

LCLM4002_BIRM Digital Skills Task 3			
<u>Website Evaluation</u>			
Student Number	2422023	Student Name	Vasyl Kovenia
Website Chosen	Suited Cars		
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 loads quickly. Images load quickly and smoothly.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: Easy to navigate website with clear sub-pages for prospective customers.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: The website provides information about services. The customers who require a personalized quote or have specific question can call company team. Online booking for quotes is not supported			
Question 1d - What improvements could be made to the usability of the website?			
Answer: The Galleries could be improved. For example, before and after photos and videos show the transformative power of vinyl wraps. Easy comparison should also be enabled with sliders side by side views.			
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 webpage has a clean and modern look. Intuitive easy to understand and use. No differences between mobile phone and computer versus, the overall feel is professional and uncluttered.			
Question 2b - How does the website use imagery, video and colour?			
Answer: The webpage has a simple and minimalist design with a clean white background and black text. Navigation clear and straightforward. High-quality product photos are the main visual element.			
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: The website using Messenger for chat, its located in the bottom right corner of the webpage. The website is likely using Facebook Messenger as I its online chat tool.	
Question 2d – How effective are the social media links on the website?	
Answer: On the website providing links to active social media profiles. It is offering additional channels to connect with brand, also ask question and participate in discussion.	
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 website service straightforward and to the point. The service descriptions easily visible on key pages like the homepage and services page.	
Question 3b - How are customer reviews made available? Are these up to date?	
Answer: The customer reviews are live and easily viewable. You can stay informed with latest customer reviews; it is helping to make confident decisions.	
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: Focusing on information website clearly explain why someone might want to wrap their car. Current website featuring a Gallery of high-quality photos and videos. This is crucial for judging the quality of their work.	
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: Each car project is unique, that's why, I think, car wraps are highly customized. Providing a one size fits for all price is simply impossible.	
Section 4 – Searchability	
Question 4a - What three words would you type into Google to find this type of service?	1. suited
	2. Car
	3. Wrap
Question 4b - When you type these words into google, does the company's website appear in the top ten websites?	
Answer: When I've used this words a company's website appearing in Google search and it is a positive sign. It means potential customers who are searching for the company's service are finding them.	
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: From my point of view, it is absolutely; current website holds significant relevance. The bespoke vinyl wrapping is still crucial for businesses in this industry. Potential customers expect businesses to have an online resource. As usual many customers will search online for “car vinyl wrapping near me” or specific types of vinyl firm. Without a website, a business risks missing out on potential customers.

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: In my opinion, it's made prices clearer and easy to understand. My specific recommendation would be to: provide clear starting prices based on vehicle size and basic wrap types. For example: small car, medium car and large car/ SUV. Then you can clearly explain that the final price will vary. However, it's based on type of vinyl film and additional services. It makes a balance between transparency and the personalized nature of the service.

Reference List

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