

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2505129	Student Name	George Ovidiu Musat
Website Chosen	Yoga reading		
Insert hyperlink to website	https://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 site is loading fast, but that depends also on your network bandwidth or computer/phone. Function the browser, the site loading might vary.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: Subpages are grouped as submenus, each containing other pages with related information on the submenu topic. Navigating the menus is easy, information is grouped logically and intuitively for the customer to find the needed information			
Question 1c - Can a customer make a booking via the webpage?			
Answer: A booking submenu is available on the website. Making an appointment is easy and all features and required information are respecting GDPR rules and regulations.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: As a possible customer I would be interested to find more products in the shop menu, recipes for healthy food, or even available meditation music or relaxing music based on specific frequencies.			
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: We can agree that the desktop version is more likely to be used because of the screen size and loading speed, but also because, a such site it's better to be accessed at home, for a clean and undisturbed interaction			
Question 2b - How does the website use imagery, video and colour?			
Answer: The main page is overpopulated with images that sometimes can produce confusion. Images must be used for strengthening the written information and by			

visualisation to produce the connection between the information and the created emotion through them. The colours are warm and creates a peaceful interaction meant to attract the customers to achieve that goal

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: I couldn't find any chat tool, but it has a contact email and phone number for getting in touch with the business. Not always chat tools are useful, most of the time are frustrating if we talk about autobots chats and also if we refer to human interaction like customer services, sometimes can be a big expense for a business of this kind, All services and information needed can be easily found through the website.

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

Answer: The direct links to social media are a way to present more and to interact through them more than it can be done on a website but also can help communities to be created through this business activity. A client can have access not only to business services, such as training, meditations, courses, but, through social media can become a part of a community which, socially speaking is what humans are built for - interaction.

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: General information is presented for each customer to make a clear decision. Generally, at the beginning of each course a more exhaustive presentation will be done for the customers to acknowledge the benefits of the course and all related information that might be interested on

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

Answer: reviews can be found through their official blog related to the business activities, but also can be found on social media links. Most reviews are up to date but old reviews can be found also, as a statement of business longevity and service quality.

Question 3c – How is the service presented as high quality? For what reasons would you use the company's service or recommend it to a friend or family member?

Answer: The whole website is created around the "peace and calmness" idea. This is the most wanted "price" for all that are running every day in search of "success and fame". Pictures, together with a chill ambiental style plus the information offered in a friendly and professional manner makes the site a good marketing tool for promoting the business

Question 3d - Are prices made clear to customers? If yes, do the prices reflect the quality of service shown? If not, why do you think the company has chosen not to include prices?

Answer: Prices are clear and also you can find extra information of what is offered and what the price tag includes. Clarity makes a good marketing strategy and because the site is all about calmness and stress relief this hits like a plus in promoting the business

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, but only if you search for Reading, being a local business	
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: For the last twenty years the technology has evolved at a fast pace, helping businesses from around the world to connect to each other bringing the exchange of values and ideas further into the future. For the UK ,after Brexit, the Internet became the unseen link to the rest of the world with no consistent investment in publicity only by exposing the businesses to the interested partners from abroad and due to the fact that no more EU rules applied to British companies every year the visibility and interest has increased according with the government statistics. There are no frontiers over Internet, no custom taxes, no authorities which may impose restrictions, therefore, websites today represent the most relevant tools for business that tend to grow and evolve not particularly inside the borders of the country but also abroad, offering a high business visibility and more potential benefits long term.	
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: Main recommendation will be to simplify by making the website more compact mainly because most of the potential clients will access it from the smartphone not from laptops or other devices that can offer a large screen view. Accessing it from a smartphone is confusing with all the visual arrangement and the abundance of information that is not necessary or the quantity might be too much meaning that a potential customer who is searching for this specific service from the smartphone will move to a more simpler and less information abundant website for finding the needed service or item. "For buyers, direct and digital marketing are convenient, easy and private. (...) For sellers, direct marketing provides low-cost, efficient, speedy alternative for reaching their markets" (Kotrell et all, 2024)	

Reference List

Kotler, Philip, and Gary Armstrong. *Principles of Marketing, EBook, Global Edition : Principles of Marketing*, Pearson Education, Limited, 2017. ProQuest Ebook Central, <http://ebookcentral.proquest.com/lib/trinity/detail.action?docID=5186081>
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