

LCLM4002_BIRM Digital Skills Task 3 Website Evaluation			
Student Number	2528009	Student Name	Mohammed Suffi
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 loads fast and efficient.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: Yes it has several sub-pages. A top menu and repeated footer links guide users to key Selections.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: Yes they can make bookings via the website.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: They could better the booking system to making customers book directly on the website Rather then use a third party platform.			
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: Website looks pretty and amusing. There isnt any difference on a computer to using a Mobile phone.			
Question 2b - How does the website use imagery, video and colour?			
Answer: The website uses calming imagery, video and colour to reflect a relaxing yoga atmosphere They use soft high quality images of classes and peaceful settings to attract more 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 does not use appear to use an online chat tool, instead it relies on contact forms , email or booking system for enquiries. it may reduce convenience for users who want quick			
Question 2d – How effective are the social media links on the website?			
Answer: The websites social media links are limited or not very prominent, Reducing their effectiveness. Some users may find it difficult to access Platforms like instagram or facebook directly from the website			

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 service is made clear through pages such as classes, timetable and pricing. Clear headings are shown and simple descriptions explain the type of yoga classes. The book now button guides intriques	
Question 3b - How are customer reviews made available? Are these up to date?	
Answer: Customer reviews are available on a dedicated testimonials page where written feed back is displayed in detail. They are highlight positive experience but are not clearly dated making it difficult to tell if they are	
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: It is shown as high quality through professional imagery, clear class descriptions and organised time-Table with pricing information. You might recommend because its relaxing and appears 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 made clear through a dedicated pricing selection allowing customers to see prices before purchasing this builds transparency. The prices appear to reflect the quality of service shown as	
Section 4 – Searchability	
Question 4a - What three words would you type into Google to find this type of service?	1. Yoga classes near me
	2. Beginner yoga classes
	3. Yoga classes reading
Question 4b - When you type these words into google, does the company’s website appear in the top ten websites?	
Answer: No. As other yoga websites are ranked higher they pop up first.	
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. They act as a central hub where customers can find reliable information, view And make bookings anytime. Unlike social media, a website offers full control over	
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: My one recommendation would be to improve the title of the website they should make it more Engaging to customers. This would attract more clients and make them more intrigued.	

Reference List

<https://www.yogareading.co.uk>

