

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2436396	Student Name	ANELIS CODIN
Website Chosen	BBC.COM		
Insert hyperlink to website	BBC - Home		
<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: 2 to 4 seconds on average connections			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: Yeah, it has a lot of pages, like news, sports. You can click around the top menu or search things if you want. There's a bunch of links everywhere so you just click whatever looks interesting. It's not that hard to find things, but there's a lot going on.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: No, you can't make any bookings on the BBC website. It's mainly for reading news, watching videos, and staying updated. There's no option to book or buy anything — it's just an information and media site.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: The website's usability could improve by reducing clutter on the homepage to make it less overwhelming. Adding features like saving articles or customizing content would enhance the user experience. It can also be hard to find related stories, so better linking between articles would help. Additionally, introducing a night mode option would make reading easier in low-light conditions.			
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 looks clean and easy to read, with a simple color scheme and clear sections. On a computer, it shows more content at once, while on a mobile phone, the layout is simplified and stacked to fit the smaller screen. The mobile version is still neat but less detailed to keep it easy to use on phones. Overall, both versions look good but are designed differently for each device.			

Question 2b - How does the website use imagery, video and colour?
Answer: BBC.com uses pictures and videos a lot to make the news more interesting and easier to understand. Photos and videos are close to the stories. The site mostly uses simple colors like white, black, and blue, which makes it easy to read and not too bright. The colors and media help the site look professional but not too busy.
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: BBC.com has a live chat tool you can use to ask questions or get help. You find it on the help or contact page. Sometimes, an agent is there to chat, but if not, you can send a message instead. The chat is good for simple questions or problems, but it might take some time to get a reply if it's busy.
Question 2d – How effective are the social media links on the website?
Answer: BBC.com has social media links that let users share articles on Facebook, Twitter, and more. The BBC also has popular social media accounts with many followers, which helps spread their news. These links work well to reach more people and bring visitors back to the website. Overall, the social media links are helpful and make it easy for users to share and follow BBC news.
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: BBC.com makes its services clear by organizing content into sections like News, Sport, and Weather on the homepage and menus. Each section shows what kind of information or programs you can find. There are also clear labels and descriptions on pages, so visitors quickly understand what the BBC offers, like news updates, videos, and educational content.
Question 3b - How are customer reviews made available? Are these up to date?
Answer: BBC.com doesn't show customer reviews on its site. But on other sites like Trustpilot, people leave feedback about BBC's services. The reviews there are up to date and talk about things like how good or bad the news is. If you want to give feedback, BBC.com has a contact form and an email you can use.
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: BBC.com shows high quality by having trusted, reliable news from around the world. The site is easy to use, updated all the time, and has lots of videos and articles.

People use it because it's well-known and gives accurate information. I'd recommend it because it's a big, respected company with lots of useful content for news, sports, and learning.

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: BBC.com mostly offers free news, so it doesn't show prices. In the US, there is a paid subscription for extra content, costing \$8.99 a month. In the UK, people pay a yearly TV licence fee to use BBC services. This fee helps fund the high-quality news and shows. The BBC believes the cost is fair because buying similar content elsewhere would be much more expensive.

Section 4 – Searchability

Question 4a - What three words would you type into Google to find this type of service?	1. News
	2. Live updates
	3. BBC

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

Answer: Yes, when you type "News live updates BBC" into Google, BBC.com usually appears in the top ten results, often even in the first few spots. It's a very popular and trusted site, so it ranks high for those search terms.

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 very important for modern UK businesses. They help companies reach customers, share information, and sell products or services online. A good website builds trust and makes it easy for people to learn about a business anytime. Even with social media and apps, websites remain the main place for detailed info and official communication.

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 would suggest adding more personalization features, like letting users save articles or choose topics they care about. This would make the site more user-friendly and keep visitors coming back. It helps people find what they want faster and makes their experience better, which is important for a busy news site like BBC.com.

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https://moodle.uwtsd.ac.uk/pluginfile.php/1053550/mod_resource/content/2/UserGuide_Moodle_SubmittingAssignments_v2024-IICL%20BIRMINGHAM%20%283%29.pdf
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