

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2427222	Student Name	Hayrin Tadile Farrukh
Website Chosen	SuitedCars		
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: SuitedCars' website is very quick to load and smooth to use. The time taken to load the page is minimal since the users can access the content almost immediately. Fast loading time increases usability and effectiveness of the website, therefore a quick browsing is guaranteed (Aziz et al., 2021).			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: The website has a sleek and simple structure with Home, Gallery, Services, FAQs, and Contact as the key pages. They can be reached directly from the top navigation menu to determine the information they need. It helped the navigation to be intuitive with users able to see the services as well as the portfolio with very little effort. Design is made simple which increases the entire user experience and leads to engagement.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: Yes, customers have the option of requesting a quote by clicking the 'Request a quote' button on the homepage and starting the booking process.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: While the site is easy to use, a benefit which would help improve it would be incorporating an integrated online booking system. Customers would be able to book appointments without first requesting a quote. Also a search function would work on to help the user find what he wants quickly, or to navigate easily through the services or information.(Kumar et al., 2022).			
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 has a stylish and brilliant format, vividly presenting photos of their vehicle wrapping project. The layout remains consistent between mobile and desktop views as it holds itself together. It has a good screen size adaptability which makes navigation on the site smooth and makes the site readable without compromising the aesthetic appearance (Alexander et al., 2021).
Question 2b - How does the website use imagery, video and colour?
Answer: The vehicle wrapping service website chooses high quality image which enable them to present vehicle wrapping services on the webpage, especially in the detail from the completed project. It has a nice colour scheme following the brand identity by combining neutral colours with accents to present a professional yet a visually appealing look. The use of multimedia in such a thoughtful way keeps content engaging without overwhelming visitors.
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: Currently, the website does not have an online chat tool. This adds value to the customer engagement by providing instant response to the inquiries, especially when business relies on the speed of response (Baturay and Birtane, 2013). An online chat tool would improve the user experience as it can answer customer's questions live, resulting in boost to conversions, customer satisfaction and serving less efficiently than dealing only by e mail or phone.
Question 2d – How effective are the social media links on the website?
Answer: With social media links, primary being to their Facebook page, the website also provides a venue for customers to interact with the brand. Although the links to other social platforms like Twitter and Instagram could increase the visibility, it has an effect of connecting with customers. With active social media profiles, customers can find the company on various social media profiles and build trust with them about new projects and promotion.
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: There are detailed descriptions on the website of the services by SuitedCars. Their "Services" page describes their vehicle wrapping options itself and is particularly interested in the quality and customization of their job. In the gallery there are high quality images that further show that the company has a high expertise.
Question 3b - How are customer reviews made available? Are these up to date?
Answer: When visitors come to the website, they are not confronted with the dotmatics customer reviews. Yet, it has a contact form to inquire. They would help build credibility with the inclusion of a dedicated review section or customer testimonials so as to improve perceived value. It would be beneficial if reviews could be displayed, and that they, in turn, are current and substantial (Ahmed et al., 2023).

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: Professional imagery is used by the company to present its services as a high quality whereas completed projects file are also shown in detail. Clear presentation of service with attention to the detail helps to build confidence to the excellence of the service (Ahmed et al., 2023).	
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 website does not show prices for their services possibly as a way to motivate direct contact and personalized quotes. The company not listing prices allows it to charge depending on the needs of each customer. Such an approach might create uncertainty but it gives space for flexibility in pricing. And offering customized quotes would show that perhaps the company does actually care about providing a quality high price product.	
Section 4 – Searchability	
Question 4a - What three words would you type into Google to find this type of service?	1. Vehicle wrapping
	2. Car wraps Birmingham
	3. Custom car decals
Question 4b - When you type these words into google, does the company's website appear in the top ten websites?	
Answer: SuitedCars' website is not in the top 10 results included when searching with these keywords on Google. Instead of just adding keywords to your website, you should take advantage of more targeted keywords that will help increase the website ranking and also raise awareness of the website of being popular in search (Baturay and Birtane, 2013).	
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, websites are still quite relevant to UK business even today, especially for service based business. It mentions that a website is a central platform which businesses use to show the products or services they offer, to demonstrate the credibility of that business, and to include contact details and the pricing. In the digital age, there is great potential for a customer to find a service online that they wish to purchase. Businesses also use websites to advertise their business through SEO and an important marketing tool while the websites also enable businesses to know better, become much more visible and understandable to the customers searching for them.	
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: Online booking system would be what I would prefer to implement, this would reduce the amount of interaction with customers and make it more convenient for them. The website has the capability to receive quotes, but guests cannot actually book yet as	

all that is available right now is the option to request a quote, which could be a minute long process. Introducing a direct booking feature would be beneficial to the user because when customers are booking, it will be faster and efficient. With this improvement, conversion rates will likely increase, customers will feel satisfied, and the business would operate in a smooth way too.

Reference List

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