

LCLM4002_BIRM Digital Skills Task 3			
<u>Website Evaluation</u>			
Student Number	2510872	Student Name	Mariam kostanashvili
Website Chosen	Yoga Reading		
Insert hyperlink to website	https://yogareading.co.uk		
<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 loads quickly and immediately displays a clean homepage with class offerings. The navigation bar is visible at the top, making it easy to scan for classes or information. The site does not feel cluttered, which helps pages load and users to find content fast.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: The website holds few sub-pages such as “Timetable,” “Event,” “Courses,” “About,” “Osteopathy,” “Shop”, “Book now” Navigation is visible via a top menu bar. Users can click a page name and be taken directly to the right section. The structure feels organised.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: Yes, customers can make a booking through the website. The “Book Now” button in the top navigation which leads directly to the scheduling system, where users can select a class, date, and time. The process is straightforward; however, it does not have pay as a guest, which means that the customer needs to sign in and register on site.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: Some text sections feel slightly crowded, adding more spacing and consistent formatting would improve readability. Additionally, a quick FAQ pop-up could help first-time visitors find essential information faster. Also “chat online”and “pay as a guest” section would improve site working smoothly.			
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 calm and pleasant, using soft colours and simple layouts that match the yoga studio's relaxing atmosphere. On a computer, images and text appear larger while on a mobile phone, the design becomes more compact, but it still remains clear and easy to read. Overall, the site keeps a consistent and visually appealing experience across both devices.

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

Answer:

The website uses warm, natural imagery that shows real people in yoga classes, creating a friendly and welcoming impression. Photos are high-quality and support the calm, health-focused theme of the studio. Soft, neutral colours like beige, green and white help create a peaceful mood, while buttons use slightly stronger tones to guide the user's attention. Overall, visuals are used effectively.

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 appear to use an online chat tool. Instead, it offers contact options such as email and a dedicated "Contact us" page. I think that absence of live chat means customers may wait longer for responses. Adding a chat feature could improve immediacy and support first-time visitors more effectively.

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

Answer:

The website includes social media links that are easy to find, located in the footer area. These links direct users to platforms like Instagram and Facebook, where the studio shares updates, class information and community activities. However, I think the visibility of the links could be improved by placing them more prominently on the homepage.

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 clearly presented through well-structured menu sections such as "Classes," "Courses," "Timetable," and "Osteopathy." Each page explains what the service includes, who it is suitable for, and how to book. The homepage also shows upcoming courses and special programmes. Overall, the layout and descriptions make it easy for customers to understand the main idea.

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

Answer:

Customer reviews are on linked social media pages, on Instagram and Facebook, where recent comments and feedback are posted. The website itself does not include a review section, the social media platforms show current interactions, class feedback and community engagement. These posts appear up to date and help customers to create the experience and satisfaction of regular visitors.

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 imagery, experienced instructors and clear information about specialised classes such as pregnancy yoga, Pilates and beginner courses. The website emphasises expertise, supportive teaching and a welcoming studio environment. I would recommend the service because it appears trustworthy, and offers a wide range of classes that meet different needs, from relaxation to physical strengthening

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 displayed on the website, but the presentation feels a bit unclear because several pricing options are grouped closely together and includes discounts. Although each offer shows the class duration and what is included, the layout can appear crowded, making it harder for customers to compare options quickly. I think Improve spacing and visual appearance more clearly would make the pricing section easier to understand.

Section 4 – Searchability

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

1.Yoga

2.Wellbeing

3. Yoga classes in Reading

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

Answer:

Yes, it does.

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:

I Think the website still have relevance in modern UK business. A website acts as the central point where customers can access trusted information, check prices, learn about services and make bookings. Customers can view website as more reliable sources, especially when making purchasing decisions. The websites improve search visibility and help businesses appear on Google, which is essential for reaching new clients. Overall, a website is still up to date and looks trustworthy.

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:

If I were to make one recommendation, I would improve the layout and clarity of the pricing section. Regarding all prices are listed, the current design appears slightly crowded, and customers may need extra time to compare different options. By adding clearer headings and using visual hierarchy, the pricing page would become easier to read and more user-friendly. Also I would recommend to add an (online chat and pay as a guest) sections, as it will make process easier for the customers to use the website without other unnecessary steps. Additionally, those improvements would help customers make quicker decisions and create a smoother booking experience, which could also increase customer satisfaction and conversions.

Reference List

Yoga Reading. (2024). Official Website. Available at: <https://yogareading.co.uk/> (Accessed: 2 December 2024).