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CertHE in Business Skills

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Course Name: Digital Skills LCLM4002

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LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2514938	Student Name	Wang Lui Chow
Website Chosen	Yoga reading		
Insert hyperlink to website	Yoga Reading		
<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: It took me 2 seconds.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: Yes, so many sub-pages, like: Timetable, events, courses, about, osteopathy, shops, book now. And the prospective customer is easy to click and navigate it.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: Yes. It is easy to click on sub-pages (book now), and redirect to the course timetable, then chosen the available course.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: The colour of ribbons display is not share enough, change it black into colourful is easier to see clearly.			
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 clear and simple and user friendly. The web and mobile are almost identical, differing only slightly in size and the arrangement of the navigation elements. "Book now" tab is shown on the top of middle front page in mobile, and on the far right versus in computer.			
Question 2b - How does the website use imagery, video and colour?			
Answer: It has imagery of yoga to show yoga classes, helping people understand what classes are like. And the colours are soft greens and warm light tones, to make it easy and nice to look at.			

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:

No, the website does not have an online chat tool. You must use email, phone, or a contact form to ask about classes. This works okay for simple questions but can be slow for fast help.

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

Answer:

The website has links to Instagram and Facebook so people can follow updates about classes and events. Their Instagram is popular with over 2000 posts and 3000 followers, helping people learn more and join events.

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:

They shows their services clearly on the website with easy pages like "Our Offer" with prices and booking steps. FAQs and timetables help new people understand without confusion.

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

Answer:

It shows customer reviews on a dedicated "Testimonials" page on their website, they seem up to date, but most are from earlier years.

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:

Yoga Reading shows it is high quality with happy customer reviews praising friendly teachers, variety of classes, and a clean studio. I would use and recommend it because it offers good yoga for all levels.

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 clearly listed on the website for classes, passes, and online options, so customers know exactly what to expect.

Section 4 – Searchability

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

1. **yoga**

2. **reading**

3. **classes**

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

Answer:

Yes, when you search for "yoga reading classes," the Yoga Reading website does appear in the top ten 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 very important for UK businesses today. They let customers easily find info, see prices, read reviews, and get in touch anytime. A good website builds trust and helps businesses show up in searches like 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 a live chat tool to the homepage and class pages. This would let people ask quick questions about bookings or classes right away, instead of waiting for email answers, making the site easier and friendlier to use.

Reference List

Yoga Reading (2025) *Yoga Reading*. Available at: <https://yogareading.co.uk> (Accessed: 07/12/2025).