

LCLM4002_BIRM Digital Skills Task 3			
<u>Website Evaluation</u>			
Student Number	2509519	Student Name	Vira Olaniyi
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: On a regular broadband link, the Yoga Reading website loads fast. You can view the home page in a matter of seconds. However, some larger images and embedded content may cause a short delay. The website is generally useful, and most of the pages load quickly.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: Yes, the site has a few subpages (such as Timetable, Offers, Courses, Pricing, and Contact). A clean top menu bar with dropdowns serves as the primary mode of navigation, with a "Book Now" button and footer links provided as well. This framework allows clients to quickly switch between services, timetables, and booking alternatives.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: Yes, according to the website's "Our Offer" page, bookings are made online using PunchPass. The "Book a Class" and "Book Now" links connect customers to the booking system, where they may reserve and pay for lessons directly.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: Image optimisation/compression might increase usability by making them load quicker. Adding a visible "home" button and breadcrumb navigation on deeper pages would improve orientation. Additionally, displaying a brief FAQ or "Help" pop-up when booking might help new users use the PunchPass system more simply.			

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 Yoga Reading website looks clean and pleasant, with a soft, peaceful colour palette, clear headlines, and a straightforward structure. On a computer, everything is well-organised and simple to read. On a phone, the site works well: the navigation compresses into a "hamburger" layout, and the content reflows to fit small displays. However, certain photos might take some time to load on mobile devices, thus slowing down the experience.
Question 2b - How does the website use imagery, video and colour?
Answer: The website makes use of high-quality photographs of yoga courses and studio settings, which contribute to a serene, professional, and welcoming environment. The colours used are soft and calm (whites, light greys, and pastel tones), reflecting the relaxing nature of yoga. The photographs provide an excellent feeling of the studio setting. I didn't see any video on the main site, but the regular use of pictures and light hues helps to make the site visually appealing and calming.
Question 2c – Has the website made use of an online chat tool on the website? How effective is this in enquiring about the product or service?
Answer: No, I couldn't discover any online chat tools or live chat features on the Yoga Reading website. The sole contact options are a contact form, an email address, and a phone number. Because there is no chat, potential clients are unable to ask rapid queries; they must wait for a response by email or phone. This limits the immediacy and convenience of the live chat service.
Question 2d – How effective are the social media links on the website?
Answer: The website has active connections to Facebook and Instagram, which take readers to the studio's social media pages. This is handy for discovering updates, photographs, and consumer feedback. However, the links may be more visible (bigger icons or better placement) and open in a new tab to keep people on the site. Regular, up-to-date social media updates will boost efficacy and engagement.
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 primary navigation on the website displays its offerings, including sections like "Classes," "Timetable," "Workshops," and "Teachers." Each section describes the type of yoga provided, class details, and who teaches it. This allows clients to rapidly comprehend the studio's offerings and select the solution that best meets their needs.

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

Answer:

Customer reviews are shown on the site in a testimonial area. These evaluations emphasise the pleasant experiences provided by students. However, most evaluations do not include precise dates, making it unclear how recent they are. Even without dates, they help to develop confidence and provide prospective consumers with an indication of the level of instruction.

Question 3c – How is the service presented as high quality? For what reasons would you use the company's service or recommend it to a friend or family member?

Answer:

Professional instructor biographies, clear class descriptions, and a clean, well-designed website all contribute to the studio's reputation for excellence. The studio images convey a sense of tranquillity and trust. I would suggest their service since they provide a variety of lessons, knowledgeable instructors, and a pleasant environment for both beginner and expert students.

Question 3d - Are prices made clear to customers? If yes, do the prices reflect the quality of service shown? If not, why do you think the company has chosen not to include prices?

Answer:

Yes, prices are clearly listed in the "Prices" section. The website gives complete information regarding class passes, memberships, and courses. The costs reflect the studio's high-quality setting, competent professors, and wide range of programs. Transparent pricing allows clients to feel secure and informed before booking.

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
3. Yoga studio

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

Answer:

Yes, whether you type "Yoga Reading" or "Yoga classes Reading," the website comes up in the first 10 Google search results. It is simple to discover because the business name includes the term "Reading," which corresponds to the local search. This allows consumers to immediately locate the studio and learn more about the programs available.

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 essential for modern UK businesses. A website offers clients with critical information like as services, prices, operating hours, and contact information. Many individuals prefer to examine a website before making a reservation or visiting a business. Websites also help businesses appear in Google searches, which is essential for gaining new clients. Even with social media, a website demonstrates professionalism and develops confidence. It also allows users to book services online at any time, making it more convenient. Because of these factors, websites continue to play an essential role.

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 major tip would be to completely restructure the site by adding additional images, such as short movies or interactive components. At the moment, certain areas feel text-heavy, which may cause readers to lose interest. More visual information would improve the site's engagement and assist new users in rapidly comprehending the studio vibe. Videos might illustrate the location, the professors, or what a class looks like. This upgrade could improve the user experience and attract more customers.

Reference List

Yoga Reading. (2025). Yoga Reading – Yoga classes in Reading.
Available at: <https://yogareading.co.uk/>
(Accessed: 3/12/2025).