

LCLM4002_BIRM Digital Skills Task 3**Website Evaluation**

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Website Chosen	YOGA READING
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Insert hyperlink to website	WWW.YOGAREADING.CO.UK
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Evaluation**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, although easy to navigate at the first, quickly become slow and overwhelming. While browsing it for a while, I noticed there was far too much information on each page. This makes the user experience tiring and causing visitors to lose interest very easily. When a website loads slowly and present excessive text, customers often stop reading and leaving the page. In my opinion simplifying the content and improving speed would make the site far more engaging.

Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?

Answer:

I believe the current sub-pages are sufficient for this website. Effective web design requires clear, engaging content without overwhelming users with excessive text. When visitors are presented with long or dense information, they often lose interest and exit the site quickly. This behavior can reduce user retention, limit customer engagement, and negatively impact the business. Therefore, maintaining concise, well-structured, and appealing content is essential to ensure a positive user experience and support the website's overall success.

Question 1c - Can a customer make a booking via the webpage?

Answer:

To be honest, I was reading a huge amount of information, and I felt overwhelmed and bored. I could not even find the booking link, which was the only thing I needed. A customer might think the website has so much information that there is no need to contact customer service, but it becomes hard to find anything. With so much text, like a long book, the website becomes boring and unsuccessful.

Question 1d - What improvements could be made to the usability of the website?

Answer:

A website needs a clear purpose, high-quality and relevant content, an attractive and easy-to-use design, fast loading speed, mobile adaptability, and strong security. A website is the main presentation of a company and shows the products and services offered to customers. For a business to be successful, we must provide excellent customer service, whether in person or online. This is why it is essential to have a website that is easy to use and visually appealing to customers.

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:

From my point of view, this website looks more like an encyclopedia filled with information that may be important, but not useful for quickly finding details or accessing a service, which is the main purpose of a website. I also noticed many repeated images in different articles, which makes me feel that the information might be outdated or that the customer is not a real priority. Overall, the site does not create a modern or efficient user experience.

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

Answer:

This website uses images that match the services it offers and colours that fit its purpose. However, in many cases, I find the same images repeated with different content, which makes the site feel outdated or of little importance to its customers. This repetition creates the impression that the website is not well-maintained and does not provide a professional or engaging experience for users.

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 website has so much information that it becomes difficult to find the contact links. When I finally found them, I saw they only offer phone numbers and email addresses. However, the site does not include a more modern or useful contact option, such as a live chat or an AI assistant. Nowadays, it is very important for a website to be updated with fast and easy communication tools for both customers and the company.

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

Answer:

In my opinion, the company's social media is managed better than its website. Their profiles show stronger marketing and better visibility. They have many followers and seem very active, always sharing information and posting advertisements. The colors and style match their business well, creating a professional image. From my point of view, they handle social media much more effectively than the website, which appears less updated and not as engaging for customers these days.

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:

It was confusing at first to understand whether the website offered yoga classes or training to become a future instructor. After reading more carefully, I realized they actually provide both services. The information is complete, but there is so much of it that it becomes overwhelming and creates doubts for the user. In my opinion, giving too much information at once can confuse potential clients instead of helping them choose the right option.

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

Answer:

One of the main things that gives a customer confidence when buying a product or service is the reviews from other clients. This is essential information that every website should include if it wants to be successful. However, this site does not have any reviews, or at least I could not find them after searching through all the information. Without clear customer feedback, it becomes harder for users to trust the service they offer here.

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:

I think the service they offer is high quality, and they work hard to present all the information about their staff, giving many details about each member. The images match the services they provide, and their specialized team seems well-prepared to teach their courses. They appear to offer many yoga-related services, and their prices are affordable. Overall, I believe they provide a good, high-quality service, and I could recommend them after having my own personal experience with them.

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, I believe the prices are similar to the average prices in London. In addition, they offer a wide range of specialised yoga services. They also have membership options and good promotions, along with many events and courses at different levels and categories. This shows that they are very specialised in the field. Overall, the variety of services and programs suggests that they are experienced and committed to providing high-quality yoga training and activities.

Section 4 – Searchability

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

1. Yoga

2. pilates

3. Fitness life

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

Answer:

Of course, the website does not appear in the first 10 results on Google. This is because they present too much information, and their keywords are too broad, making it harder to reach the top positions. They need better SEO and should focus on more specific and effective keywords that can help them rank higher. By improving their search strategy, they could attract more visitors and increase their visibility in search results.

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 still have strong relevance in modern UK business. Even though social media and mobile apps are very popular today, a website remains the main place where a company can present clear, organised, and reliable information. Customers usually visit a website to check important details such as services, prices, opening hours, and contact information. A professional website also builds trust because it shows that the business is serious and well-established.

In the UK, people often research online before making any purchase or booking, and having a website helps a business appear on search engines like Google. This is essential for attracting new clients and staying competitive. A website also gives companies more control over their brand and allows them to offer online bookings, customer support, or even e-commerce options. For these reasons, websites continue to be a valuable and necessary tool for any modern UK business looking to grow and succeed.

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 improve their social media, I would redesign the website to make it easier for customers to use. I would add practical links for quick access to services and reduce long text that may bore potential buyers. To increase engagement, I would create more interaction through questions, polls, and short videos, and offer discounts or special promotions to attract new clients. I would also include clear customer reviews to build trust. The website would be updated weekly with new content, such as recent events, courses, and photos of happy clients. In addition, I would improve SEO, use stronger keywords, and make the website more mobile-friendly to increase visibility and reach a wider audience.

Reference List

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