

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2413125	Student Name	Ionela Andreea Radescu
Website Chosen	Highfield Town House Hotel		
Insert hyperlink to website			
<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?			
Using the High Field website, one can load it quickly and get a smooth performance across devices. With minimal delay, it pages from one page to the next, the important things like images, menus, and booking buttons are quick to appear. The overall smoothness of the layout, together with its fast, short response time, ensures a pleasant experience when visitors come to visit. It makes the task of getting what the visitors want less tedious and longer the waiting time.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			

The website has some subpages which include the food menu, room booking, private dining options, and contact details. Intuition for navigation leads through a menu that nicely anchors the top of the page with dropdowns providing more information. The homepage also has direct links to popular sections, which makes it simple for anyone interested in a particular subject to locate the relevant content without exertion too much effort to scour or scroll (Bansal et al., 2014).

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

The website does let you book food or accommodation quite easily online (Waight, and Oldreive, 2016). There is a “Book a Table” button prominently placed, which leads to a user-friendly reservation system. A separate link is provided to manage room bookings. The website is very convenient for future as customers can choose dates, times, and group size.

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

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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 has a clean, modern, and very pleasing to the eye design. Elegant fonts, soft tones, and professional photography give a welcoming atmosphere. On mobile, the layout works well, and there is a little more compactness to the experience; some of the menus need some extra taps. Overall, both versions are user-friendly, and the aesthetics are consistent, however, the desktop gives a bit more immersion because of the screen size (Hubbard, 2019).

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

Answer:

High-quality, inviting imagery is used all over the website to show their food, interiors, and accommodation. They use these images as banners and background visuals to give some appeal. The comfort is represented with warm colour tones. Although they are not using video content, the photography achieves the brand's premium, but friendly identity. This type of photo quality, editing, and placement helps the website stand out from the rest of the websites in the field.

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:

There does not seem to be a live online chat tool involved with the website. Users can make bookings, can contact via phone or email, but the lack of a real-time chat option does not allow for immediate engagement and does not quick queries. Integrating chat functionality makes a lot of sense, improving the responsiveness and UX of the site, especially for guests who have questions related to a specific booking or event (Lopez, and Qamber, 2022).

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

Answer:

Social media links are visible on the website, usually within the footer, and lead users to Facebook and Instagram, among others. These links are all functional and lead to active profiles that contain all current content around food, events, and behind-the-scenes moments. Community integration also results in building engagement, maintaining venue character, and making customers another point to connect to the venue for updates or questions.

Section 3 – Perceived Value

(75 words maximum for each answer)

Question 3a - How are the services offered by the company made clear to customers?

AnswerThe website is very clear about all services that they provide; they have separate, well-labeled pages like 'Eat & Drink', 'Stay With Us ', and 'Private Events '. Images and key features of the offerings are supported by each section that describes them in detail. This means that the menus, room descriptions, and event packages can be easily accessible too, so the customers know exactly what to expect. High layout and clear categories make navigation of services in the range very easy and user-friendly (Namoun, 2018).

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

Answer:

Feedback is not widely presented on the main website; however, links to social media platforms such as Facebook and Google can be easily accessed to view the recent client reviews. The reviews seem up to date, and the ingredients of the reviews are honest about the dining, the service quality, and the accommodation. Having a dedicated reviews section right on the site will also improve transparency and provide easier means for new customers to make smarter decisions (Golchevskiy, and Yermolenko, 2021).

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:

High Field shows itself as a high-quality venue with its sophisticated architecture, up-to-date image, well-produced menus, and refined accommodation description. With each dish made from fresh ingredients, in season, and with a great deal of attention to detail, it assumes its upscale but approachable bearing. I would recommend it for its stylish atmosphere, amazing food, and cute hotel rooms (ideal for occasions, weekends away, or casual dining with friends).

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:

Yes, food and drink prices are listed evidently on downloadable menus. However, there is no escape from the need to go to a booking engine to reach accommodation pricing. The prices on the menu are the right prices for what you should expect from a gastropub that is serving fresh and quality meals in a stylish setting. The overall price also demonstrates the premium but approachable experience the brand claims and offers great value for its service.

Section 4 – Searchability

Question 4a - What **three** words would you type into Google to find this type of service?

1. Edgbaston pub

Boutique hotel Birmingham

Gastropub Edgbaston

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

Answer:

Yes, in the top ten results in Google when searching these phrases, The High Field's website is already appearing. The site is highly ranked for keywords such as "Edgbaston pub" and "Gastropub Edgbaston" as the best are due to stronger local relevance and strong SEO. However, for "Boutique hotel Birmingham", it may look a bit lower, but it is still present on the first page, exactly with the location-based search settings enabled (Barbar, and Ismail, 2019)

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.

Of course, websites are very relevant for UK businesses in the current day. Social media is essential for marketing and engagement, but it's a website that is the source of truth about a company's product, services, and values. This lets them control branding, offer detailed content, and have such key features as online booking or purchasing. This also ensures that your websites have a better search engine visibility, as well as helps in attracting new customers using organic traffic. For these sectors, an attractive, functional website is key to featuring menus, event spaces, and accommodation. It works to build trust with customers and offers convenience that a social platform cannot fully offer, and this is why it is of great importance in your business's digital presence (Musso and Merletti, 2016).

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:

One recommendation to help The High Field's website would be to have a live chat or virtual assistant feature. The site is informative and user-friendly to the extent that the site lacks real-time interaction with the customer, especially when talking of quick customer queries. So, adding this feature will help the customer support go beyond answering questions regarding bookings, menus, dietary needs, etc. This would also reduce the frequency of need for customers to call or email and would increase convenience and efficiency as a whole. Today, in the world of today's fast digital environment, many users demand instant response, and this feature may improve customer satisfaction, give more bookings, as well as build the business's reputation for quality service and attention to customer needs(Wright, 2021).

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