

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2507208	Student Name	Victoria Nicoleta Niculae Mihai
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: The web site loads verry quickly and easy and has no difficulty in charging. But it depends in the Wi-Fi signal .			
Question0 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: The website has 6 sub-pages, which they are: the first one is Timetable, the second one Events, the third one Courses and that one contains 5 sub-pages in it, the fourth About which contains 7 more subpages, the fifth Osteopathy, the sixth Shop, and for lastly Book Now. Any costumer can navigate the site very easily, there is no difficulty, the information is clear and helpful.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: A costumer can make a booking from the website; they have many options like having they yoga lessons in the studio or if they want via online in their own houses. To join a class online you have to book your place from the website, trough Punch Pass you can receive instructions to join, and you will receive an email via Zoom			
Question 1d - What improvements could be made to the usability of the website?			
Answer: I think the web site does not need any improvement, the site has all the information that you need to know about the course's, the payments about the trainers and everything that you want and need to know.			
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: I personal think that in the computer is easier to search about the information that you want to know about the website, because in the phone I don't really think it looks professional, and it's more easy to use the computer and the website looks more professional.			

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

Answer: The web site is using clear images that shows what they are doing in the yoga studio and the kind of exercise that they are doing, the web site even show pictures of the trainers, to the costumers can know who is the trainer and behind the pictures is a small text where tells what the trainers do , they use cold colours even if they use red, purple, or yellow the colours are not eye-catching, and they are pleasing to the eyes, and this conveys to costumers the tranquillity and pace that yoga brings.

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 web site does not provide an online chat, but they have a subpage where they answer the most frequently questions made by the curious people, or by the beginners. They answer many questions, like if they should it before starting the class, if they have car parking, how much the classes are during, if the curse can be paid in cash, if they have changing rooms in and more questions. And they also have their WhatsApp linked and the costumers can ask them whatever they want to know about the course.

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

Answer: The social is very efficient it helps the costumers know what is happening daily, or weekly in the yoga studio what are they doing ,when the lessons star and when they finish, the new things that they are experimenting during the course ,they post part of the training and what happy are the people doing yoga .

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:

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

Answer: To can see the reviews you have to search Reading Yoga testimonials, and it will open a page whit some reviews, you must scroll down to see them, and the reviews are separated in functions, in the first one are reviews about the workplace, the second one is Yin & Workshop, the third are reviews about one of the yoga trainers Sophie, the forth are about another of the trainers Katia and the las is about Yoga Reading. I don't know if the reviews are update because it does not show any data of when the reviews are posted.

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:

In the web site is not any subpage where the costumers can rate the yoga course or the web site to, they can rate it, but they have a review page where all the costumers can write their own opinion about the quality of the service that they receive.
I will recommend to my family and friends because thanks that what I see on the reviews and I l'm very satisfied . So they can experience the experience of practicing yoga,

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: They have twelve prices for twelve different options, the costumers have very clear the prices each options explain the time for how much you are expending your money, for how much days, there tell you how much is per day, month or hour per day. The quality of the prices, and services are pretty good, it shows an excellent service from the yoga trainers, and I thin that for the services tat they are giving is not expensive is actually cheap and accessible for everyone.	
Section 4 – Searchability	
Question 4a - What three words would you type into Google to find this type of service?	1. Yoga 2. Classes 3. Reading
Question 4b +- When you type these words into google, does the company's website appear in the top ten websites?	
Answer: When I search those words separately it does not show me anything related to the site I chose or the tree wors I write in the before question, I search many times different options bunt on the website I chose nothing related to the site appeared, or even on it searching for those words separately didn't show me anything. But when I search the tree word in one sentence the company's website appears forth in the top ten websites the most sponsored yoga studios in the United Kingdom.	
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: A yoga website is still relevant in the modern UK business, because health and fitness are still what the majority of the people is looking for, starting from teenagers and adults, a strong online company and presence help to charm more consumers, build brand awareness offer flexible digital services. This allow to yoga websites stay competitive and still be in the market.	
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:	

Reference List

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