

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number		Student Name	
Website Chosen	Yoga Reading		
Insert hyperlink to website	https://www.yogareading.co.uk		
<u>Evaluation</u>			
Respond to each question			
Section 1 – Usability			
Question 1a - How quickly and easily does the website load?			
Answer: Yoga Reading is a fast-loading site that does not experience any significant lagging time on desktops and mobile platforms (Tremont et al., 2022). The pages open without any hassles, the image loads quickly and the unnecessary pop-ups that slows the performance are not present. This brings about a good first impression and enables the users to be able to get information with ease, which is crucial when potential customers are seeking details about the classes or the contact information (Cartaya, 2022).			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: The site has a sufficient number of sub-pages including classes, schedule, educators, fees, and contact details (Sahni et al., 2021). The navigation is easy with the top menu bar that is well labeled. The transition between the pages is easy and the client does not get lost, and it becomes easy to find the appropriate information in seconds (Siegel, Afonso and de Barros, 2022).			
Question 1c - Can a customer make a booking via the webpage?			
Answer: Yes, the customers are able to make bookings directly on the webpage (Sahni et al., 2021). The reservation system is also distinctly connected to the schedule page and the classes page. The software permits the user to choose sessions and use e-booking facilities, which makes the booking process convenient and efficient without having to call or email the studio (Sahni et al., 2021).			
Question 1d - What improvements could be made to the usability of the website?			
Answer: The booking buttons should become more visible on each page, as this will enhance usability (Bennell et al., 2022). An addition of a fixed Book Now button would help decrease the number of clicks required. Also, it would be beneficial to have clearer call-to-action buttons and relatively larger text to read important information in order to make the site more accessible to all users (Tremont et al., 2022).			
Section 2 – Pleasure – Customer Experience			
Question 2a – How pleasant does the webpage look? Are there any differences in appearance on a mobile phone versus a computer?			

Answer: The webpage appears serene, business-like, and appealing to the eye, as yoga is (Sahni et al., 2021). The design is mobile-friendly, and the content arrangement is organized in a well-being manner to fit the small screens. The layout is similar on any device, although a few of the images are small on mobile, yet the usability and overall impression are good (Bennell et al., 2022).

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

Answer: The site consists of soft colours including whites and pastels, which give it a calming down and friendliness. The imagery is centered on the yoga practice, yoga teachers, and the studio areas, which enhance the brand image. The use of video is minimal, and the images present the mood and the mission of the business in an effective way (Siegel, Afonso and de Barros, 2022).

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 does not seem to have an online chat tool. Rather, it depends on forms of contact and email information (Klein, 2022). Although this works, it may be enhanced by adding a live chat option that would help customers feel involved as they can reply to their questions in a short time, particularly when the customer is new and wants to get information as fast as possible (Cartaya, 2022).

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

Answer: The links to social media are visible and lead the users to social media platforms like Facebook and Instagram. These links work because they enable the customers to see updates, highlights of classes, and interaction with the community. This will assist in establishing trust and maintaining the engagement of the users, even after they leave the site (Bennell et al., 2022).

Section 3 – Perceived Value

Question 3a - How are the services offered by the company made clear to customers?

Answer: The services are well represented by a specific page detailing the yoga styles, levels, schedules, and details of instructors (Cartaya, 2022). It has clear headings and brief descriptions, which allow customers to know what is available and select the classes that address their needs, the level of experience, and availability (Sahni et al., 2021).

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

Answer: Customer reviews can be accessed primarily via social media connected with testimonials and linked to social media. Although reviews seem to be authentic and favorable, they do not feature on the main pages extensively. It would be more convincing to have more visible and updated reviews on the site itself (Sahni et al., 2021).

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: Professional design, competent profiles of instructors, and clear description of classes also introduce the service as high-quality (Pomales et al., 2025). The serene branding and well-structured order is indicative of confidence and professionalism. My

recommendation would be to use this service because of the clear information, easy booking model and an easy to welcome presentation.

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 prices are transparently posted on the site in a special pricing section. The pricing also mirrors the quality displayed based on professional instructors and structured classes, along with a well-maintained studio (Klein, 2022). Price transparency assists customers to make sound decisions without uncertainty.

Section 4 – Searchability

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

1. Yoga classes Reading
2. Yoga studio Reading
3. Yoga lessons Reading

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

Answer: Yes, upon relevant key-word searches like the Yoga classes Reading site, the Yoga Reading site is located within the top search results. This shows that the search engines are optimised well and highly visible locally online (Cartaya, 2022).

Section 5 – Reflection and conclusion

Question 5a - Do you feel that websites still have relevance in modern UK business? Explain your answer.

Answer: Yes, websites are very much applicable in the contemporary business in the UK. They serve as a focal point of information, bookings, credibility and branding. A site is more professional and offers control over the content and accessibility by everyone unlike social media, which is important (Pomales et al., 2025). Websites tend to be useful as customers are able to utilize them to make informed choices prior to interacting with a company (Sahni et al., 2021).

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: An important suggestion would be to incorporate a live chat or instant enquiry option. This would enable the potential customers to pose fast questions and get instant answers which would enhance the customer interaction and bookings might also be boosted. Such an improvement would make the site more interactive and user-oriented (Sahni et al., 2021).

Reference List

Cartaya, P., 2022. Insights: Flexibility in Design: What Yoga Taught Me about Reading and Writing. *Voices from the Middle*, 29(3), pp.26-27.

- Siegel, P., Afonso, R.F. and de Barros, N.F., 2022. "YOGA HERE, YOGA THERE, YOGA EVERYWHERE". A CULTURAL STUDY OF YOGA IN CONTEMPORARY SOCIETY. *Scripta Ethnologica*, 44(2), pp.99-122.
- Tremont, G., Davis, J., Ott, B.R., Uebelacker, L., Kenney, L., Gillette, T., Britton, K. and Sanborn, V., 2022. Feasibility of a yoga intervention for individuals with mild cognitive impairment: a randomized controlled trial. *Journal of Integrative and Complementary Medicine*, 28(3), pp.250-260.
- Klein, L., 2022. Yoga, stress, and college students during the COVID-19 pandemic: A mixed methods study.
- Pomales, T.O., Good, M.K., Delzio, M., Mullur, R. and Nicosia, F.M., 2025. Teaching group yoga-for-wellness classes via video-based telehealth: Perspectives from Veterans health administration yoga teachers. *Global Advances in Integrative Medicine and Health*, 14, p.27536130251382175.
- Sahni, P.S., Singh, K., Sharma, N. and Garg, R., 2021. Yoga an effective strategy for self-management of stress-related problems and wellbeing during COVID19 lockdown: A cross-sectional study. *PloS one*, 16(2), p.e0245214.
- Bennell, K.L., Schwartz, S., Teo, P.L., Hawkins, S., Mackenzie, D., McManus, F., Lamb, K.E., Kimp, A.J., Metcalf, B., Hunter, D.J. and Hinman, R.S., 2022. Effectiveness of an unsupervised online yoga program on pain and function in people with knee osteoarthritis: a randomized clinical trial. *Annals of Internal Medicine*, 175(10), pp.1345-1355.