

| LCLM4002_BIRM Digital Skills Task 3<br><u>Website Evaluation</u>                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                                           |                     |                      |
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| <b>Website Chosen</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Yoga                                                                      |                     |                      |
| <b>Insert hyperlink to website</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | <a href="https://www.yogareading.co.uk">https://www.yogareading.co.uk</a> |                     |                      |
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| <b><u>Evaluation</u></b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                           |                     |                      |
| <b>Respond to each question</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                           |                     |                      |
| <b>Section 1 – Usability</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                                           |                     |                      |
| <b>(75 words maximum for each answer)</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                           |                     |                      |
| <b>Question 1a</b> - How quickly and easily does the website load?                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                           |                     |                      |
| <p>Answer: The Yoga Reading website (www.yogareading.co.uk) showcases a generally good loading performance, with its homepage loading in just a few seconds on both desktop and mobile devices. Fast loading times are essential for keeping users engaged, as studies show that users anticipate a website to load in two to three seconds before becoming annoyed or leaving the page (Nielsen, 2012). The Yoga Reading site seems to fulfil this expectation, indicating that its hosting and image optimisation are quite effective.</p> |                                                                           |                     |                      |
| <b>Question 1b</b> - Does the website contain many sub-pages? How does a prospective customer navigate these?                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                           |                     |                      |
| <p>Answer: The Yoga Reading website features multiple sub-pages, such as Classes, Events, Pricing, and About sections. The navigation is straightforward and user-friendly, aided by a fixed top menu that stays visible on all pages. This layout enables users to find essential information quickly. Clear labelling and a logical hierarchy improve usability, consistent with effective web design practices (Nielsen, 2020).</p>                                                                                                       |                                                                           |                     |                      |
| <b>Question 1c</b> - Can a customer make a booking via the webpage?                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                                           |                     |                      |
| <p>Answer: Yes, the Yoga Reading website provides customers with the ability to make reservations online. Users can choose classes or events, check available time slots, and process payments via a built-in booking system. The procedure is simple, featuring clear prompts like “Book Now” buttons. This capability increases convenience and fosters customer interaction by allowing instant bookings without requiring phone calls or in-person inquiries.</p>                                                                        |                                                                           |                     |                      |
| <b>Question 1d</b> - What improvements could be made to the usability of the website?                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                           |                     |                      |
| <p>Answer: The primary improvement would be to fully integrate the booking system directly into the website instead of linking to an external site.</p>                                                                                                                                                                                                                                                                                                                                                                                      |                                                                           |                     |                      |
| <b>Section 2 – Pleasure – Customer Experience</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                           |                     |                      |
| <b>(75 words maximum for each answer)</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                           |                     |                      |
| <b>Question 2a</b> – How pleasant does the webpage look? Are there any differences in appearance on a mobile phone versus a computer?                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                           |                     |                      |
| <p>Answer: The webpage is highly pleasant, featuring a clean, minimalist design with professional photography and ample white space, conveying a premium feel. On mobile,</p>                                                                                                                                                                                                                                                                                                                                                                |                                                                           |                     |                      |

the site is responsive with re-stack perfectly, and the navigation transforms into an intuitive hamburger menu.

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

**Answer:** The Yoga Reading website features high-quality visuals of classes and teachers to foster a friendly and professional environment. The color palette is gentle and soothing, in line with the yoga brand, which enhances user experience and emotional connection. While video content is limited, it successfully showcases different class styles, aiding in informational clarity. The thoughtful incorporation of visual media enhances understanding and retention, in accordance with design principles that prioritize aesthetics and usability (Lidwell et al., 2010).

**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 site seems to lack a prominent online chat feature for immediate inquiries (such as a chat widget or live chat pop-up) on its homepage or key pages. As a result, users have limited options for instant questions and must rely on email or phone communication. This diminishes the immediacy of service and could potentially impact user engagement and satisfaction when compared to having live chat capabilities.

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

**Answer:** The Yoga Reading website offers few social media connections, primarily through external directories instead of featuring clear icons on the site. This diminishes both visibility and the possibility for user engagement. Although the links facilitate external connections, their positioning and lack of integration render them only somewhat effective (Chaffey & Ellis-Chadwick, 2022)

### **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 Yoga Reading website effectively presents its services with specific sections that describe class types, schedules, and pricing. The content is user-friendly and articulated in plain language, allowing visitors to easily grasp the offerings. Nonetheless, the site could enhance understanding by incorporating more visual summaries or emphasising key services on the homepage.

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

**Answer:** Customer testimonials for Yoga Reading are not easily noticeable on the main website. Rather, feedback is primarily found on external sites like Google or social media channels. Although these reviews seem favourable, they are not incorporated or refreshed on the website, which reduces their visibility and ability to set up trust with new 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:** Yoga Reading highlights its offerings as top-notch by providing thorough class descriptions, skilled instructors, and an emphasis on intimate, personalised sessions. The site emphasises a friendly and professional atmosphere, adaptable scheduling, and specialised classes like prenatal and postnatal yoga. One could use or suggest the service because of its

clear ability, encouraging community, and customised approach, which imply dependability, safety, and a pleasant experience for participants of all levels.

**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, Yoga Reading prominently outlines the costs of its classes on the website, detailing both drop-in rates and package choices. The pricing corresponds with the expected level of service, indicative of intimate class sizes, skilled instructors, and targeted sessions, which imply excellent value for the investment (Kotler et al., 2022). Clear pricing fosters customer confidence and allows for informed choices, thereby boosting the overall professionalism of the establishment.

#### **Section 4 – Searchability**

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

1. Yoga
2. Classes
3. Reading

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

**Answer:** When I typed the three words “yoga classes Reading” into Google, the website for [Yoga Reading](#) did appear in the top ten search results.

#### **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:** Indeed, websites continue to be a significant asset for businesses in the UK today, as they act as a main point of contact, offer vital information, and facilitate online marketing and e-commerce. They boost credibility, foster customer interaction, and enhance visibility through search engines and social media integration. In spite of the presence of social media and applications, a well-crafted website serves as a central hub for brand identity, comprehensive service details, and secure transactions, making it essential for companies (Chaffey and Ellis-Chadwick, 2022).

**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 important suggestion for enhancing the Yoga Reading website is to implement a live chat function. This feature would enable potential clients to ask questions instantly and receive quick answers, making the booking process more efficient and convenient. It would also provide a more personalised experience, mirroring the company's commitment to small, customised classes. Live chat can aid in addressing common inquiries about class schedules, pricing, or suitability for beginners, which may alleviate uncertainty and boost bookings. Furthermore, it can improve customer satisfaction by offering real-time help, increasing trust and loyalty. Overall, adding a live chat feature would enhance engagement, simplify communication, and make the website more user-friendly, thereby supporting both marketing and service aims.

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