

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2310155	Student Name	Amalia Araceli San Roman Vazquez
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: The website loads quickly on both computer and mobile. Pages open smoothly, and images appear without delay. I did not experience any freezing or slow loading. Overall, it feels fast and easy to access.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: Yes, the website has several subpages such as Classes, Timetable, Teachers, and Events. Customers can use the top menu to move between pages. The layout is simple, so it is easy to find information.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: Yes, customers can book classes directly through the website. There is an online booking system where users choose a class, select a time, and confirm their place.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: Some pages have a lot of text, which can feel overwhelming. The website could improve by adding clearer headings or shorter descriptions. A search bar would also help users find information faster.			
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 webpage looks calm and clean, with soft colours that match the yoga theme. On mobile, the layout becomes narrower but still easy to read. Both versions look pleasant and professional.			
Question 2b - How does the website use imagery, video and colour?			
Answer: The website uses peaceful images of yoga poses and studio spaces. Colours are soft and relaxing. There are not many videos, but the images help create a calm 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: There is no online chat tool. Customers must contact the studio by email or phone. A chat tool could make it easier to ask quick questions.	
Question 2d – How effective are the social media links on the website?	
Answer: The website includes links to social media, and they work correctly. They help customers see updates, events, and photos, which supports communication.	
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: Services are explained through clear descriptions of each class, timetable information, and teacher profiles. The website also explains what each yoga style involves.	
Question 3b - How are customer reviews made available? Are these up to date?	
Answer: The website does not show many reviews directly, but external review sites show positive feedback. These reviews appear recent and reliable.	
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 website highlights experienced teachers, detailed class descriptions, and a calm studio environment. I would recommend it because it looks professional and welcoming.	
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 shown clearly on the pricing page. The prices seem fair for the quality of teaching and the range of classes offered.	
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
	3. Yoga studio
Question 4b - When you type these words into google, does the company's website appear in the top ten websites?	
Answer: Yes, when searching these words, the website appears in the top results on Google.	
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 important because customers use them to find information, compare services, and make bookings. A website helps a business look professional and trustworthy. It also allows customers to contact the company easily.

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 add a live chat tool. This would help customers ask questions quickly and get support without waiting for an email reply. It would make the website more interactive and user friendly. As a person who is interested, I would expect to get my questions answered quickly.

Reference List

(JIMMYCROW.COM, n.d.; JIMMYCROW.COM, n.d.)