

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2441745	Student Name	Tiemoko Dagnogo
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 website loads fairly quickly, though not lightning fast. Some image-heavy pages take a second or two, probably because it's built on Wix. But once everything is up, navigating around is easy and smooth. Answer:			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: Yes, there are several sub-pages like Services, About, and Contact. The main menu at the top makes it simple to move between them. Dropdowns help a lot with finding specific info without having to dig.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: Yes, booking is available through a "Book Online" button, which redirects to a separate booking page. There you can pick treatments, check prices, and choose time slots, which is pretty straightforward.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: The mobile version could definitely use some work it doesn't always display cleanly, and some buttons are hard to tap. Also, making the homepages booking option more eye-catching would help new visitors take action quicker.			
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: Visually, the site feels relaxing and fits the spa vibe nicely—soft colours, peaceful imagery, and nothing too cluttered. On mobile, though, a few things don't scale quite right, like text overlapping or sliders that lag. A bit more fine-tuning there would help.			

Question 2b - How does the website use imagery, video and colour?
Answer: Images are used really well. The photos look professional and give off the calm, clean energy you'd expect from a spa. The pastel colour scheme adds to that. There aren't really any videos, which is a missed opportunity—they could show off the space or even introduce the team.
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 live chat is available, which feels like a gap. A chat tool would make it easier for people to ask quick questions without having to call or wait for an email reply.
Question 2d – How effective are the social media links on the website?
Answer: The social icons work fine and link to Facebook and Instagram, but they're kind of hidden away. Bringing recent posts or reviews onto the homepage would make the site feel fresher and more 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 Services and Book Online sections lay things out clearly. Each treatment has a short description and duration listed, so it's easy to understand what's on offer.
Question 3b - How are customer reviews made available? Are these up to date?
Answer: There is a testimonials section, but it's pretty limited and doesn't show dates. It would be more convincing if they pulled in real-time reviews from Google or social media.
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 gives off a calm, professional first impression. The design and tone feel consistent with a quality spa experience. I'd recommend Eden Spa for the wide range of treatments, easy online booking, and the overall relaxing vibe it conveys.
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, pricing is shown during the booking process, which is helpful. The prices seem fair and in line with the kind of spa service being offered. No surprises, which is always a plus.

Section 4 – Searchability

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

1.Spa Harborne

2.Beauty Treatments Birmingham

3. Massage Harborne

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

Answer: Not consistently. Sometimes it shows up on the first page, other times not. The site could benefit from better SEO—like keyword optimisation and maybe a blog—to help it rank higher.

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: Definitely. Even with social media being so popular, a proper website makes a business look more professional and gives customers a central place to find info, book, and browse at their own pace. Especially for spas, where people often want to check prices and services first.

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: Improving mobile usability would be my top pick. A lot of people are browsing and booking from their phones, and if the site isn't mobile-friendly, that's a missed opportunity. Adding a live chat option would also help convert more visitors into bookings.

Reference List

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