

LCLM4002_LONDON Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2533621	Student Name	AXEL BOFENDA
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 website loads easily with a short wait time. Navigating the website is also simple as there's no slow traffic times or lag, users can use the website quickly and efficiently without concern of the webpage not responding.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: There are a series of subpages with section headers giving brief context, to which customers can easily navigate and click on the relevant page needed.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: Yes, there are forms in the included links to contact staff and enquire about bookings or can be made from the subsections included in the webpage. Customers can search their specific needs and click the booking link where they can see the prices and input their booking details.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: Features could be put in place to ensure user satisfaction to those with disabilities using the website.			
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: There is no difference in style depending on device, however the webpage is structured in an orderly fashion with the main features and information clear to read and easy to access.			
Question 2b - How does the website use imagery, video and colour?			
Answer: Images are used to promote various products being sold on the website as well as to demonstrate what the branding is. There are also images of people in various yoga poses and gear, showcasing clearly the purpose of the webpage.			

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: There is no live chat or chatbot used on this webpage however it features a FAQs section and “contact us” form which is easy to submit enquiries from.	
Question 2d – How effective are the social media links on the website?	
Answer: Very effective. The links take you straight to the social media pages which feature all the information needed. The branding and purpose of the page is clear here.	
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: Through subpages and social media, there are sections that explain each service they offer and who it could benefit, the FAQs also aid in this.	
Question 3b - How are customer reviews made available? Are these up to date?	
Answer: There’s a small link at the bottom of the webpage, the reviews could be placed in an easier place to access and read.	
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: The composition of the webpage and the information given as well as the professionalism shown showcases high quality. They specialise a lot in health and lifestyle, I would recommend their services as they have a range of things for many individuals and reasonable pricing.	
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: The prices are clear and clearly reflect each service provided, smaller services or packages with shorter session times cost less with larger packages or memberships costing more but still being in reasonable and reflecting what’s included in those services.	
Section 4 – Searchability	
Question 4a - What three words would you type into Google to find this type of service?	1. Yoga
	2. Fitness
	3. Asana
Question 4b - When you type these words into google, does the company’s website appear in the top ten websites?	
Answer: No, instead companies that have much more exposure, are closer to the user’s location or are in more populated areas, appear in the top searches. Users would have to search either the company name or the full link of the website to find and use it.	

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, it's important for potential clients to have a point of reference and understand your business's branding and purpose; having a webpage can help with exposure.
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: My suggestion would be to make the reviews easier to see instead of a small link at the bottom of the page, also making it more accessible for disabled people would be more useful.

Reference List

Google: yoga - Search 2026 (Katia Major) Yoga reading: Yoga Reading Healthy Movement for Life ♀ Reading UK (@yogareadinguk) • Instagram photos and videos 2020 (Katia Major) Yoga reading: Yoga Reading Reading Facebook 2020
