

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2441781	Student Name	Abdul Aziz Khan
Website Chosen	SuitedCars		
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?			
Answer: Desktop quality The site scores indeed well on desktop; the LCP is fast (2.1s), and only INP is good (36ms), which passes Core Web Vitals. Nevertheless, mobile speed is slow, LCP and TTFB are 3.4s and 2.5s, respectively, which does not pass the test. Desktop users load fast but mobile optimisation is required to make the site load faster and responsive (Pagespeed, 2025).			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: Yes, the site has a couple of well-established sub-pages namely: Home, Services, Gallery, FAQs, and Contact. They are easy to reach as they are displayed in a top navigation bar that will be present on all pages, such that prospective customers find it convenient to browse			

through various products. The design is user-friendly, and call-to-actions (e.g., Request a Quote, Call Us, etc.) direct a visitor to take important steps (Suitedcars, 2025).

Question 1c - Can a customer make a booking via the webpage?

Answer:

No, this is not possible to book online at the site. Customers are allowed to request a quote or make inquiries with the help of the contact form, phone number, and WhatsApp link instead. Although this makes communication possible, it does not include a real-time booking or scheduling feature, which would make it more convenient to users.

Question 1d - What improvements could be made to the usability of the website?

Answer:

To improve usability, the website should:

1. Add an online booking system for customer convenience
2. Optimize mobile loading speeds for better performance
3. Implement a search bar and prominent social media icons
4. Create a dedicated testimonials page

These enhancements would boost navigation, engagement, and trust while improving the overall user experience across all devices.

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?

Answer:

The site design has a neat look with lots of images and texts that are readable. Compressed layouts and sluggish loading of images through mobile devices also affect the user experience, however. Although it works on various devices, mobile optimization can be done

better in order to make it equally responsive and retain the aesthetic quality that the site possesses on small screens.

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

Answer:

The site has professional and high quality photography especially on before-and-after car wraps of Gallery improving image attraction and trustworthiness. The minimalist color scheme of grey/black/white helps to keep attention on the vehicles. Although the video content is restricted to slideshows, the clear, well-detailed photos display quality and assortment of services well. Moreover, the speed of loading images could be increased through mobile optimization (Suitedcars-Gallery, 2025).

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 provided on the site as there is only a form of contact, phone, and WhatsApp connection. Although WhatsApp can be used to send messages, there is no real-time chat and this hampers timely services- especially beyond business hours. The deployment of a consolidated chat would increase the degree of responsiveness and feedback, particularly to those users who do not want to change platforms to obtain a speedy response.

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

Answer:

Instagram and Facebook tags on the bottom of the screen are non-working icons: the Instagram link is corrupted (the message is "Widget not found"), and the Facebook icon has no marked changes. These unused social media buttons do not encourage the interactivity of the user. Filling these gaps by redirecting visitors to active profiles would increase online presence and better access to customer communication possibilities (Tafesse, 2018).

Section 3 – Perceived Value

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

Answer:

Such services as car wraps, dechroming, and tinting are well-explained on the Services page in non-technical terms, which is supplemented with examples of the gallery. Crucial services are also summarized in the home page. This two-tier presentation - thorough and user-friendly- is useful to users who can discover their possibilities and become better prepared to make a thoughtful decision regarding the use of the customization services provided by SuitedCars.

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

Answer:

In a rotating carousel, the home page presents the customer testimonials with names, starred ratings, and descriptive comments. There is a "Read more reviews" link that offers extra remarks. Although reviews seem recent, it would be a good idea to include timestamps to boost the level of transparency, which would help users determine whether they are up to date, as well as increase trust in future customers (Fogg, 2003).

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?

Answer:

An excellent quality is depicted by SuitedCars in terms of the highest-quality vinyl brands (Hexis/Avery/3M), exclusive galleries of the luxury cars, and 5-star reviews. They are customer oriented, detail oriented and skilled enough and this makes them the right choice of cost effective paint-saving car modifications. I strongly advise their services of professional and super end results.

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:

The site does not offer any set prices and it indicates that customers should seek custom prices according to the type of vehicle and the specifications of the wrap. Although this strategy will give custom precision to value-added services, it will alienate price-conscious users that require immediate estimations. The plan displays the positioning of SuitedCars as a customized service provider but restricts the front loading of transparency.

Section 4 – Searchability

Question 4a - What three words would you type into Google to find this type of service?	1.Car Wrapping
	2.Vinyl Wrap
	3. Birmingham

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

Answer:

Indeed, when using the key words Car Wrapping, Vinyl Wrap and Vehicle Customisation, the site of SuitedCars comes in the first place of Google search. It means that their local SEO is doing well and they have a high online presence of their desired services.

Section 5 – Reflection and conclusion

Question 5a - Do you feel that websites still have relevance in modern UK business? Explain your answer.

Answer:

True, websites are very pertinent in present-day business in the UK. They are also a central point of information, which enables the customers to get information about products or services, get to know about the previous work as well as establish trust through a review and a visual record. A professional Web site raises visibility, credibility and customer contact in the competitive digital market, particularly of local services such as car wrapping. Although social media is effective, a maintained web site is more in control, more detailed and concrete customer conversion channels (Aghazadeh, 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?

Answer:

I suggest including the functionality of the live chat into the site. Although the existing form of contact and link to WhatsApp enable communication, a live chat tool would support customer queries instantaneously, enhance a customer-friendliness experience and lower the customer response time. This would improve user experiences and especially first-time users' experiences, since it is more convenient to ask questions, availability, or receive quotes on real-time basis and this could result in improved conversion rates.

Reference List

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