

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2438994	Student Name	Eyob Hunter
Website Chosen	Suited Cars		
Insert hyperlink to website	Suited cars		
<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: According to page speed insights report (2025) indicates that the performance and the accessibility loading speed is different while using a laptop and while using a mobile phone, which is while loading with a laptop the performance of loading is 93% and accessibility is 88% while loading with a mobile performance is 60% and accessibility is 91%, overall this test shows that using a laptop is more faster.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: yes the website contains many sub-pages such as Home page, Gallery page, FAQs, and Contact. As listed the website has different sub-pages and is displayed on the top right side of the page which is easily visible and simply accessible, which makes it better for customers to navigate and further more if the customer have any doubts and question they can contact them from website to Via call or by using WhatsApp.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: Affirmative, as shown on the website customers are able to access and book via the webpage of the services the customer requires such as Car wrapping, Roof wrapping, Dechroming, Head light/Tail light Tinting and Debagging. All the above listed are services that the suited cars give and can be booked and worked on at certain time and date as stated which are available from Monday to Friday from 09:00 to 18:00			
Question 1d - What improvements could be made to the usability of the website?			
Answer: i would say to improve suited cars(2025) webpage to improve technical performance and customer's reviews should be displayed making it more easier for customer's and audience's see what previous experiences costumers have encountered			
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 suited car webpage shows tremendous and engaging precisely with modern creative and eye striking while opening on laptop and mobile phone, how ever while opening on laptop and mobile phone certain features are slightly different, such as the subpages are directly visible on the laptop as I presume is due to the laptop having a wider and bigger screen size while on the mobile the screen is smaller than the laptop.

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

Answer: After briefly evaluating the website of suited cars, the webpage consists of different image for various uses such as Before and after images that shows the work that had been completed on the cars, the other use of images was used for promoting and presenting their works on different cars. Colours are displayed with an attractive aesthetic display however the webpage unfortunately had no videos on the website which could've been useful towards giving direction.

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: Affirmative after I have evaluated the website I was able to find an online chat tool, which is quite very useful as a result customer's are able to contact the suited car either through message or directly contact them through phone call, this is a very useful and crucial element to a business, as it shows that the company is a professional association.

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

Answer: Effectiveness on social media links means defining, evaluating the website refers to how well these links encourage users to engage with the brand's social media profiles, leading to increased visibility, traffic, user interaction, and brand loyalty across platforms, so due to my evaluation on the suited cars webpage i was able to evaluate and state the site is very encouraging and easy to access for costumers use.

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 made clear to customers when the company provides easily accessible, well structured, and understandable information about what it offers including the features, benefits, pricing, and how customers can engage with or purchase those services there are many key ways and methods used such as dedicated services page which was shown on the company's webpage.

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

Answer: As I evaluated the suited cars company webpage I was not able to allocate and find no ways or direction to reviews made, so it is to my assumption the webpage of the company does not show no reviews nor update to the review.

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 is presented as high quality through professional design, clear communication, and positive customer testimonials. The website may include well-organized information, detailed service descriptions, and strong visual branding, which help build trust. I would use or recommend the company's service if it demonstrated

reliability, prompt customer support, and consistent satisfaction from other users. These qualities show that the company values its customers and delivers dependable results.

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: Suited Cars does not clearly show fixed prices on their website, which suggests that their pricing may vary specifies depending on the service type, distance, vehicle selection, or specific customer needs. This approach allows them to offer personalized quotes and flexibility. The lack of visible pricing may also be a way to encourage potential customers to make direct inquiries, allowing Suited Cars to explain the value and quality of their premium transport services more professionally.

Section 4 – Searchability

Question 4a - What three words would you type into Google to find this type of service?	1.Executive chauffer services
	2.Luxury car hire
	3. Cars for rent

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

Answer: Yes, after typing a few words Google (2025) was able to locate the suited cars webpage by typing such words as Luxury car hire UK or suited car service.

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, from my prospective i presume the webpage is quite very relevant in todays modern UK business. Websites services are quite very crucial and useful in today's modern day uses as almost a wide variety of things is done through online where peoples are able to use and access the company via internet from the comfort of their own homes.

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: After evaluating the webpage of suited cars my overall recommendation would be enhancing users experience as in modern business it is very crucial that it is put to consideration dua to the wide variety of car companies are coming out almost every week it is important to engage with people find reliable customer's, the other thing is by keeping their page up to date and representable with better eye catching and welcoming graphics and fonts.

Reference List

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