

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2515321	Student Name	Olena Ustuianova
Website Chosen	Yoga Reading		
Insert hyperlink to website	https://yogareading.co.uk		
<u>Evaluation</u> Respond			
Section 1 – Usability			
Question 1a - How quickly and easily does the website load?			
Answer: The website loads quickly on both desktop and mobile devices. Pages respond smoothly, and no technical issues were identified. The minimalistic design and limited use of heavy media help ensure fast performance and a positive first impression.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: The website includes a small number of clearly organised sub-pages. Navigation is simple through the main menu, allowing prospective customers to easily locate class information, booking options, and contact details.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: Yes, customers can make bookings directly through the website using the provided booking links. The process is straightforward and user-friendly.			
Question 1d - What improvements could be made to the usability of the website?			

Answer: Usability could be improved by adding more prominent call-to-action buttons on the homepage. Including a short FAQ section would also help users quickly find answers to common questions.

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 calm and visually pleasant appearance that reflects mindfulness and wellbeing. The layout adapts well to mobile devices, with no significant loss of content or functionality.

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

Answer: The website uses relevant yoga imagery and soft, neutral colours to create a relaxing atmosphere. Visual elements support the brand message without overwhelming the user.

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 include an online chat tool. While not essential, adding one could improve communication and allow potential customers to make quick enquiries.

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

Answer: Social media links are visible and functional, directing users to external platforms. This helps maintain engagement and brand presence beyond the website.

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 explained clearly through concise descriptions that outline the type of yoga offered and the benefits for participants.

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

Answer: Customer reviews are accessible through linked platforms and appear current, helping to build trust and credibility.

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 website design, calm branding, and positive customer feedback.

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 clearly displayed on the website, allowing customers to understand costs before booking. This transparency reflects the quality of the service.

Section 4 – Search-ability

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

1.Yoga reading

2.Yoga classes reading

3. Mindfulness yoga reading

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

Answer: Yes, the website appears within the top ten results for relevant local yoga-related search terms.

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: Websites remain highly relevant in modern UK business as they provide credibility, centralised information, and a platform for customer interaction. They support bookings, enquiries, and brand control more effectively than social media alone.

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: Introducing a live chat feature would improve customer communication by allowing instant responses to enquiries. This could increase engagement, trust, and conversion rates.

Reference List

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