

LCLM4002_BIRM Digital Skills Task 3

Website Evaluation

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Website Chosen	Yoga
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Insert hyperlink to website	Link
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Evaluation

Respond to each question

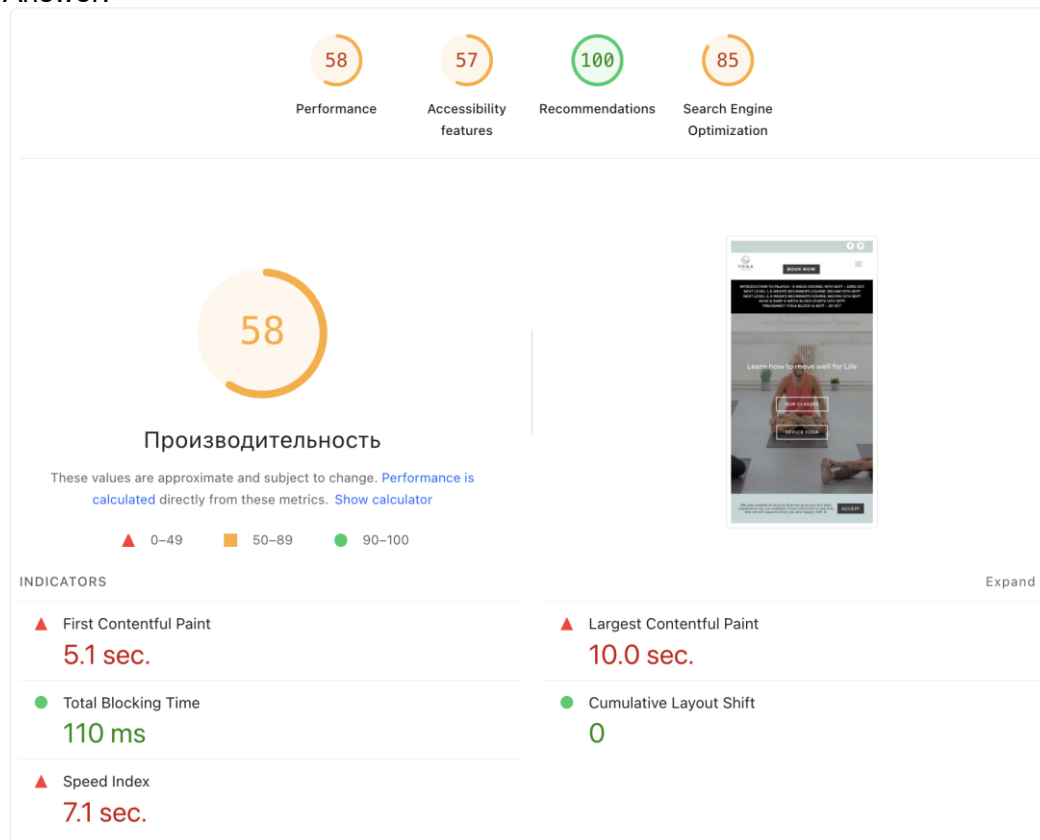
Section 1 – Usability

(75 words maximum for each answer)

Now web site is too much words ant full place of content. There is very much text. Because the elements looks not good, goin into each other. It is means that difficult. This problem makes the decision process for buying more difficult. I also can say that there are many buttons and will have small sells. The structure of the website is also complicated, and I need time to understand it. There is no feeling of easy-to-use usability.

Question 1a - How quickly and easily does the website load?

Answer:



Web site working slow. They will do it better.
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?
Answer: Google all indexed 67 pages, but unique pages is 17. This is a large amount of information. Considering that the site receives 2000 visits month and 80% of these come from mobile devices, this is really not easy task for the users.
Question 1c - Can a customer make a booking via the webpage?
Answer: Yes, customers can do it. Web site has many buttons, timetable and offers. I think on this web site not comfortable.
Question 1d - What improvements could be made to the usability of the website?
Answer: I think many points: 1. Improve sales funnel structure. 2. Improve usability with a focus on mobile optimization. 3. Refine the quality of the content. 4. Focus on emotional engagement. Now many text. I would show more photos or videos classes and atmosphere. 5. Improve the site's speed. 6. Update the design to be more modern.
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 site's colors are quite pleasant; there is no oversaturation with multiple colors, but at the same time, the design looks quite outdated. There are UX / UI errors that affect the website's conversion rate.
Question 2b - How does the website use imagery, video and colour?
Answer: The website primarily uses thematic images and real photos of trainers, clients, and classes, which accompany the text blocks. This is a good implementation because all the photos show people smiling. This creates a pleasant feeling.

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 only features a contact form. There is no online chat tool available.	
Question 2d – How effective are the social media links on the website?	
Answer: The social media links are clearly visible, functional, and are located in the footer and header of the site on every page, according to standard practice.	
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 architecture is good; there is a page with a schedule that can be sorted using a filter, and there is a separate description page for each service. The content is general: strength training, yoga studio, etc. It would be more effective to develop "landing" pages for specific target audiences: programs for mothers after pregnancy and similar segments.	
Question 3b - How are customer reviews made available? Are these up to date?	
Answer: I did not find any reviews; if they are present on the site, they are reliably hidden.	
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 content descriptions have a mass-market focus, which does not convey a sense of premium quality. The website mentions attracting the best trainers, but this topic is not elaborated upon or substantiated.	
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 listed, but the presentation of the price blocks is difficult to read, which makes it challenging to evaluate and compare the different options. The description of value makes the company's strategy clear: it aims to acquire customers through budget-friendly pricing.	
Section 4 – Searchability	
Question 4a - What three words would you type into Google to find this type of service?	1. yoga near me
	2. yoga studio
	3. yoga lessons near me
Question 4b - When you type these words into google, does the company's website appear in the top ten websites?	

Answer:
no

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:

Every year, we see competition growing in the digital world. Currently, this website is losing many customers and overpaying for customer acquisition because it is clear that the site, as a product, is not being developed. In the course of this study, we identified numerous issues, from copywriting and visual appeal to content strategy, all of which affect attractiveness to the end consumer ([Lee et al, 2025](#))

Also, studios like this are often opened by a trainer who wants to be independent. For such services, strategies focused on developing the expert brand work well; this strategy would also influence the website's content and structure.

A captivating element could be a single, attractive offer—visiting a trial session for free—as is commonly done in fitness centers and similar establishments.

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:

It depends on the business goals:

1. Increase the number of clients
2. Acquire new audiences (higher-paying or increase LTV)
3. Scale the business

In general terms: I would conduct target audience research, asking clients one main question: How can we improve our service and the interest in our studio so that it is better and more convenient for you (even if you have to travel from another district)? And I would take the customer's feedback to reflect it on the website as key advantages, incorporate it into advertising campaigns, and feature it in a WhatsApp public group (which I would create for fast and easy communication with the customer base).

Reference

Lee, Y. C., Peng, C. H., Sia, C. L., & Ke, W. (2025). Effects of visual-preview and information-sidedness features on website persuasiveness. *Decision Support Systems*, 188, 114361.