

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2438984	Student Name	Hafsa Hussain
Website Chosen	Yoga Reading		
Insert hyperlink to website	https://www.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 smoothly on desktop and mobile. Pages, images and class schedules appear straight away so its easy to browse. The layout is simple and not cluttered, which makes everything feel faster. Even with lots of pages and teacher profiles navigating the site is straightforward. Quick loading of the website makes it easy for someone new to check out classes or book without getting frustrated.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: The Yoga Reading website has a few sub-pages for example Timetable, Events, courses, about, osteopathy and shop. It's easy to find what you're looking for because the menus are clear and well organized. You can hover over the main tabs to see the subpages or click straight through. Buttons to click like 'Book Now' help you find your way around the site, making it easy to look at courses, events and other information.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: Yes, customers can make a booking directly on the Yoga Reading website. There is a 'Book Now' button on the top right of the page in bold writing. Clicking the 'Book Now' button takes you to an online booking system where you can choose a class, location and instructor. This makes it easy to sign up for classes or events without having to go to the studio in person.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: The Yoga Reading website is easy to use, but a few things could make it better. For example, a search bar would be helpful to find classes/events or instructor faster. Making the buttons more noticeable or colourful would also help, so that new uses know exactly where to click to book classes or get information.			
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 Yoga Reading website looks pleasant, with a clean, calming design and a simple layout that's easy on the eyes. Colours and fonts make it feel professional but welcoming.			

On both computer and mobile the design stays consistent even though on the mobile the menu is condensed into a menu icon. The 'Book Now' tab on the website is on the top right however on the mobile it is in the middle.

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

Answer: The Yoga Reading website has a calm welcoming vibe. The photos show real people doing yoga in a relaxed way, so it feels natural and not too staged. The colours on the website are soft and neutral which adds to that peaceful look. There are a few short videos too giving a feel for the classes and the space. Overall, it looks simple, warm, and matches the studios calm energy.

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 Yoga Reading website does not have a live chat tool. You can only get in touch with them through email, phone or a contact form. This is fine but it's not instant like a live chat feature would be. Although you will get a response via email and contact form you might have to wait for a reply, with live chat you can find out any information straight away which would be more effective.

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

Answer:
The website has social media links to Instagram and Facebook in the top-right corner of the homepage. This is useful because you can check updates, events and get a feel for the studio. Some people may even find it better contacting them through Instagram for Facebook messages. The social media links are not very noticeable so some visitors might miss them. Overall, the links are helpful for staying connected.

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 website layout shows the services clearly on the website. You can see all the classes with descriptions, times and levels so you know what to expect. They also show other things like workshops or private sessions. Pictures of the studio give you a feel for the place, and there's contact info if you want to ask anything. Overall, its easy to find out what's on offer.

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

Answer:
There are no reviews or testimonials displayed currently on the Yoga Reading website. There is no dedicated page for testimonials or reviews visible on their website. Without proof potential clients may find it harder to decide whether they want to use their services without seeing real client reviews and what they have to say about this company. If they had recent customer reviews, this would enhance trust providing clients with insights into others' experiences.

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:

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 the website clearly shows prices. Drop-in classes are £16, online classes are £10 they have intro pass 6 classes over 39 days which is £5 a class. They also have a 10 class pass for £125 and monthly memberships from £45-£135. These prices reflect the quality of service, with experienced instructors, a variety of classes and osteopathy sessions, The pricing caters to both casual visitors and regular clients offering good value for money

Section 4 – Searchability

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

1. Yoga

2. Pilates

3. Beginners yoga

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

Answer: Yes it does, it is the first website that shows for me

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 I feel that websites still have relevance in modern UK business. A lot of people search online first to see what's available near them, check out pictures, and get a feel for the space before visiting. I still do this now too. The site also clearly shows the classes and services offered which makes it easier for any potential clients to decide. Plus having an online presence builds trust and makes it easy for potential clients to decide if they want to visit. People are more likely to take a class if they can see reviews, schedules and contact information clearly. Even now a simple informative website like this still plays an important role in attracting customers.

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 could make one recommendation about how to improve the Yoga Reading website it would be to add more client reviews and testimonials. I think this would be great because people often decide whether they want to try a new class or studio based on other customers reviews and experiences. Seeing real feedback makes the business feel more trustworthy and gives potential clients a sense of what to expect. They could put short quotes or star ratings or even short videos. This would make the site more engaging and help it stand out from other yoga studios. Having this kind of social proof could really help get more people to try classes and check out what else they offer.

Reference List

Yoga Reading, no date. Courses and prices. [online] Available at: www.yogareading.co.uk [Accessed 29 Oct 2025].

