

LCLM4002_BIRM Digital Skills Task 3			
<u>Website Evaluation</u>			
Student Number	2430780	Student Name	Juana Virginia Batista Santana
Website Chosen	Eden Spa Harborne		
Insert hyperlink to website	https://edenspaharborne.wixsite.com/eden-spa		
<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 loaded quite quickly and without any problems. The pages appeared almost immediately, and I did not experience any delays or technical issues while accessing the content.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: The website contains four main sub-pages, but it is difficult for a prospective customer to navigate between them. The main page (Home) includes a button that takes the user directly to the last page (Contact Us), which feels like a waste of time. That space could have been used for something more productive or informative. In addition, there is a map image showing the location of the business, but it covers the most important information the treatments they offer.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: Yes, customers can make a booking through the contact options provided on the website, such as Gmail or by phone. However, there is no direct booking system or online form available, which could make the process less convenient for some users.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: 1. The map showing the location should be removed from the main page and placed on a separate sub-page with the address.			

2. The "Contact Us" sub-page should be renamed "Bookings" and include a calendar with available days and times, along with the contact information. This would be more efficient than asking the customer to provide their details and wait for an email response.
3. This generation of customers prefers quick and easy access. They often don't want to send emails or make phone calls just to book an appointment.
4. The color scheme is harmonious and matches the overall concept of the website. However, the font used on the "The Spa" sub-page is quite small and difficult to read. In contrast, the font on the "Treatments" page is clearer and easier to read. The same font should be used throughout the website for consistency and better readability.

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 quite pleasant and harmonious in terms of color choices. However, the interface appears noticeably different when viewed on a computer compared to a mobile phone. The layout and design elements do not always adapt well to smaller screens, which could affect the user experience on mobile devices.

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

Answer:

The website uses colors and images quite well, creating a calm and attractive visual experience. However, the background image is a white flower, and the text is also white, which makes it difficult to read. This reduces the effectiveness of the design and could create accessibility issues for some users.

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 does not have an online chat tool. If it did, it could be quite useful as long as the responses are quick. However, the website does provide a phone number, which can also be effective for making inquiries

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

Answer:

The social media links are somewhat useful, but they are limited in scope. The website only includes a link to one social network, 'X', which is not necessarily a problem.

However, this platform is primarily used for informational purposes rather than for commercial or customer engagement. Expanding to additional social media channels could potentially increase visibility and create more opportunities for direct interaction with customers. (Zendesk, 2023)

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 prices and services are clearly stated, but they are not described in detail. It would be beneficial for the company to provide more detailed descriptions of each service so that customers are better informed and can make more confident decisions.

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

Answer:

Customer reviews are available on Google, but they are not featured on the spa's website. Overall, the reviews are generally positive and recent, but the website itself is not updated frequently, which could affect the customer's perception of the business.

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:

I would rate the service as a 7 out of 10. The website does not provide much confidence in terms of professionalism. Honestly, I would not recommend it at this point. I would continue searching until I find another spa website that reflects more professionalism and reliability.

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 clearly listed on the website. Compared to standard prices, they are relatively low, which may cause some concerns about the reliability or quality of the services. Lower prices could lead customers to question the level of professionalism or the overall value of the service provided.

Section 4 – Searchability	
Question 4a - What three words would you type into Google to find this type of service?	1. Massage 2. Manicura 3. Waxing
Question 4b - When you type these words into google, does the company's website appear in the top ten websites?	
Answer: No, the company's website does not appear in the top ten results. There are many other options listed in various positions, with higher prices but more reliable websites.	
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: No, the website seems somewhat outdated. The way the services are described feels "robotic," and it takes a lot of effort to navigate and find product information. At first glance, the website does not have a visually engaging design or convey a sense of security. Additionally, it lacks a catchy slogan or anything that would grab the user's attention.	
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: 1. Without a doubt, I would change the font style and color to something more visible, eye-catching in a subtle way, and easy to read. On the first sub-page or homepage, I would display the services offered with a full description, including the duration of each service and reference images to inspire and motivate the customer. (Salina, 2023) 2. A booking calendar would also be a useful addition, as it is very tedious nowadays to call by phone to make an appointment or to leave personal details for someone to contact you. 3. Additionally, the website could benefit from more social media links, not only for marketing purposes but also so customers can see the work the company does, which would help build trust.	

Reference List

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