

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2516276	Student Name	Iryna Maksymuk
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: This website load fast enough. When loading the site, the client can see the site logo, I like this.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: Yes, the site contains subpages, there are just enough of them. Subpages contain more detailed information about services, events, timetable, shop, osteopathy, etc. A potential client can use the subpages by clicking on them in the right-left corner or by scrolling down the site, thus the client will have access to even more detailed information about the services.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: Yes, its very easy to booked, all options one the one page, and clients have a lot of choice with different price and monthly membership card. Also website have more tabs at the top. If the client opens the page from a laptop, in the upper right corner there is a darkly highlighted subpage called book now. By clicking on it, the client will be presented with a large selection of timetables with a detailed calendar of dates, times and classes, and with the names of the teachers.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: Cookies file improvements. Its only one choice now "Accept", but I would like to "Disagree". People need choice about user consent.			
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: Webpage looks very nice. Nice calm colours, clean page without unnecessary buttons and links, I liked. The page fully reflects the essence of the product. The difference between appearance on a mobile phone versus a computer is that on the laptop in the upper right corner there is a line with subpages and			

you can immediately see what you can choose, in the phone version the site looks more compressed, and in order to open the subpages you need to click on the three bars in the upper right corner and then more options will appear. Also in the mobile version there are fewer images, photos showing yoga classes.

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

Answer:

The website uses images that match the idea of the product. Images of sports elements, yoga, clients and teachers conducting classes. The site does not use videos directly on the site page, but there are links to the Instagram and Facebook pages, when we go to the Instagram link, for example, there are many videos of yoga classes. I like that there is so much information that can be seen on the site.

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:

No, the site does not use online chat. However, there is a link at the bottom of the page with contacts and information. You can click “Find us”, the “Contact us” page will open and there you can write a message with a request. Or write a message to an email, or use the phone number.

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

Answer:

Links to social media are active. There are links to Facebook and Instagram. Buttons with links in the form of emblems can be found in the upper right corner of the website page, and when you scroll down the page, there are also the same links to Facebook and Instagram. This works effectively for visible results and customer feedback.

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:

Very clearly. The website page clearly states “Pricing options”. There is a large selection of services with different price categories so that each client can find the perfect offer for themselves. There is a price list for both a single lesson and a package of lessons. For example, 5 classes or 1 hour, with the prices indicated.

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

Answer:

If you scroll down the site page, you can find a link to “Testimonials,” clicking on which will open a page with customer reviews. By clicking “Submit a testimonial,” you can leave your review. Yes, its up to date.

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:

Firstly, the website is designed very professionally, and considering the photos, links to social networks, customer reviews, an open clear price list and the variety of services provided, we can conclude that the services presented are provided with high quality. I would use the company's services because I really

like the design of the website, the way the colours are selected, photos, as well as detailed information about the teachers. Everything is done very professionally and is filled with the necessary information without unnecessary details. The website fully reflects the services provided by the company. I would recommend this company to my friends.

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, we can see price on the main page, very clearly with many options. Clients can choose what they like, one lesson or several sessions, or a monthly subscription with a membership card. The client can clearly see the price list on the main page in the middle, or in the upper right corner of "About" Prising. Praising Options has as many as 14 options for the client to choose from, including Intro Pass, studio classes, or online classes. There are classes for beginners or for more experienced clients. There are also advantageous offers for session packages, if you buy a monthly subscription there are discounts. There is also a choice of membership cards with unlimited class credits, discounts, access to video lessons. Gift certificates are also available. A very large selection of advantageous offers, and each client will be able to find the perfect option for themselves.

Section 4 – Searchability

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

1. Pregnancy yoga UK
2. Ashtanga yoga Membership
3. Katia Major yoga

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

Answer:

Yes, this site is in the top ten companies when searching on Google. There are more options when searching for Katie Major, there are dozens of links to Katia Major classes, videos, images, online lessons, biography. Also yoga for pregnant women and Ashtanga.

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 think websites are still relevant in modern British business. As more and more people live online lives, have online jobs and for many it is an ideal option to view websites before visiting offline classes. People are increasingly using online shopping, online learning, online fitness, so I think the use of websites will only gain momentum. The Reading Yoga website also offers online classes for the client to choose from, that is, before the user gets ready, goes and spends time on the road, he can first try to work out with a trainer online, and decide how he would like to continue. Many clients choose online classes in order not to waste precious time on the road, and because, for example, they live far away, but they really like this particular yoga club. Therefore, websites are relevant, and I think this trend will only grow.

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:

I would suggest improvements to the user consent, because currently customers only have the option to "accept cookies", I prefer to "reject" or choose what I agree to, website users need a choice. And I would

also clearly write the address where the classes are held, in the upper left corner of the site, with an added mark on the map. So that customers can immediately see and understand how much time they will need to spend on the road and whether the yoga club is not too far away. Because for example, for me it is very important how much time they will need to spend on the road and whether there will be problems with traffic.