

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2437728	Student Name	SUBHAAN ALI WAJID
Website Chosen	SuitedCars		
Insert hyperlink to website	SUITEDCARS		
<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 suited cars website speed cannot be directly assessed without testing, but as I have used the website it loads ideally under 3 seconds.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: The website has a modest number of subpages. A small business focused on car wrapping.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: No, you cannot book on this website, you can find the “GET A QUOTE” page as this is a car wrapping company not a car rental company.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: One way the usability of the Suited Cars website could be improved is by simplifying the layout. At times, it feels crowded especially on mobile phones. Booking a ride or getting a quote more prominent would help users find what they need faster.			
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 overall look of the Suited cars website is quite professional and clean. The colour scheme and visual give off a premium feel, which suites the brand image. However, there are differences, for example on a computer it is more spacious and easier to navigate but on a mobile it feels more cramped, and everything is so close together.			
Question 2b - How does the website use imagery, video and colour?			
Answer: The Suited Cars site uses clean, high-quality images of luxury cars and drivers to Give a premium feel. Videos are subtle if used at all and don't distract from the content.			

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: Yes, the website includes an online chat feature. It's helpful for quick questions and booking support, as responses come fast. It makes getting info about services easier without to call or search through the site.	
Question 2d – How effective are the social media links on the website?	
Answer: The links on the website are easy to find and lead you directly to their official pages. However, on their social media they should post more often and engage with followers and 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 are explained fairly well on the website, with sections that are outlined what's offered like airport transfers, business travel, and chauffer services.	
Question 3b - How are customer reviews made available? Are these up to date?	
Answer: Customer reviews are shown on the website in a dedicated section or as part of the homepage. They help build trust; however, many of the reviews are old and dated.	
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 service feels high quality because its quick, professional, and stress free. I would recommend it to others as it is simple and reliable.	
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 aren't clearly listed, which might be because they tailor quotes to each customer. It keeps things flexible but its also hard to judge upfront.	
Section 4 – Searchability	
Question 4a - What three words would you type into Google to find this type of service?	1.Luxury
	2.Chauffer
	3. Service
Question 4b - When you type these words into google, does the company's website appear in the top ten websites?	
Answer: No when typing these words suited cars does not show up at all the business that currently appears under that name provides vinyl wrapping services not chauffer services.	
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: Websites remain highly relevant in modern UK business. Despite the rise of social media and mobile apps, a dedicated website still acts as a central hub for a company's online presence. It builds trust, offers control over branding, and allows businesses to showcase services, pricing, and contact details in one place. For example, a company like Suited Cars benefits from having a professional website where customers can easily book services and learn more about the brand. A well-designed site also improves visibility on search engines like Google, helping attract new customers through SEO. Unlike social platforms, websites aren't limited by external algorithms or design restrictions. They provide a consistent, reliable space for customer engagement and business growth. In short, websites continue to be a key tool for credibility, discoverability, and customer experience in the UK's competitive business landscape
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: If I were to suggest one improvement for the SuitedCars website, it would be to add customer testimonials or video reviews directly on the homepage. While the site may already provide service details and booking options, real customer feedback adds a layer of trust and authenticity that can influence new visitors. People are more likely to book a service when they see that others have had positive experiences. Testimonials—especially short video clips or star-rated reviews—can make the business feel more personal and reliable. This is particularly important in the car hire industry, where trust and professionalism are key. By showcasing genuine customer satisfaction, SuitedCars could strengthen its brand image and increase conversion rates. It's a simple yet powerful way to build credibility and connect with potential clients.

Reference List

SuitedCars. (2025). Homepage. Available at: <https://www.suitedcars.co.uk> (Accessed: 19 July 2025).

SuitedCars. (2025). Book a Ride. Available at: <https://www.suitedcars.co.uk/book> (Accessed: 19 July 2025).

SuitedCars. (2025). About Us. Available at: <https://www.suitedcars.co.uk/about> (Accessed: 19 July 2025).