

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2526510	Student Name	Olusola Ayinde Ogunleye
Website Chosen			
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?			
<i>Answer: This website takes, up to 5 seconds for it to load. I would say it's slow, it takes longer than usual to load.</i> According to PageSpeed Insight, it states that the website loads in 3.2, which is not too much of a difference considering factors like internet speed and device CPU.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
<i>Answer: Yes, it contains many sub-pages, it is easy to navigate through these pages, one by one, always having the main menu visible.</i>			
Question 1c - Can a customer make a booking via the webpage?			
<i>Answer: Yes, and it requires a customer account. It offers 'Book Now' buttons that connect to an online system. Customers are required to book ahead of time, as the studio runs on a booking-only basis and does not take payment on-site.</i>			
Question 1d - What improvements could be made to the usability of the website?			
<i>Answer: reduce the loading time as entering the website and while navigating between sub-pages, there is too much information in the menu, it could be reduced and lastly removing "account sign in" making it easy new customers to join or book.</i>			
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?			
<i>Answer: The website looks simple and easy and first look. Which is good for a yoga page, but it is quite basic and has too much writing, so it not very eye-catching.</i> <i>On the computer, everything is well arranged and easy to follow. On the phone, the page information is long and requires plenty scrolling.</i> <i>Overall, it is a pleasant and works fine but it is not very refined.</i>			
Question 2b - How does the website use imagery, video and colour?			

Answer: *The website uses imagery, video and colour in a very simple way there are some images of the studio and classes, but there are not many. (Which create the problem with too many information and long scrolling while navigating on the phone). The colour scheme is soft, minimalist and neutral, but it would need a strong contrast or visual impact.*

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:
A report from Tidio, states that, a high-quality website chat tool serves as bridge between immediate customers needs and business efficiency. However, this website hasn't any online chat tool available.

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

Answer: *The social media links on the website are very useful, effective and direct. The links are still up to date.*

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:
Services are show through clear sections like classes, prices and on demand options, wit simple headings and descriptions. Booking buttons help users act quickly.

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

Answer: *Customers reviews on this website has not been made available.*

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 because of their values, such "Always Learning", "Progressiveness" and "Empowering" all that focusing on their students and clients, also, they are based local services.*

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: *Yes, the prices are shown. Prices are important because they allow consumers to make informed decisions, prevent misleading practices, build trust between business and customers and ensure fair competition in the market. (Competition and Markets Authority, 2025).*

Section 4 – Searchability

Question 4a - What three words would you type into Google to find this type of service?	1.Yoga
	2.traditional ashtanga
	3. yoga classes

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

Answer:
Google prioritises unique insights over AI-generated or rehashed content (HubSpot, 2024). So yes, this website does meet some of the criteria to enter the top ten websites searched on google.

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, they do, because having this website, creates the credibility they deserve, because it's all centred in one place. Putting their availability helps customers to purchase and complete bookings online. And makes it easier if a new customer wants to join or not.

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 recommendation I would make is to reduce the amount of text and include more visual content such as images and icons. The website has a large section of text, which may overwhelm users and make key information harder to find. Using more visuals would improve engagement, make navigation easier and help users quickly understand important details.

Reference List

Google, PageSpeed Insight Website

Tidio (2024) AI-Agents vs Chatbots: 2024 Report.

Hubspot 2024 How to rank on the first page of Google. [Online] Available at: Hubspot.com [Accessed: 20 April 2026]

Competition and Markets Authority (2025) Why clear and accurate pricing matters and how businesses can get it right. Available at:
<https://competitionandmarkets.blog.gov.uk/2025/03/25/why-clear-and-accurate-pricing-matters-and-how-businesses-can-get-it-right/> (Accessed: 25 April 2026)