

LCLM4002 BIRM Digital Skills Task 3			
<u>Website Evaluation</u>			
Student Number	2508102	Student Name	Rajpal Singh
Website Chosen	Yoga		
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 and offers various tabs of services for both desktop and mobile devices. Without a caption, images are easily seen. I can obtain the material because the entire website loading procedure promotes a fair experience.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: this website includes many services which are provided by them, they also have timetable, instructor and contact. Navigation is straightforward through menu (4 subpages) bar on the top with clear dropdown buttons that's take you directly to relevant sub sections. This makes the website visitors easy to find key information.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: Any customer book classes and different activity directly with on the website. The booking system is to find through the Book Now which connect to online booking platform. Any payment and reservation can be competed very easily.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: This website can improve with larger text for easy to read, search function for easier to navigate on different tabs. Action buttons at the home page can optimizing the complete layout can improve.			
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 web page looks clean and eye appealing, with well organised lay out and balance in easy lay out to search what you need. Main difference is some icons are hidden under text, but overall, the experience remains joyful and consistent with all devices.			
Question 2b - How does the website use imagery, video and colour?			

Answer: this website uses gallery and colour consistently to capture the attention and guide the customer focus. The website high quality gallery supports the intent while video add extra involvement of the customer. All the visual help communicate the message of the brand clearly and make the website looks modern and professional.
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: Websites include the online chat tool, that allows easy communication with support employee. It responds quickly and provides relevant information about service and product the chat box can answer in real time to any question, saving the time of any customers.
Question 2d – How effective are the social media links on the website?
Answer: this website has social media link at each page mainly Facebook and Instagram. Both link works directing the customer to active accounts which share events and community news, all these things make them more visible and displaying recent post and highlight the gallery active presence.
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: The website clearly specified its service through clear menu heading such as classes on demand and workshops. Every page explains different types of classes, booking information in simple language. The page also displayed clearly the pricing of different classes and membership. This is clear policy of transparency.
Question 3b - How are customer reviews made available? Are these up to date?
Answer: no review is displayed on the website itself, through feedback appears on social media and google. All these external reviews reflecting satisfaction.
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 displayed as high quality gallery, photography detailed explanation. I want to recommend yoga reading to friend because which offers supportive environment suitable for all level.
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: all prices are clearly listed on the website in pricing page, showing all the option in different programme. Each package clearly shown its cost and what's include, making it easy for the customer. Overall, the price helps build trust and value for the professional experience provided.

Section 4 – Searchability	
Question 4a - What three words would you type into Google to find this type of service?	1.yoga classes reading
	2.online yoga reading
	3. Yoga reading
Question 4b - When you type these words into google, does the company's website appear in the top ten websites?	
Answer: yoga reading or yoga classes reading website appears on the top of google results, with in the first few listings this shows good search appearance and effectiveness, but this website ranks little lower suggesting is room to improve online appearance beyond local searches.	
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: website remain highly relevant for modern U.K businesses. They act as the primary point of contact for customers, providing essential information, credibility and platform for booking or purchases. Even with the growth of social media, a professional website gives businesses full control over their branding, design and customer experience. For service-based organisation like yoga Reading, a website is vital for promoting schedules, prices and class options while offering online bookings that increase accessibility and trust.	
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 recommend adding a live chat box to improve customer engagement and response. currently, user must contact the studio through a form or e-mail, which may delay replies. A chat option would allow instant answers about class times, membership option or cancellations, improving convenience and user satisfaction. This small addition could enhance the overall customer experience and increase the likelihood of converting new visitors into paying members.	

Reference List

Yoga general (2025) yoga journal: yoga poses, sequence, philosophy and lifestyle. Available at <https://www.yogajournal.com> (accessed 10 November 2025).

The British Wheel of yoga (2025) the British wheel of yoga -promoting yoga in U.K available at www.bwy.org.uk