

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2516807	Student Name	Abdul Sesay
Website Chosen	Yogareading		
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 website load 2 seconds			
Question 1b – Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: Yes the website have sub-pages, like Timetable, Events, and Courses, About, Osteopathy, Shop and Book Now. Customers can move through the subpages using navigation menu, search bar, buttons and internal links, footer links.			
Question 1c – Can a customer make a booking via the webpage?			
Answer: Yes they can make a booking via in the Yoga reading webpage such as clicking on the book now option			
Question 1d – What improvements could be made to the usability of the website?			
Answer: The website can be improve the navigation menu like Book a Class, timetable and the homepage structure.			
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 yoga website looks clean, calming, and pleasant, with a simple professional design. It is easy to navigate on a computer, the layout is spacious and images appear clear and on a mobile phone the website still works but the menu becomes smaller. The layout is more compact, and users' needs to scroll more. Improving button size, spacing and mobile layout would make the mobile more user friendly.			
Question 2b - How does the website use imagery, video and colour?			
Answer: the website uses calm, and welcoming images of yoga poses, teachers and studio spaces. The images help create a peacefully and friendly atmosphere, as a matches the purpose of a yoga studio. The videos are used mainly for on demand classes, supporting online learning and showing the teaching style. The colour scheme is			

soft and neutral, giving the site a peaceful professional appearance that fits the yoga brand.

theQuestion 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: I did not see evidence of a dedicated online chat tool, on the website. On the homepage and in the footer, Yoga Reading provides email info@yogareading.co.uk, phone number, and a contact form under contact Us. There is no live chat, enquiries will likely be via contact form, phone or email. That may make the enquiry process a little slower compared to instant chat. No, there doesn't appear to be a real online chat tool, it is effectiveness for quick enquiries is likely limited compared to what chat support might offer.

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

Answer: the website header and footer shows icons linking to what appear to be Facebook and Instagram. Having social media links is positive in theory that allows potential and current customers to follow updates, see photos, maybe read posts about classes and events.

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: on the homepage there is a classes section with descriptions like Traditional Ashtanga, a full or half led, dynamic classes Vinyasa, rocket, strength and stretch, functional movement of Pilates functional flow, restful and mindful practices.

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

Answer: I looked for a testimonials or reviews pages. There is a menu item I can see the site footer on the homepage. I did not find any visible reviews, testimonials or client feedback on the main page after browsing or at least none obvious on the home, about, courses, contact, or teachers pages. Because I cannot find any actual reviews, I cannot comment on whether they are 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: Yoga Reading present several signals that suggest quality and professionalism, which could make me or you comfortable recommending. They are looking Qualified teachers, Variety of offerings, Clear structure and transparency, Accessibility, speciality services. Yes will recommend a friend or family because the presentation gives confidence that Yoga reading is a serious, reliable yoga studio.

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, prices are clearly shown. In my opinion yes, broadly for a professionally run yoga studio with qualified teachers, flexibility in a person online on demand.

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. Beginner 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 would appear in the top ten for such searches but with the usual caveat about search variability.	
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 strongly believe website remain highly relevant for modern UK businesses. A website acts as a foundational digital presence and it provides comprehensive information, services, prices, contact details, it helps to build a legitimacy and trust, and enables customers to find evaluate, and engage with a business on their own terms. Even with social media and apps, a well maintained website provides permanence and depth.	
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: To add visible customer testimonials reviews with dates and preferably include a live chat or instant enquiry widget. I suggest these because they address two of the weaker aspects identified above lack of visible testimonials and absence of chat support and improving them would likely increase user trust and conversions.	

Reference List

Yoga Reading:
<https://www.yogareading.co.uk> (access on 29/11/2025)