

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2512840	Student Name	Zion Banton-John
Website Chosen	Yoga Reading		
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: Website open quickly in general. However, it takes 2-3 seconds to open the 2st page. Website ideally should be opened with a second like a Google.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: There are approximate 7 subpages, however there are further pages within the sub pages as well. It seems a decent number in terms of the website subpages.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: Yes, there is a booking button in the webpage and customer can make the booking.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: It could be more quicker to load. It should be simpler and easier to understand and navigate.			
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: On the browser it seems decent in general, however when I navigate to booking page, it appears but harder to understand. It could be further improved in terms of pleasure. On mobile it takes up to 20 seconds just to load. Does not work well with the mobile.			
Question 2b - How does the website use imagery, video and colour?			
Answer: Colores are decent. There is no video as such. It could be further improved by adding animations to better pleasure. Music can be helpful to add.			
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: There is no chat tool, however there is contact us page, where we can send a message and add personal details like email and mobile number.	
Question 2d – How effective are the social media links on the website?	
Answer: There is Instagram and Facebook links available, however they are not very visible. Colour complexion could be enhanced.	
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: Generally, it is quite clear it is the Yoga website, However home page could be further improved by adding animations or music to further enhance the experience.	
Question 3b - How are customer reviews made available? Are these up to date?	
Answer: There are no customer reviews on the website itself, however they are available in the Google reviews.	
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: Because there is no reviews, I would not know until I book and get experience, however the way content is presented it seems to have a good quality and would be good to recommend to family and friends based on the Our values shared on website.	
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: There are prices just about the products and booking, however it is not well visible about the yoga itself. Websites like a Yoga one should have clear 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. Best yoga in London
	3. Community Yoga
Question 4b - When you type these words into google, does the company's website appear in the top ten websites?	
Answer: No , it does not appear.	
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: Overall yes it is a general website that talks about the yoga, however the website could be further improved. It is generally modern, however adding animations, figures and	

further customer review can make it even better in the market. Modern website illustrates the best user usability as well as pleasure (Kumar et al, 2022). I believe this website currently lacks some of the key elements of the modern websites now a days.

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 of my suggestion would b to add music in the background as it is yoga website and people are always fond of music. And it would be good idea to add relaxing music that makes them feel more comfortable and relaxed. Adding music with the customer enhanced experienced with the website usability can make it one of the best yoga websites in the town.

Reference List

Kumar, B., Roy, S., Sinha, A., Iwendi, C. and Strážovská, L., (2022). E-commerce website usability analysis using the association rule mining and machine learning algorithm. *Mathematics*, 11(1), p.25.