

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student ID	2430783	Student Name	Ceyda Battal
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?			
Aside from having a few seconds delay in loading, most of the content on the Suited Cars website loads quickly on desktop and mobile platforms. Speed is almost unaffected by high-quality visuals and transitions, and the pages are responsive. Browsing between sections does not cause any noticeable delay for users. Nevertheless, image compression and browser caching could be performed to allow consistent, fast load times even in cases where users have slow connections (Mjelde and Opdahl, 2017).			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
The website also has other essential sub-pages such as Services, Gallery, FAQs and Contact. A simple, top-level menu is accessible on every page, and users navigate it. There are also sections which is clearly labelled so that users can look out for what they need. They lack a search bar as well as additional filtering options that help make the site more navigable to users who are searching for specific information instantly (Wilson, 2022).			
Question 1c - Can a customer make a booking via the webpage?			

At present, there is no way for a customer to make a direct booking using the Suited Cars website. Instead, these businesses enable people to fill out a quote request form or to contact them by email or phone. This is helpful in some sense, but a live booking calendar or even an appointment scheduling system will deter customers looking for immediate service. With an online booking tool, it would be convenient and less frictional for users (Einola and Khoreva, 2023).
Question 1d - What improvements could be made to the usability of the website?
If the site can be used better with a search bar, sticky navigation menu and clearer call to action buttons, then that will be part of making the site more usable. A formatting of text would improve reading likelihood by having better spacing and the same fonts. The instant customer support would be facilitated by a live chat or a chatbot, while refinements in terms of mobile-specific design would make the site more accessible on smartphones (Korczak, 2023).
Section 2 – Pleasure – Customer Experience
Question 2a – How pleasant does the webpage look? Are there any differences in appearance on a mobile phone versus a computer?
With a modern and sleek design, the website of Suited Cars has a dark theme, high-resolution images which give off a professional and stylish impression. On desktop, the layout is spacious and easy to browse. The site is more functional and responsive on mobile, although in some elements and text blocks a bit compressed. Readability on different screens could be improved by minor adjustments in spacing and font sizes, and overall visual consistency between all the devices (Bipat, 2022).
Question 2b - How does the website use imagery, video and colour?
To display the vehicle wrapping services of Suited Cars can be seen in the use of vibrant, high-quality images used in the website. These visuals are very useful in terms of user engagement and taking advantage of the capability and creativity of the business. There are

no videos currently on the site, but they could be useful in further engaging users. A sleek, premium brand identity is supported by the colour scheme (Dang, 2019).

Question 2c – Has the website made use of an online chat tool on the website? How effective is this in enquiring about the product or service?

Well, the website does have a built-in Facebook Messenger chat feature that enables visitors to chat through the website itself. Through the provision of a real-time communication option, this has boosted customer convenience by providing a convenient option for asking questions and requesting information through the use of this method. However, it is an effective method, but it would be placing it closer to be more visible. Response time and responsiveness are governed by social media management (Istanbulluoglu, 2017).

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

The homepage of Suited Cars has links to social media websites like Instagram and Facebook. You get these links to build brand credibility by showing that you have completed the project, and your customer has engaged. However, the links are not very clear or phallic, or may not necessarily be highly promontory or interactive enough to drive traffic or conversions. Engaging prospective clients by feeding social evidence into the site itself, by helping clients enhance visibility (Verma and Srivastava, 2024).

Section 3 – Perceived Value

Question 3a - How are the services offered by the company made clear to customers?

With services ranging from full wraps, partial wraps, dechroming, and re-styling, it is clear as daylight that the Services page on the website's website covers all of its core services. They each have a brief explanation and some relevant imagery that might help the customers to understand each of the services involved. However, an addition of more detailed descriptions or examples for each service would be helpful to make it clearer (DeJonckheere and Vaughn, 2019).

Question 3b - How are customer reviews made available? Are these up to date?	
On the homepage, prompting customers to leave reviews helps in building trust and establishing credibility. The testimonials are informative about the positive experiences and the satisfaction with the quality of service. The reviews are lacking in visible dates, but no one knows how current they are. Linking testimonials to review platforms like Google or TrustPilot would add transparency and give prospective customers more confidence in the consistency of the company's service quality.	
Question 3c – How is the service presented as high quality? For what reasons would you use the company's service or recommend it to a friend or family member?	
All the high-resolution images of the finished vehicles, professional branding and clean website layout make sure that the customer gets a premium and high-quality service. Testimonials build trust, while the attention to detail in visuals and project showcases signals the choice of excellence. Suited Cars will be my recommendation because they focus on aesthetics and personalised solutions. If you're looking for a company that'll help your vehicle's appearance quickly with confidence, the company's strong visual identity makes it the best choice (Ledbetter, 2021).	
Question 3d - Are prices made clear to customers? If yes, do the prices reflect the quality of service shown? If not, why do you think the company has chosen not to include prices?	
There are no prices listed on the website. They encourage customers to ask for a quote. In the case of vehicle wrapping services, which are usually bespoke, costs vary, and so this approach is likely due to the onerous nature of customising vehicles to such an extent. The benefit of this is that the pricing can be customised, but this could turn away the price-sensitive buyers. This would be more transparent, providing example price ranges or packages.	
Section 4 – Searchability	
	1. Car wrapping Birmingham

Question 4a - What three words would you type into Google to find this type of service?	2. Vehicle customisation UK 3. Vinyl wrap service
Question 4b - When you type these words into Google, does the company's website appear in the top ten websites?	
Upon searching the term "Car wrapping Birmingham", Suited Cars frequently pops up in the top search results, in the local map pack or within the top ten links — demonstrating solid local SEO presence. However, with terms like 'Vehicle customisation UK' or 'Vinyl wrap service', the site is not very prominent as it has not been targeted for keywords in its SEO optimisation. Practical efforts to improve the visibility of a blog through metadata, post content, as well as density of keywords could pay off with broader reach to the audience.	
Section 5 – Reflection and conclusion	
Question 5a - Do you feel that websites still have relevance in modern UK business? Explain your answer.	
I feel that websites are still very pertinent in UK modern business in that they act as the primary digital touch point for customers. Today, in the highly competitive and quickly moving market, having a well-planned website enhances the credibility of your website, showcases your services, and lastly helps you to store your data 24/7. As more people turn to the web before making a purchase, I think businesses without a robust online presence are at risk of becoming invisible and therefore losing trust. Finally, websites also support digital marketing strategies like SEO, analytics, customer engagement tools like chatbots, booking forms and other things. With mobile usage increasing, the importance of optimising and responsive web pages for customers to reach and keep is stronger now than ever (Bansal, 2024).	
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?	
My recommendation for this website is to have a dedicated pricing page or something along those lines, or give examples of the cost for popular services. Currently, Suited Cars' quote	

request form doesn't show pricing, inhibiting potential clients' willingness to reach out when they want to see pricing first. Sample price or service bundle inclusion would increase new customer trust and engagement (including: sample price or service bundles, information on service level guarantees, discounts for a specific time, etc). Even if it is required to have full custom prices, offering baseline estimates helps to set expectations, and that saves time for both the business and the consumer regarding this whole situation (Bauer and Jannach, 2018).

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