

LCLM4002 BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2430673	Student Name	Madalin-Eugen Cucu
Website Chosen	www.suitedcars.com		
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 website loaded quickly			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: This website only contains 5 sub-pages which are easy accessible by clicking the 3 lines in the right top corner			
Question 1c - Can a customer make a booking via the webpage?			
Answer: No, you only can request a quote on this website.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: In my opinion they can add a form in order to let you know approximately how much their services will going to cost .			
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 Website have a good styling with neutral colors ,there are not differences between loading it on a computer or a mobile phone			
Question 2b - How does the website use imagery, video and colour?			
Answer: They are using high quality images in order to enhance user experience and the image of their brand			
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: This Website don't contain any integrated chat tool but they have a button which send you to their facebook messenger in order to contact them.			
Question 2d – How effective are the social media links on the website?			

Answer: Media links on this website it's working how it's supposed to , you can see their work in order to make an idea about their products	
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: They explain clearly what they offer on the first page of the website	
Question 3b - How are customer reviews made available? Are these up to date?	
Answer: Reviews are available on the bottom of the page , they are quite recently also.	
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: Website claim that this company offers prestigious services, I would recommend this company because I've seen they work and reviews and I'm sure they are very good	
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 made clear to customer , they choose that because there are a lot variables from customer to customer	
Section 4 – Searchability	
Question 4a - What three words would you type into Google to find this type of service?	1.wrapping
	2.Birmingham
	3. Quality
Question 4b - When you type these words into google, does the company's website appear in the top ten websites?	
Answer: No	
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 I think it's still relevant because it's looking modern and it's intuitive.	
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 them to try to advertise and promote more in order to reach more people and to be on the top of searches on search engines.	

Reference List

<https://www.suitedcars.com> (13th April 2025)