

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2532483	Student Name	TANZIA YUNUS
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 with minimal delay, providing a smooth first impression. Pages open efficiently, and images do not significantly slow down performance. This helps users access information without frustration, especially on standard broadband connections.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: The website contains several subpages such as classes, timetables, and contact information. Navigation is straightforward through a clear menu bar at the top of the page. Users can easily click between sections, making it simple for prospective customers to find relevant information.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: customers can make bookings through the website. There are links directing users to booking systems or contact options, allowing them to reserve classes or enquire further. The process is fairly simple but may redirect to external platforms. On the home page, the customer can click on book now and directly land on the booking page.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: Usability could be improved by simplifying navigation further and adding a clear call to action button, such as 'book now' Improving mobile responsiveness and reducing reliance on external booking links would also enhance the overall user experience.			
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 is visually pleasant with a calm and clean design that reflects the yoga theme. Colours are soft and relaxing. On mobile devices, the layout adjusts			

reasonably well, though some elements may appear slightly compressed compared to desktop viewing.

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

Answer: The website uses calming imagery related to yoga and wellbeing, along with soft colour tones like greens and neutrals. These choices create a peaceful atmosphere. There is limited use of video, but images effectively communicate the service.

Question 2c – Has the website made use of an online chat tool on the website? How effective is this in enquiring about the product or service?

Answer: The website does not appear to have a live chat tool. Instead, it relies on contact forms or email. While effective, a live chat feature could improve immediate communication and customer enquiries.

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

Answer: social media links are present and allow users to connect with the business on platforms like Facebook or Instagram. These links help build trust and provide additional updates, though their effectiveness depends on how frequently they are updated.

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: Services are clearly described through dedicated pages outlining yoga classes, schedules, and session types. This helps customers understand what is offered and who the services are suitable for.

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

Answer: Customer reviews are limited or not prominently displayed on the website. If available through social media, they may not always appear up to date, which could reduce trust for new customers.

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 and clear descriptions of classes. The calming design and focus on wellbeing make it appealing. Customers may choose this service due to its welcoming atmosphere and clear focus on health benefits.

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: Prices are not clearly displayed. This may be because the company prefers customers to enquire directly or offers customised packages. While this can create flexibility, it may also discourage users who prefer transparent pricing.

Section 4 – Searchability

Question 4a - What three words would you type into Google to find this type of service?	1.yoga reading
	2. yoga classes, reading
	3. Yoga Studio Berkshire
Question 4b - When you type these words into Google, does the company's website appear in the top ten websites?	
Answer: When these terms are searched, the website may appear within the top results, particularly for local searches. However, ranking can vary depending on competition and search engine optimisation.	
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.	
Websites remain highly relevant in modern UK business. They provide a central platform for information, bookings, and brand identity. Even with social media, customers expect a professional website for credibility. It allows businesses to control their content and reach a wider audience.	
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 key improvement would be adding clearer pricing information. This would help customers make quicker decisions without needing to contact the business. Transparent pricing builds trust and can increase bookings by reducing uncertainty for potential clients.	

Reference List

Available at Yoga Reading (2026). <https://www.yogareading.co.uk>