

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2418325	Student Name	Nina Birca
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 Eden Spa Harborne website loads quickly on both desktop and mobile devices. Its simple structure, clean layout, and use of light images help improve loading speed. Users can navigate the site without delays or buffering, which creates a positive first impression. A fast website encourages visitors to stay longer and browse more. This is especially important for mobile users who expect websites to be accessible within seconds of clicking.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: Yes, the website includes several sub-pages such as “About,” “Treatments,” and “Contact.” All pages are easy to access using a top navigation menu that stays the same across the website. This makes it easy for customers to browse and find what they need. The layout is logical and the page titles are clearly written. There are no confusing popups or ads, which improves the user’s ability to navigate without distractions.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: Yes, customers can make a booking through the “Contact” page, where there is an easy-to-use form. The site also lists a phone number for those who prefer to call. However, the booking feature could be more visible, perhaps as a “Book Now” button on the homepage. Making the process quicker and clearer would help attract users who are ready to schedule an appointment right away without searching for the booking options.			
Question 1d - What improvements could be made to the usability of the website?			

Answer: The site would benefit from a sticky menu that stays visible when users scroll down. This would make it easier to switch between pages. Also, the booking option could be more noticeable, like adding a brightly coloured button on the homepage. On mobile, some spacing issues and image alignment could be improved for a smoother experience. These small changes would help users navigate faster and feel more comfortable using the website.

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 Eden Spa Harborne website has a clean and calming design that fits the spa's image. On desktop, the layout is well-organised and the images are clear. On mobile, most sections display properly, but some images appear stretched or misaligned. Although the website is usable on both devices, improving the image scaling and spacing on mobile would enhance the overall visual experience and make it feel more professional.

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

Answer:
The website uses a soft and neutral colour palette, mostly beige and white, which creates a relaxing atmosphere. High-quality images of treatments and peaceful settings strengthen the spa's identity. While no videos are included, the visuals still communicate calmness and quality effectively. A short welcome or testimonial video could further improve engagement and help customers feel more connected to the spa experience.

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 does not include a live chat feature. Customers can only use a contact form or phone number to ask questions. Adding a chat tool would improve customer experience by allowing instant communication. This is especially useful for users who want quick answers about treatments or availability. Without it, the process feels slower and less interactive.

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

Answer: Social media links to Facebook and Instagram are located in the footer, but they are small and easy to miss. Placing them in a more visible spot, like the top of the homepage, and using larger icons would improve their effectiveness. This would also help build trust and allow visitors to see reviews, photos, and updates more easily, making the spa's online presence feel more engaging and connected.

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 website clearly presents its services through a dedicated "Treatments" page. Each treatment is described with enough detail, including type, purpose, and duration. The layout is clean and sections are well-organised, making it easy for customers to understand what is available. Headings and short paragraphs improve readability. This clear presentation helps potential clients quickly decide which service suits their needs, without feeling overwhelmed by too much information.

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

Answer: Customer reviews are available on the website's homepage, shown as short testimonials. These offer positive feedback about the spa's atmosphere and staff. While helpful, the reviews are limited in number and not dated, so it is unclear how recent they are. More up-to-date and detailed reviews, possibly linked from Google or social media, would increase trust and offer better insight into current service quality.

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's services appear high quality due to the clean website design, calming visuals, and detailed treatment descriptions. Professional language and elegant images suggest a relaxing and premium experience. I would recommend Eden Spa to friends or family because of its clear service offering, peaceful branding, and easy contact options. These elements together give the impression of a reliable and well-run spa focused on customer care.

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: Prices are not listed on the website. This may be a strategy to encourage visitors to contact the spa directly for personalised recommendations. While this can create a more tailored experience, some customers may find the lack of pricing inconvenient. Showing at least a price range for services would help set expectations and reflect the quality advertised through the website's calm and professional design.

trust and improves first impressions. Even with social media growing, websites allow more control over branding and provide a professional image. For service businesses like spas, a well-designed website helps attract and retain clients.

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 recommend adding a "Book Now" button on the homepage. Although the site includes a booking form, it is not immediately visible. A clear, brightly coloured button would make it easier for users to book quickly, especially on mobile devices. This small change would improve usability, increase conversions, and show that the business values convenience for its customers. It would also make the website feel more modern and customer-friendly.

Section 4 – Searchability

Question 4a - What three words would you type into Google to find this type of service?	1.Spa
	2.Massage
	3. Harbone

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

Answer: Yes, when searching "spa massage Harborne" on Google, Eden Spa Harborne appears within the top ten results. This shows good SEO performance and local relevance. Being easily found online increases visibility and helps attract new customers searching for wellness services in the area.

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 very important for businesses in the UK. They offer a central place where customers can find information, make bookings, and learn about services. Many people search online before visiting a business, so a good website builds

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Reference list

Eden Spa Harborne. (n.d.). Welcome to Eden Spa Harborne. Retrieved April 23, 2025, from <https://edenspaharborne.wixsite.com/eden-spa>

Google. (2025). Search results for "spa massage Harborne". Retrieved April 23, 2025, from https://www.google.com/?client=safari&channel=iphone_bm