidence in the c

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

Answer: Customer testimonials are prominently featured on the homepage and are supplemented by links to external review platforms such as Google Reviews. Many of the comments are recent, which reassures prospective clients of the company's consistency in service quality. This continual influx of up-to-date reviews enhances credibility and builds trust. Displaying timely customer feedback is a strategic element that not only validates the brand's reputation but also offers new visitors insights into the experiences of previous clients, reinforcing the company's reliability.

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 site's design and content convey a premium service. High-quality visuals, refined branding, and detailed service descriptions signal a focus on luxury and reliability. From airport transfers to corporate travel, the professional presentation indicates that every aspect is curated for a high-end experience. I would choose this service for its reliability and attention to detail, and I would confidently recommend it to acquaintances looking for sophisticated and dependable transport solutions. The brand's consistent quality is evident, making it a trusted option for refined travel needs.

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: Pricing information is provided dynamically through the booking process, where customers enter trip details to receive a personalised quote. This method reinforces the bespoke nature of the service, as prices correspond to specific requirements rather than blanket rates. Such an approach aligns with the luxury experience that Suited Cars promises, where transparency is balanced with customisation. The clear presentation of prices through direct inquiry reinforces trust and assures customers that the cost is reflective of a premium, tailored service experience.

Section 4 – Search-ability

Question 4a - What three words would you type into Google to find this type of service?	1.chauffeur
	2.executives cars
	3. Airport transfer

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

Answer:

When I input these keywords, the Suited Cars website shows up among the top local search results—especially when combined with location identifiers like “Birmingham” or another nearby city. For more generic search terms, however, the website sometimes falls short of the top ten listings. This indicates a need for broader search engine optimisation. Focusing on comprehensive SEO strategies could help the site rank higher even for non-location specific queries.

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:

Websites remain an essential tool for modern UK businesses, acting as a comprehensive hub for communication, services, and brand representation. They provide detailed

information, enable online transactions, and help build lasting customer relationships. Despite the rise of social media, a well-designed website offers control over the brand narrative and enhances credibility. It serves both as a first point of contact and a repository of information, ultimately fostering trust and repeat engagement. Thus, maintaining a professional website is crucial for businesses aiming to thrive in today's digital landscape.

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 integrating a live chat feature on the website. A real-time chat option could significantly improve customer interaction by providing immediate support for inquiries and booking clarifications. This addition would streamline the communication process and potentially increase conversion rates, as prospective clients receive swift, tailored responses to their needs. Enhanced responsiveness would also contribute to a more dynamic and engaging customer experience. This change is likely to build greater trust in the brand and give the website a modern, user-centric edge.

Reference List

Suited Cars. (n.d.). Professional Chauffeur Services. Available at: <https://www.suitedcars.com/> (Accessed: 16 April 2025).