

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2508538	Student Name	Ana Maria Hurmuz
Website Chosen	https://www.yogareading.co.uk		
Insert hyperlink to website	Yoga Reading		
<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 loads quickly and effectively on both desktop it's like 8 seconds and mobile devices its almost 4seconds, the pages open almost instantly, and the imagens are well-optimised			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: yes, the yoga reading website has several sub-pages, including classes, timetables, teachers, workshops, and contact. Navigation is clear and straightforward, using a fixed top menu that stays visible while scrolling. Dropdown options and well-labelled pages make it easy for visitors to find what they need.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: Yes, customers can make bookings directly through the yoga reading website. The 'book now' and 'timetable' sections link to an easy-to-use online booking system where users can select classes, view schedules, and make secure payment.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: Although the yoga reading website is generally easy to use, its usability could be improved by integrating the booking system directly into the main site rather than redirecting to an external page. Adding search bar would help users quickly find specific information, while clearer call-to-action buttons such as "join a class" or 'view timetable' on the homepage would make navigation smoother and encourage visitors to explore and book classes more easily			
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 Reading website has a calm and welcoming design that reflects the relaxing nature of yoga. It uses soft colours, clear fonts, and well-balanced spacing, creating a peaceful atmosphere. The layout adapts well to both desktop and mobile devices, though some text and images adjust slightly in size. Overall, the site maintains a professional and			

attractive appearance across all devices, providing a consistent and enjoyable user experience.
Question 2b - How does the website use imagery, video and colour?
Answer: The yoga reading website uses high-quality images to create a warm and authentic atmosphere that helps visitors connect with the brand. It features soft, calming colours such as white, green, and blue, which reflect the peaceful nature of yoga. Occasional videos and event banners add movement and visual interest, making the website more engaging while highlighting the community-focused and relaxing spirit of the studio.
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 yoga reading website does not currently have an online chat tool. However, it provides clear contact options, including an email address, contact form, and phone number, making it easy for users to make enquiries. While these methods are effective, adding a live chat or chatbot feature could improve communication speed and offer immediate support for booking or class information.
Question 2d – How effective are the social media links on the website?
Answer: The website includes social media links to platforms such as Facebook and Instagram. These links are clearly displayed in the footer and open directly to active pages showcasing recent shared content, which is engaging and reflects the welcoming community of yoga reading.
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 services offered by yoga reading are clearly described through dedicated pages for classes, workshops, and teacher training. Each section provides detailed explanations of what is included, pricing, and how to book. The website's layout and use of headings make it easy for visitors to understand the range of yoga experiences available, helping them choose the service that best suits their needs and skill level.
Question 3b - How are customer reviews made available? Are these up to date?
Answer: Customer reviews are featured on the homepage and social media platforms rather than a separate reviews page. The testimonials highlight positive experiences and satisfaction with classes and instructors. While the feedback appears genuine and recent, having a dedicated section for verified reviews or linking to Google reviews would strengthen trust and show that yoga reading values customer opinions.
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 presents itself as a high-quality service through professional website design, experienced instructors, and detailed class descriptions. The use of calming imagery and clear organisation conveys reliability and care.

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 made clear on the Yoga Reading website under the “Timetable” and “Pricing” section. The cost are presented transparently for individual classes, class passes, and workshops. The prices reflect the high quality of service provided, considering the experienced instructors, small class sizes, and welcoming environment. The pricing structure also offers flexibility, making yoga accessible to both new and regular members.

Section 4 – Searchability

Question 4a - What three words would you type into Google to find this type of service?	1. Yoga Reading
	2. Yoga classes Reading
	3. Yoga studio Reading

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

Answer: Yes, when typing “Yoga Reading” or “Yoga classes Reading” into google, the yoga reading website appears on the first page of results, usually within the top three listings. This shows good search engine optimisation and strong local visibility. It demonstrates that the business has an effective online presence and uses relevant keywords to attract local customers searching for yoga classes in the area.

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, websites are still highly relevant in modern UK business because they act as a company’s main digital presence. A professional website helps build trust, provides key information, and allows customers to make bookings or purchases easily. Many people now search online before using a service, so having an up-to-date and user-friendly website is essential. It also improves visibility through search engines, supports online marketing, and helps businesses reach a wider audience effectively.

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: One useful improvement for the yoga reading website would be to add a live chat or a messaging feature. This would allow visitors to ask a quick question about classes, prices, or schedules without needing to email or call. A chat tool would make communication faster and more personal, helping potential customers feel supported. It could also increase bookings by giving immediate answers and improving the overall customer experience on both desktop and mobile devices.

Reference List

Yoga Reading. (2025) Yoga Reading – Classes, Workshops and Teacher Training.

Available at: <https://www.yogareading.co.uk> (Accessed: 10 November 2025).

Google. (2025) Google Search Results for “Yoga Reading”. Available at:

<https://www.google.com> (Accessed: 10 November 2025).