



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

CertHE in Business Skills

Student Name: Caroline Touffahi

Student Number: 2442222

Course Name: Digital Skills LCLM4002

Lecturer Name: Nishi Ramsurrun

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LCLM4002_BIRM Digital Skills Task 3			
<u>Website Evaluation</u>			
Student Number	2442222	Student Name	CAROLINE TOUFFAHI
Website Chosen	Suitedcars.co.uk		
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: The customer can load the website through a search engine like Google; it appears as the first company on the page, and the customer will have access to the website's contact info, like address and contact number. There will be an icon labelled website that will take you directly to their site. When accessing the website by URL, the homepage loads with no technical difficulties, displaying an image of the company and services they provide.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: The website has a simple layout with a few sub-pages, making it easy for customers to navigate. It is found on the top right corner of the homepage; the navigation menu provides quick and easy access to the main categories on the site, such as Gallery, Services, FAQs and Contact. The clear labels help customers find the service which they need without it being difficult, ensuring smooth navigation for the customer throughout the website.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: When a customer first enters the company website, there are two icon boxes which give the customer the option to either contact the company directly or request a quote. Once the customer has decided which service they would like to use, they can click on either of these links, and it will direct them either to a sub-page to contact them for a quote on the price for the service which the customer is requiring.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: The business website could make improvements to their marketing strategy, like having a mobile phone app available for existing customers where they can access exclusive packages and discounts that only customers with existing memberships can have access to. As well as on the company website, they could have a 'live chat tool' that everyone can use once they have accessed the site online. Also add a video onto the site showing what the company does.			
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 company website's layout design looks sophisticated and stylish; the homepage is very simple and elegant, showing an image of a vehicle's side view mirror with vinyl wrapped around it, that showcases the services the company provides. When using a mobile phone, there is no real difference between viewing the company's website on a mobile phone compared to accessing the company website through a computer; probably the only difference is the size of the screen.

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

Answer: The website's design layout is sophisticated and showcases images of high-quality cars that they have serviced. The company website does not provide a video but has a YouTube channel for the customer to still be able to watch the service which the company offers, as well as other social media platforms available on their website. When the customer first accesses the company website, they will see a photo of vinyl wrapped around a side mirror.

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: Unfortunately, the company does not have an 'online chat tool' on their website; however, the customer does have alternative ways to contact the company. The customer is able to either request a quote from the company by phoning them, or the customer can also find the business's contact details, like a telephone number provided on the company website, allowing the customer to reach out directly and speak to someone in the business for further assistance.

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

Answer: When the customer is accessing the company's website's navigation menu, they can find the company's social media accounts on their contact page. The website has included two hyperlinks on their page which connect you directly to their social media accounts. When the customer clicks on either hyperlink, it will either take them to the web version, or it will directly open the app on their phone if the customer has already got an existing account.

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: On the company's website, the services that are offered on the site are structured in clear labels on their navigation menu which is visible for the customer to find on the homepage when they have first accessed the company website. The customer will see on the navigation menu list 'Services' alongside other categories that are labelled as well and can also view their gallery to see some of the services which the company website provides.

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

Answer: The company website's customer reviews are available when you search the company's name through a search engine tab like Google or Yahoo. Customers can also leave feedback on Google Reviews, which is public and accessible for everyone to view. It also gives the customer the option to view the latest reviews that previous customers have written, which were posted two months ago, which might not give any new potential customers insight on any new services.

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 services are presented as high quality because of the model of the vehicles they facilitate they display cars like Lamborghinis, Rolls Royce, Maserati, and AUDI which are very expensive vehicles which require 'High-quality service' that's what makes SuitedCars deliver a high quality of service for their customers. I would personally use this company or refer it to a friend/co-worker as vinyl wrapping is temporary and more cost affordable compared to painting a car.

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: No, the prices are not available on the company's website; they do not have a price list but give the customer the option to request a direct quote for an estimated price, or the customer can call them directly. I feel like the company does this because the type of vehicles they work with are high-quality cars that vary in different models, sizes, and materials; therefore, the business cannot give the customer a fixed price.

Section 4 – Searchability

Question 4a - What three words would you type into Google to find this type of service?	1. Suited Cars
	2. Vinyl car wrapping Birmingham
	3. Car wrapping birmingham

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

Answer: When the customer enters the business name into the search engine Google, the company appears as the first result shown, compared to if the customer were to change the wording around differently; the business website will appear as the third listing in the location section on Google. which means that the company's search visibility can vary depending on how the company name is typed. Customers should acknowledge this to ensure they find the correct results.

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: A lot of websites will still have relevance in modern UK business, as the majority of companies in this digital age will encourage the customer to download an app to access their features and services, enhancing the customer's experience, like social media platforms, Boots, and Student Beans. As a result, these businesses will promote discounts on online purchases once you download their app and create an account, but not everyone might be tech savvy and able to download an app; there could be other various reasons as well, like maybe the customer doesn't own a smartphone for this. By still using websites, businesses are still able to make it easy for customers to access the company platform at any time.

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 could make one improvement to the business website, it would be their marketing department, as I personally feel that the company website does not really promote itself. I would personally add videos on the website showing the company demonstrating some of the services that they cater to, which will allow any customer to have a better understanding of their offered services. I would also add their YouTube channel on their contact page alongside their other hyperlinks that they have connecting to their other social media accounts so the customer can view their YouTube channel. Make sure all reviews are kept up to date for any future potential customers and keep all social media accounts with the latest updates.

Reference List

<https://www.suitedcars.com/>

<https://find-and-update.company-information.service.gov.uk/company/09986960> (GOV Website)

https://www.youtube.com/results?search_query=suited+cars (Suited cars YouTube channel)

<https://www.companiesintheuk.co.uk/ltd/suited-cars>