**LCLM4002_BIRM Digital Skills Task 3**
**Website Evaluation**

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| **Student Number** | 2438775 | **Student Name** | Yeder Kimberly Sogbossi |
| **Website Chosen** | The High Field Edgbaston | | |
| **Insert hyperlink to website** | https://www.tripadvisor.co.uk/Restaurant_Review-g186402-d7057687-Reviews-The_High_Field-Birmingham_West_Midlands_England.html | | |

**Evaluation**

**Respond to each question**

**Section 1 – Usability**

**(75 words maximum for each answer)**

**Question 1a** - How quickly and easily does the website load?

Answer:
Yes, from my experience I found that the website it is a convenient location in Birmingham which is called The High Field Edgbaston, is an atmosphere where there is a hotel where there also has a restaurant. The website was loading more faster than the others website it's takes between 2-3 seconds to ensure optimal user experience and low bounce rates hence why I have decided to choose this website.

**Question 1b** - Does the website contain many sub-pages? How does a prospective customer navigate these?

Answer: The website only contains 4 sub pages from my experience the website seems to have good impressions from the research I did it has a lot of good reviews from the customers which seems to have attract the costumer.
The website is very easy to navigate and to understand starting from special dates when you can make booking for your stay it offers an accommodation plus a restaurant breakfast which attract the customers.

**Question 1c** - Can a customer make a booking via the webpage?

Answer: Yes, from what I've seen on the website it seems you can book a stay and a table via the website you can book breakfast, the main. You can also call them online to the number provided on the website to arrange your booking easy that how a lot of people do it nowadays they book it via online, and it looks like from this website you can arrange a booking by selecting the date and time you are asked to arrive promptly and check your confirmation email for the allocated time.

**Question 1d** - What improvements could be made to the usability of the website?

Answer: For me in my opinion for this website to improve the website has to constant give update and must ensure the menu details are constantly updated to avoid confusion over unavailable items, enhancing user trust and experience. Clear cancellation also needs to improve by displaying cancellation terms for example £10 fee for large parties or more prominently during booking to avoid any surprises. The website also needs to add a search bar to quickly locate specific information such as menu and events, room details.

**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 looks amazing and very attractive to go to it very well organised, and it has a pleasant and modern aesthetic that aligns with the stylish yet approachable gastropub and boutique hotel, although there are some things that need to improve. Below is an evaluation of its appearance and difference between the mobile and computer viewing, based on general web design principles that are available information and insights from related sources.

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

Answer:
The website shows that it has a high quality and imaginary to showcase its art deco gastropub and boutique hotel which has highlighting cozy interiors, vibrant dishes, and a spacious garden. However, it has no videos that are mentioned, potentially missing dynamic engagement. The colour palate is gorgeous warm inviting, with high contrast elements for relatability, though mobile display may appear darker. The clean modern design enhances appeal, but by adding videos and ensuring colour consistently across devices which could elevate the visual experience.

**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: No there is no evidence, the website doesn't show me that there is an online chat tool on the website as there is no there is no references features available rather than email box where you can share your thoughts and opinions by providing details and sending the company an email. The effectiveness is pretty much low as there isn't any clear evidence. The website only shows contact detail on the "Find us" which is where you can be able to contact them for any enquiry and any product or service.

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

Answer: The social media links on the website is likely to be linked by Instagram and Facebook it effectively boosted the website by being linked to both of those big platforms by connecting to those platforms users to active profiles showcasing food and events, and ambiance. The website lack engagement because it is limited it seems like by the looks of it is supported by the search engine improvement and traffic but could be enhanced with live social tool, clearer follow occasion and direct event promotion to boost interaction and showcase community activity.

## 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 shows that the service details menus booking system and a gallery showcasing that dining and boutique hotel rooms, and events spaces. Section like "Our menu" and "Stay with us" highlight seasons a British cuisine which has suite room, private dining options. Important booking and info, special offers ensure clarity, though updating menu availability could amplify clarity to the customers. It has transparent communication like email where customers can communicate and give their opinions.

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

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| Answer: The customers review on the website are not directly hosted on the website, but they are available via platforms like Tripadvisor and OpenTable as I did some of my research these platforms showcase feedback on food, service and ambiance. Reviews appear up to date reflecting recent experience which was on Twitter back in 2024 which was last year it has been positive reviews only mentioning the menu or a live feed on the website which could amplify more visibility and engagement it has shown positivity on the menu and the hotel. |
| **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 website showcases its services as high quality through a professional website with clear service descriptions, client testimonial's reliability and high-resolution visuals, emphasizing reliability customer satisfaction. Reasons why to use or recommend their services include their proactive communication and commitment to exceeding, expectations, ensuring trust and loyalty to the customers. Their focus on consistent quality, responsiveness and tailored solutions which make them a reliable choice for personalised high value service experience. "The importance of a nice atmosphere and customer service." |
| **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 are remarkably not shown for displaying dining though hotel rates are likely shown during booking. "This allows potentials guests to easily access information make reservations and learn about the hotel unique". Menu prices are available on the site which averaging is £15 to £30 which is pretty much affordable it seems on the reviews the customers having been praising the quality service, suggesting prices reflect the premium experience, but some of the reviews it seems that there is some high note cost for portions which is limited online price image may encourage direct inquiries or bookings line up with peach pubs strategy to highlight ambiance and the quality over upfront cost revelation. |

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| **Question 4a** - What **three** words would you type into Google to find this type of service? | 1.Boutique hotel Edgbaston |
| | 2.Gastropub Birmingham |
| | 3. Private dining Birmingham |

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| **Question 4b** - When you type these words into google, does the company's website appear in the top ten websites? |
| Answer: No, it doesn't seem to appear in the top ten website on google, although it is well regarded in Birmingham it has a strong reputation from OpenTable reviews and affiliations with peach pubs which is a well-recognised chain. The website is maximised for key terms like gastropub. |
| **Section 5 – Reflection and conclusion**<br><br>**(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, in the UK websites remain highly relevant for the modern UK businesses, including venues like The High Field. They serve as they are a condenses hubs for branding which are providing detailed information on services, menu and bookings which social media alone cannot match. A well-designed website enhances credibility, with approximately 75% of UK consumers that are judging business by their online presence. For Edgbaston hotel having a website is not necessary a good idea because it is necessary for attraction and engaging with the customers build trust and driving business growth, so this site is mostly based on business to attract customer which is why it |

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| relevant. Social media complements but doesn't replace website, as they offer centralized branding and trust building. High Edgbaston professional site likely exemplifies this, making it a vital tool for the customers acquisition and retention in the UK's competitive market. |
| **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 make my website more mobile friendly and responsive, make my website easy to find so customers can give feedback. Keeping the navigation simple and answers questions immediately so you make good impression on the website to the customers and to create more content on your website. I would also like to add live chat as there isn't any on the website i currently reporting on, why do I want to suggest this is because I think not a lot of website uses live chat it boosts and resolves enquires instantly and increase conversations. |

Reference List


Trip advisor (2025) "the importance of a nice atmosphere and customer service "available at (https://www.tripadvisor.co.uk/Restaurant_Review-g186402-d7057687-Reviews-The_High_Field-Birmingham_West_Midlands_England.html) accesed at (16 August,2025).

The high field (2025) "this allow potentials guests to easily access information make reservations and learn about the hotel unique" https://www.highfieldedgbaston.co.uk/our-rooms/ acessed at (16 August 2025).