

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2530648	Student Name	Makram
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 quickly and efficiently. Most pages open within a few seconds without delays or errors. This makes it easy for users to access information without frustration. Fast loading speed is important because it keeps users engaged and encourages them to stay on the site rather than leave.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: The website contains several sub-pages such as classes, timetable, about, and contact. These pages are clearly organised. Users can navigate easily using the menu at the top of the homepage. This menu is simple and helps customers quickly find the information they need without confusion.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: Yes, customers can make a booking through the website. There is a dedicated booking section where users can select a class and reserve a place. This feature is useful because it allows customers to book quickly and conveniently without needing to call or email.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: The website could improve usability by adding clearer call-to-action buttons such as "Book Now." A simpler layout with better spacing could also help users navigate more easily. In addition, placing a booking option directly on the homepage would make the process faster and more convenient.			
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 website has a clean and calming design which reflects the relaxing nature of yoga. The colours are soft and pleasant. On mobile devices, the website still works well, but some elements appear slightly smaller or less clear compared to a computer screen.

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

Answer: The website uses calming images related to yoga, which helps create a relaxing feeling for users. The colours are natural and soft, supporting the theme of wellbeing. However, there are no videos, and adding short videos of classes could improve engagement and give users a better understanding of the service.

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 website does not include a live chat tool. Customers must use email or a contact form to ask questions. While this still works, a live chat feature would improve communication by allowing users to get quick answers in real time.

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

Answer: Social media links are available on the website, which allows users to connect with the business on other platforms. However, these links are not very visible. Making them more prominent could help increase engagement and allow customers to explore more content.

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: The services offered are clearly explained through different pages such as class descriptions and timetables. This helps customers understand what is available and choose the right class. Clear information improves user confidence and makes the website more professional.

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

Answer: Customer reviews are not very visible on the website, and there appear to be few or no recent reviews. This may reduce trust for new customers. Adding updated reviews or testimonials would help build credibility and show positive experiences from other users.

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 service is presented as high quality through its professional design and clear information. The calm appearance also reflects a relaxing environment. I would recommend this service, especially for beginners, because it looks welcoming and easy to understand.

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: Prices are not clearly displayed on the website, which may make customers unsure before booking. Clear pricing would help users make faster decisions and improve transparency. Customers often prefer to see prices upfront before committing to a service.

Section 4 – Searchability

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

1. Yoga Reading
2. Yoga classes Reading
3. Yoga studio Reading

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

Answer: When these keywords are searched on Google, the company's website appears within the top results. This shows that the website has good search engine visibility and is easy for potential customers to find 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.

Answer:
Yes, websites are still very important in modern UK business. They provide essential information about services, help build trust, and allow customers to make bookings (easily). A professional website also improves a company's image and makes it more competitive. Even with social media, customers often visit websites first to learn more about a business.

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: One key recommendation is to clearly display prices on the website. This would help customers understand the cost of services immediately and make quicker decisions. Transparent pricing builds trust and reduces uncertainty. Without clear prices, some users may leave the website and look for other options.

Reference List

Yoga Reading (n.d.) Available at: <https://www.yogareading.co.uk>