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LCLM4002_BIRM Digital Skills Task 3			
<u>Website Evaluation</u>			
Student Number	2531694	Student Name	Sandra
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?			
The Yoga Reading website was loaded under counted second after putting the hyperlink in a web browser.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			

The website contains several sub-pages such as classes, bookings, and contact information. A prospective customer can easily navigate these using the main menu at the top of the page. The layout is clear and organised, allowing users to find information quickly without confusion. Links are clearly labelled, making navigation straightforward.

Question 1c - Can a customer make a booking via the webpage?

Yes a customer can make a booking via the webpage. The website provides a clear booking option, allowing users to select classes or services and complete their booking online. This makes the process convenient and efficient for customers without needing to contact the business directly.

Question 1d - What improvements could be made to the usability of the website?

Improvements could include adding a search bar to help users find information faster. The website could also improve loading speed on some pages and make buttons more prominent for easier access. Adding more clear headings and spacing would improve readability. Overall, small design improvements could enhance the user experience further.

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?

The webpage is visually pleasant with a clean calming design that suits a yoga theme. Colours are soft appealing, creating a relaxing feel. On mobile devices, the layout adjusts well and remains easy to use, although some elements may appear slightly more compact compared to a computer screen.

Question 2b - How does the website use imagery, video and colour?

The website uses imagery effectively, with relevant photos that reflect yoga and wellbeing. Images help create a calming and professional appearance. Colours are soft and consistent, enhancing the overall theme. There is limited use of video, but the visuals used support the content and make the website more engaging.

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?

The website does not appear to have a live chat tool available. Customers would need to use contact forms or email to make enquiries. While this still allows communication, a live chat feature could improve response time and provide more immediate support for users.

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

Social media links are present and provide customers with additional ways to engage with the business. They allow users to view updates, reviews, and content outside the website. However, their effectiveness depends on how regularly the accounts are updated and how visible the links are on the webpage.

Section 3 – Perceived Value

(75 words maximum for each answer)

Question 3a - How are the services offered by the company made clear to customers?

The services offered by the company are made clear through organised sections such as classes, bookings, and information pages. Each section provides relevant details, naming it easy for customers to understand what is available. Clear headings and descriptions help guide users, ensuring they can quickly find the services they are looking for.

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?

The service is presented as high quality through the professional website design, calming imagery, and clear information provided. The website creates a trustworthy impression. I would consider using or recommending the service because it appears reliable, easy to use, and well-structured, which builds confidence in the business.

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?

Prices are not always clearly displayed on all pages which may require customers to enquire further. This could be because services may vary or be personalised. However, where prices are shown, they reflect the quality of service provided. Making pricing clear throughout would improve transparency for customers.

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. Yoga booking UK
3. Online yoga sessions

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

When searching these terms on google, the company's website may not always appear in the top results, depending on competition and search engine optimisation. This suggests the business could improve its SEO to increase visibility and attract more potential customers online.

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.

Yes, websites still have strong relevance in modern uk business. They provide central platform for information, bookings, and customer engagement. A website helps build credibility and allows businesses to reach a wider audience beyond social media. It also offers convenience for customers who prefer browsing and booking services online at any time. Overall, website remain an essential tool for business success.

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?

One recommendation would be to make pricing clear across all pages of the website. This would help customers quickly understand the cost of services without needing to make additional enquiries. Clear pricing improves transparency and builds trust, which can encourage more users to book. This improvement would make the website more user-friendly and increase customer confidence.

Reference List

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Yoga reading (2026) yoga reading website. Available at <https://www.yogareading.co.uk>
(Accessed: 12 April 2026)

National health service (NHS) (2023) Benefits of exercise. Available [at://www.nhs.uk/live-well/exercise/](https://www.nhs.uk/live-well/exercise/) (Accessed: 12 April 2026)