

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2439669	Student Name	Mariana Repeta
Website Chosen	Yoga Reading		
Insert hyperlink to website	Click here		
<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 load speed very slow and not easy to use.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: Yes, the website have lots sub-pages. Need spend lots time to find page. Similar pages.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: Yes and No. On website have a special button “Book now” it is easy to click but not quick. It is open new page after choosing information, it is stack on choose days and we cannot book. They have another way (timetable) but it also cannot book. If book course, we need “sing in” in another website.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: Quickly website load, less similar pages, working choose days, “Book course” in the same website. More separate sections, short understanding information, less colours in timetable.			
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: Yes. The webpage looks better on a mobile phone.			
Question 2b - How does the website use imagery, video and colour?			
Answer: Many the same pictures, not clear, some one picture does not open in big screen when you click. On timetable to many colours.			
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 have a live chat or consultant. Only WhatsApp, Facebook and Instagram.

Question 2d – How effective are the social media links on the website?

Answer:
The social media link opens easy just click on the icon on the right top or right bottom 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: Sell courses and items, tools for yoga. The explanation of services is vague and unclear in terms of courses.

Question 3b - How are customer reviews made available? Are these up to date?

Answer: Website did not have a review and also did not have a place where customers can write a review. Only on social media (Instagram, Facebook) customer can write a review. But in there still not have a review.

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: I will not recommend this website, because information is not clear, not easy to understand, did not have a review, and I do not use it. Also courses on website for pregnant woman, mothers and baby. I think is not safe for them.

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 on the website but not everywhere is clear. Sometimes you need extra click to find out the price. I think is a marketing approach.

Section 4 – Searchability

Question 4a - What **three** words would you type into Google to find this type of service?

1. UK
2. yoga
3. reading

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

Answer: Yes, on the second place. Easy to find.

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: I think the website is very important for any business, because now if peoples need to find any product or service looked online (google).

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: Add place for customer reviews on the website. Maybe the specialists, courses not bad. But in the future the website need make clear and understanding, less pages and add live chat.

Reference List

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