

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2518266	Student Name	Dalia Samoskiene
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's loading speed is good and without any issues. As soon as I click the link, I have been taken straight to the main page with no delays. Everything appears instantly and I don't have to wait for any images or sections to load. It feels smooth, which makes a good first impression.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: Yes, the website has several sub-pages. On the main page you can see "Our Classes" and "Office Yoga", which are easy to access and clearly presented. The top menu also includes other sections such as Timetable, Events, Courses, About, Osteopathy, Shop and Book Now. This makes straightforward, as customers can quickly move between different areas and find the information they need.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: Yes, a customer can book in two ways. The first is through the "Book Now" button on the top right, which is easy to spot because it is the only section highlighted in black. The second option is by scrolling down the main page, where each class and membership option is listed with the price and a "Buy Now" button.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: The website already looks great and is easy to use, so there are no major improvements needed. The only suggestion would be to refresh the images from time to time. This can make the site feel new for returning customers and keep the website looking fresh and appealing.			
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 looks very positive, with images of happy and healthy people. When you scroll down the main page you can see something for everyone - pregnancy yoga, group classes with international teachers and online sessions.

The mobile and computer versions have the same layout, but the mobile view is adapted to a smaller screen. On mobile, the menu is moved to the top right and needs to be opened to see all sections, while the "Book Now" button appears in the top centre.

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

Answer: The main page shows happy people ready for a yoga session, which gives a positive first impression. The colours are soft and pleasant to look at, so it doesn't irritate the eyes. I couldn't find any videos on the website, but I am certain once you create an account you get access to them.

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 online chat tool, but you can still contact them by the email or phone. This is still a good and simple way for customers to ask questions about their service.

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

Answer: They have Facebook and Instagram, and when you click on the icons it takes you straight to their page. It is very handy as you don't need to search for them yourself.

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: Everything is clear and easy to follow. The courses, teachers, pricing, FAQs and blog are well organised with images and written descriptions, so customers can quickly understand what they offer.

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

Answer: Reviews are at the bottom of the main page under "Testimonials". You can read people's feedback, but there are no dates, so you cannot tell how new or old the reviews are.

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 website shows healthy, happy people and mentions that they invite great teachers and educators from around the world. This caught my attention. The "About us" section and testimonials also make the place feel trustworthy. Therefore, I would recommend it to friends or family members.

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, prices are clearly listed. They offer online and in-person classes, intro passes, drop-ins and memberships. The Intro Pass is good value at five pounds per class. Overall, the prices seem reasonable for what they offer.

Section 4 – Searchability

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

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

Answer: Yes, it comes up as the third result, and if you scroll down, you can access it directly from the suggested links.

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: Overall, the website gives a positive first immersion with calm colours and friendly images that fit well with a yoga setting. The layout is easy to follow and most importantly is straightforward to find, especially on a computer. On a mobile phone some sections appear more compact, but it still works well. The website also shows up high on Google, which is good for visibility. In general, it feels welcoming and user-friendly.

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: I would suggest adding more videos, because it would help people see what the classes look like and feel more confident to join. Also, changing main images from time to time would make the website look fresher. It is good for returning customers, so they don't see the same thing all the time, and it also gives a better impression for new people visiting the site.

Reference List

<https://yogareading.co.uk/> <https://yogareading.co.uk/courses/>
<https://yogareading.co.uk/timetable/>
<https://yogareading.co.uk/yoga-reading-shop/>
<https://yogareading.co.uk/yoga-reading-teachers/>
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