

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2431185	Student Name	Michael Elkin
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 appears and loads very quickly from the moment it is selected. Navigating to another page (sub-page) within the site is also suitably fast and has a 'blink' transition, which is aesthetically pleasing. Overall the response speed from section to delivery, is very good.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: There are four sub-pages in a selection bar at the top of the page. They are HOME, THE SPA, TREATMENTS, CONTACT. A simple click on any of these tabs will take you to the page you have selected. You can also access a 'contact page' via a separate tab 'VISIT US' on the 'home' page which feels a little unnecessary when you consider that it's just below the actual 'Contact' tab.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: The contacts page lists an address, phone number and email contact form, but you cannot make a booking on the website. The business may rely on walk ins, so it could be argued that taking online bookings might result in having to turn walk in customers away. However, the option of being able to book online could be a bonus for the company because it means customers can book an appointment themselves outside opening hours.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: A 'pop up' map on the home page covers the contact and treatment tabs. This cannot be removed or minimised. The map needs to be removed or cited in a better position. The font is difficult to read and feels messy, particularly on the THE SPA page where there is a detailed description. Links to both Twitter/X and Facebook, seem to be inactive. This should be fixed. The Spa should facilitate 'live' online booking.			
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: Layout is basic. Colours are too similar. It doesn't demand your attention and has limited information beyond a title and the page tabs. MAP is obtrusive.			

Mobile version works a little better than the full version. The MAP no longer interferes, but is poorly positioned. Tabs are accessed via a single tab and drop-down menu. Opening Hours and Spa Address text is overlapping on CONTACT page.

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

Answer: The home page has an image of a hand holding a flower. Although this is a nice image, it does not tell customers what they are getting or can expect from the company. Likewise, the treatments page lists the services available and prices which is useful for customers, but this would be improved by some images related to the actual services offered. A face mask, or a massage table could serve as a visual guide.

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: There is no online chat tool available for customers to use. Instead, potential customers are encouraged to use the contact form or to make a phone call direct to the company with their enquiries and presumably to book appointments. This is a suitable means of contact for this type of business. However, a chat tool could cover the most common questions and would certainly help customers at this stage.

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

Answer: There are just two social media links on the page currently, these are Facebook and Twitter/X. However, neither of these pages seem to be in operation. When clicking the links, it appears the accounts no longer exist. The company should consider making these links operational and should also consider adding more links to the site to extend their reach to potential customers.

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 available can be found on the TREATMENTS page and are priced individually, however none of the treatments offered give any details as to what they entail. Unless the customer is well versed in the terminology and Spa experiences in general, they might have no idea what is involved or how long the treatment, such as a massage will last. This makes it hard to know if you are getting good value.

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

Answer: The customer reviews are not made available on the company website. There may be reviews on external sites, but these have not been made available or linked to the website. It would be advisable for the company to source some of their better references and display them as quotes or testimonies on their website.

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 page on the website contains a body of text advertising the experience on offer as relaxing, tranquil etc and for the most part reads well, however the feeling is

that this text should utilise an easier to read font and be accompanied by some images. The images could show people exactly what to expect and the grounds, and what facilities are available for them to use etc.

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 prices for all services are well advertised alongside the individual treatments on offer, and seemingly on par with other places offering similar services, but they do not detail durations of specific treatments, such as the massages. For example, it is not mentioned whether a £35 Indian head massage lasts 10 minutes, 20 minutes or 3 days. More details should be included in this section, along with visual clues as to the services.

Section 4 – Searchability

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

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

Answer: No, the company's website does not even appear in the top 20. This needs to be improved. As well as the three words I have detailed above, I also tried a number of other three-word combinations, but the results were just as disappointing.

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, according to Weetech Solution (2024) websites are not just attractive pages on the internet. In today's fast-paced digital world, websites are essential to the day-to-day running of a business. Therefore, it is my belief that if properly designed and used to their full potential, websites can be a fantastic tool for maintaining and growing any modern business in the UK.

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: Limited to just one suggestion, I would have to say that the creation of a 'gallery' page to display images depicting the services on offer and the venue itself would greatly improve the appeal of the Spa.

"Images are used to enhance the information content of Web pages, to capture the attention of users, or to reduce the textual content of Websites" (Baratis, Petrakis and Milios, 2008. P.1195).

Reference List

Weetech Solution (2024). *The Essential Role of websites in Modern Business Operations*. Available at: <https://www.weetechsolution.com/blog/essential-role-of-websites-in-modern-business-operations> (Accessed 8 April 2025)

Baratis, E., Petrakis, G.M., and Milios, E. (2008). '*Automatic Website Summarization by Image Content: A Case Study with Logo and Trademark Images*', IEEE Transactions on Knowledge and Data Engineering, 20 (9), pp. 1195