

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2336699	Student Name	BEIHAN SALI
Website Chosen	Suited Cars		
Insert hyperlink to website	https://www.suitedcars.com/		
<u>Evaluation</u> Respond to each question			
Section 1 – Usability			
Question 1a - How quickly and easily does the website load?			
Answer: The Suited Cars website performs well regarding page loading since their homepage loads in under three seconds regardless of desktop or mobile viewing platforms. High optimization of all images combined with the site's limited animation mechanisms makes loading times swift. The website menu system responds instantly without displaying any loading delays. A compressed video addition combined with lazy loading capabilities would enhance performance for users on slow internet connections at the Suited Cars website. Users find the site easily usable because they experience minimal delays while accessing all its features.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: Users visiting Suited Cars Website can access four sub-pages through Services, About Us, Contact and Fleet. User navigation remains simple because the website features an easily accessible menu which appears on top of each page. Home page users have easy access to clicking sections or using quick-access buttons which lead them to different			

pages. Users can always access essential information through no more than several clicks on the website.

Question 1c - Can a customer make a booking via the webpage?

Answer: The Suited Cars website grants customers the ability to book services through its platform. The homepage contains an easily visible "Book Now" button that leads users to an online booking form for reservation purposes. The booking form asks customers only for basic information which includes location, destination, scheduling day and time. Customers can access a simple booking process because of this setup.

Question 1d - What improvements could be made to the usability of the website?

Answer: Several modifications could improve the usability of the Suited Cars website although it generally functions easily for users. Users should benefit from a more dynamic booking form which provides immediate price quotes and submission feedback. The implementation of a live chat functionality would help improve assistance for customers. The buttons on mobile devices appear small which affects usability thus touch target optimization would enhance this problem. Enhancing the site information value would benefit from the inclusion of customer feedback alongside better representation of the company's service region boundaries.

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:

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

Answer: Suited Cars presents its website with an elegant black and white colour scheme which suits the professional executive transportation services. The website gives a generous and correctly ordered design experience on computer platforms. Some mobile device screens display compressed image scales and spacing that marginally diminishes the viewing quality. Both platforms maintain the website's attractive appearance with a smooth navigation system.

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: At present Suited Cars does not have the capability for online chat communication on its website. Such a feature impedes immediate engagement with customers because some users require on-the-spot communications for both urgent issues and service clarification needs. A live chat or chatbot implementation on the website should be considered because it would enhance customer experience through instant assistance and better trust-building leading to higher booking conversion rates.

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

Answer: From the homepage footer of Suited Cars website users can find buttons that lead to Facebook and Instagram pages. These social media links are available in the homepage footer section, and they will redirect you to different pages using new tabs. Social media activity on the platform remains minimal as the posts occur very infrequently. The brands will gain better visibility and develop stronger customer connections through growing interactions across their social media platforms.

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 of Suited Cars are clear to users because the website offers organized sections together with brief service descriptions. Airport transfers and executive travel form the main features of the homepage alongside appropriate visual content. The “Services” webpage contains full details about the company offerings to guarantee customer understanding. The website design enables viewers to locate the ideal service solution without delay.

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

Answer: There is a few number of customer reviews on the Suited Cars website that remain hard to find in the platform. The homepage and services page of the Suited Cars website do not contain specific review sections. While the feedback exists on social media links there is no direct integration of it on the site. Displaying new and easily accessible customer testimonials will assist in establishing trust with potential clients while showing them that their service quality will be high standard.

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: Suited Cars demonstrates high-quality service through their site design with sleek elegance and professional pictures which highlight their executive luxury vehicles. The premium character of the service is strengthened through its descriptions of dependable timeliness alongside comfortable vehicles and skilled drivers. The service would be most suitable for business clientele alongside special events through its dependable elegant style because it delivers exceptional transportation to sophisticated clients who require maintenance-free upper-class service.

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: Before booking a service or requesting a quote potential customers cannot find price information on Suited Cars website. Future customers must schedule a service or request a pricing estimate through Suited Cars. Customized vehicle pricing exists in Suited

Cars as they decide prices based on distance and vehicle types. The omission of prices from the website grants flexibility although it might make potential buyers feel uncertain about their purchasing options.

Section 4 – Searchability

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

1. Executive car service
2. Luxury chauffeur hire
3. Airport transfer service

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

Answer: Google search results for suggested keywords show the Suited Cars website ranks below the top ten positions during numerous searches. National companies along with paid advertisements occupy most of the search listings. The company should enhance its search engine optimization (SEO) approach to boost visibility and acquire more customers who use search functions for executive transportation services.

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: The online presence of websites continues to be important for UK businesses in the modern era. Companies use websites as their virtual outlet which delivers crucial data to customers alongside establishing trustworthiness by allowing immediate client contact. In contemporary markets a business website made professionally allows companies to differentiate themselves and connect with clients who extend their reach outside local boundaries. Companies receive greater trust from customers through maintaining their website despite the increased presence of social media. Through the website the company enables book reservations as well as presenting customer service platforms together with marketing tools. Companies which lack an effective online presence allow customers to go to businesses that can better reach and show themselves on the web.

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: Adding a website section solely for customer reviews and testimonials should be a top priority for Suited Cars to enhance their online presence. Client feedback strengthens trust with potential customers who wish to book services. TO increase credibility Suited Cars should maintain an active reviews section which demonstrates their exceptional service quality. Social proof through positive testimonials becomes particularly important for new customers because they use these reviews to make their booking decisions. A review section added to the homepage or service pages will improve website sincerity and reliability while generating additional bookings which enhances the online reputation of the company.

Reference List

SUITED CARS (2024). *SUITED CARS*. [online] Vinyl vehicle and car wrapping Birmingham. Available at: <https://www.suitedcars.com/> [Accessed 15 Apr. 2025].