

LCLM4002_BIRM Digital Skills Task 3			
<u>Website Evaluation</u>			
Student Number	2512352	Student Name	Dmytro Kuzmich
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 website loads quickly and provides a good experience for users. Pages open quick, making it easy to navigate between sections, prices, and schedules. Fast loading is important it creates a positive first effect. Overall, the speed of this website helps support a good level of usability.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: The website includes couple of sub-pages as Classes, Pricing, On-Demand, Contact and Timetable. Navigation is simple because everything is organised in a clear top menu. Customers can easily move between pages, like “Book Now” and “Buy Now”. This helps users quickly find the information they need without confusion, making the browsing easy.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: Yes, customers can make a booking directly on the website. The booking buttons users going to online system where they can choose class. This makes the process quick. Having a online booking system also helps the company manage attendance more easily and supports a more professional customer experience.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: A useful improvement would be to simplify some menu sections. Some pages contain similar information, which can be confusing for new visitors. Improving visual style and adding additional visual tools will also help users find the information they need more quickly.			
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 calm and clean design, which creates a good experience for visitors. Colours are neutral and the style is simple, helping users focus on the information			

without distraction. On a mobile phone, the website more compact but easy to read and navigate. The menu well to a smaller screen, so customers can still access all sections.

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

Answer: The website uses a minimal pictures and text in soft colours. This creates a simple and relaxed feeling, but it may be less interesting for visitors. The On-Demand page references video classes, but visuals are limited on the main pages. Adding more real classes pictures can create a good connection with new visitors.

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: Website doesn't have a live chat. Clients with urgent questions need send email or fill out a contact form. This is one of the barriers between the client and the studio. A live chat would make it easier for clients to ask simple questions and would likely increase interest and support.

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

Answer: Social media links are not clearly highlighted, which makes it difficult for customers to connect with the business. Good social media could help build trust and show the community around the studio. Making these links more visible would help marketing and help customers with the new events.

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 website presents services clearly on a good organised sections. Customers can easily find details about class types, pricing, schedules and on-demand options. This structure helps visitors understand what is offered and help with decision.

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

Answer: Customer reviews are not showing on the website. This makes it harder for visitors to judge the quality of the service. Adding reviews section give new customers more confidence and build studio credibility.

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 look like a high quality due to its organised structure, clear class information and professional booking system. Everything is easy to understand. I would recommend it because we can trust the website.

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 advised in the "Our Offer" section. Each option is explained in simple terms, which helps customers choose correct package. Structure the website support the view that the prices match the quality of the service provided.

Section 4 – Searchability

Question 4a - What three words would you type into Google to find this type of service?	1. Reading
	2. Yoga
	3. Studio / near to me
Question 4b - When you type these words into google, does the company's website appear in the top ten websites?	
Answer: When searching "Yoga Reading" the website showing on the top results. This shows that the business is easy to find when customers know the name. For another searches, the showing may different, but the website still showing well for relevant local.	
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: Websites still important for UK businesses because they provide trusted information and help customers understand a company services. Many people still search online before making decisions, so a professional website supports trust. Social media is useful, but it cannot replace detail a website offers. A nice designed website also can improves ranking on Google, helping businesses find new customers. Websites continue to play a main role in business communication.	
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: A important improvement can be adding a visual customer review, which may make new visitors unsure about booking. Reviews help people feel confident. Showing positive and latest feedback would make trust and make the business more open and customer friendly. This simple addition could increase bookings.	

Reference List

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