

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2439666	Student Name	Natanael-Felix Moldoveanu
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 site loads pretty quickly and works fine on most devices. On a phone it can feel a bit slower because of the big pictures. If the images were smaller and the design updated, it would load even faster.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: The website only has a few sub-pages like Home, The Spa, Treatments, and Contact. There's also a "More" button, but it doesn't really lead anywhere useful. Navigation is straightforward, with a top menu that's easy to click through, but it feels a bit basic and could be improved with extra pages like booking or reviews.			
Question 1c - Can a customer make a booking via the webpage?			
Answer:			
Question 1d - What improvements could be made to the usability of the website?			
Answer:			
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: No, you can't book directly on the website. The only option is to phone the spa to arrange an appointment, which isn't as convenient as having an online booking form or calendar.			
Question 2b - How does the website use imagery, video and colour?			
Answer: The website uses large spa-style images that give a calm feel, but some look a bit like stock photos. There are no videos at all. The colours are soft and relaxing, which suits a spa, but sometimes the text doesn't stand out enough against the background.			

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:
No, the website doesn't have an online chat tool. Customers can only get in touch by phone, email, or the contact form. This makes it slower to ask quick questions, and some people might prefer a live chat option for faster replies.

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

Answer:
The website has social media links, but they are not very noticeable and don't show any posts or activity. They could be more effective if the links were clearer and showed updates, reviews, or photos to build trust and connect better with customers.

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 shown on the Treatments page with a list of options and prices, so customers can easily see what's available. However, there isn't much detail about how long each treatment takes or what's included, which can leave people unsure about what to expect.

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

Answer:
The website doesn't show any customer reviews. This makes it harder for new customers to judge the quality of the spa. Adding recent reviews or testimonials would help build trust and show that people are happy with the service.

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 spa is presented as relaxing and focused on personal care, with calming photos and friendly text. It talks about using good products and creating a peaceful atmosphere. I'd recommend it to someone looking for a quiet, local place to unwind, especially if they want basic treatments at fair prices. It feels welcoming, but I'd feel more confident recommending it if the site showed reviews or staff qualifications.

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 clearly listed on the Treatments page, which is helpful for customers comparing services. The prices seem fair and affordable, especially for a local spa. However, because there's not much detail about what each treatment includes, it's a bit hard to judge if the quality fully matches the price. Adding more info about the treatments would help show the value better.

Section 4 – Searchability	
Question 4a - What three words would you type into Google to find this type of service?	1. Harborne
	2. Beauty
	3. Spa
Question 4b - When you type these words into google, does the company's website appear in the top ten websites?	
Answer: No, the Eden Spa Harborne website does not appear in the top ten search results when you Google something like "<i>Harborne beauty spa</i>." Instead, listings such as Yell, Yelp, and other directory sites like Treatwell or Fresha show up first	
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 very relevant for UK businesses today. Even though social media is popular, many people still use Google to look up services, prices, and reviews. A website helps a business look more professional and trustworthy. It also gives customers access to important info any time—like opening hours, prices, and contact details. Without a website, a business might miss out on customers who search online before choosing where to go.	
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 recommend adding an online booking system. Right now, customers can only book by phone, which isn't always convenient. An online booking option would make it quicker and easier for people to choose a time, especially outside business hours. It could also help reduce missed calls and give the salon more control over managing appointments.	

Reference List

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