

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2442204	Student Name	Jonathan Munoz
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: The Yoga Reading website works very well; it loads fast and efficiently allowing the user to navigate from the main page through all its menus. The website also features an informative description to new users about classes, events, prices and frequently asked questions. In addition, the website design is clear and organized.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: The website contains a great number of sub-pages, they have been placed at the top of the page, but they can be also found as the user scrolls down throughout the website. They are easy to navigate for any kind of customers as they are clearly displayed.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: Yes, the website contains a “Book Now” highlighted function that redirects the user to a timetable screen where a list of classes with a brief description can be seen as a reference before the user decides which class to book.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: Little improvements can be applied to the website to enhance the user experience such as: Switch the photo display for video, that would give a bigger understanding on how the classes work so that would draw more attention and boost the number of customers and/or bookings. Another improvement would be to add a live chat service to help clarify any enquiries from new or existing members.			
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 appearance is very pleasant; its design indicates that it has been professionally made. However, there is not much difference between the computer and the mobile phone version apart from the content that has been reorganized to fit the			

mobile phone screen size, all the menus and option are still the same, only at a smaller scale.

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

Answer: The website uses images next to each of the options to show a description of what is being offered, the images have a great quality and colour to enhance the user experience and to draw more attention from new customers.

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: It appears that the website does not have an online chat tool, however they can be followed on Facebook or Instagram where they could answer possible questions or receive feedback. The online chat tool would be a very effective implementation given that many customers prefer to make their questions from the main website instead of being redirected to another domain or platform to do so.

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

Answer: The website displays at the top right side two icons for Instagram and Facebook, and they both work effectively redirecting the user to the chosen platform straight away. They also match the colour of the website, making it look that the design has been carefully planned.

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: Each of the services has a brief description on the side that helps the user to understand what type of service is offered as well as a picture which complements the description to make it more accurate.

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

Answer: The reviews can be found on the 'Testimonials' section at the bottom of the page but they do not have any date that shows when they were submitted, this can be considered a minor issue because people nowadays tend to rely on the feedback before deciding whether to buy a product or service. Raketa (2024)

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 section 'About us' gives the user a greater explanation about what their services looks to achieve, they present it a their 'Mission' to encourage more people to adopt a healthy lifestyle through the practise of Yoga. This compelling explanation is a good reason to recommend their services to a friend or a family member.

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: The website displays the prices on the main page, which makes it clear to new customers because they can choose the most suitable class for the price they are willing to pay. The prices are also shown with a description of what is included with every class and packages are available as well which is even a better choice.

Section 4 – Searchability

Question 4a - What three words would you type into Google to find this type of service?	1.Yoga
	2.Healthy Lifestyle
	3.Light workout

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

Answer: None of the searches shows the company's website. It shows other businesses, government websites with general advice, YouTube tutorials or articles about the topic. Given the amount of yoga centres and based on how google filter the search by near location, it is not very likely to find that specific business, unless is it searched by its name.

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: In my opinion, websites are one of the key aspects of a prosperous business. We live in a modern digital age that expands increasingly everyday so the way we do businesses. A thriving business adapts its ways to this digital era reaching more customers and creating more partnerships using websites, social media or online advertising. "A business website ensures that potential customers can find you anytime and anywhere" Ford (2024)

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: My recommendation would be the implementation of an online chat tool that would help the business to respond faster to the increasing number of users who prefer to answer their question on a live chat rather than sending an email and hope for a reply which they may or may not receive. This practical application can make a difference between a new customer who is ready to sign up for a class and a customer who lost the interest due to the lack of specific information.

Reference List

Raketa D. (2024) How Reviews and Ratings Affect Clients' Buying Decisions. Available at: <https://www.forbes.com/councils/forbesbusinessdevelopmentcouncil/2024/07/11/how-reviews-and-ratings-affect-clients-buying-decisions/> (Accessed: 26 April 2026)

Ford M. (2024) The Essential Role of Websites in Today's Business World. Available at: <https://red-website-design.co.uk/the-essential-role-of-websites-in-todays-business-world/> (Accessed: 26 April 2026)