

LCLM4002_BIRM Digital Skills Task 3			
<u>Website Evaluation</u>			
Student Number	Ivanna	Student Name	
Website Chosen	Yoga Services.		
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 demonstrates a fast and efficient loading speed, which is efficiently for customer satisfaction. The homepage content, including also the images and heading like “New to Yoga” and action buttons like “Book Now”. Appears immediately without delays. Suggesting that the webpage is well-optimised. Which is important because modern users expect instant access to the information. A slow website can lead to high bounce rates, meaning users leave before engaging with the page content. Faster loading improve accessibility, especially for mobile users who may have slower internet connections. Therefore, the webpage loading speed positively contributes to user experience and increases the likelihood of customer engagement and retention.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: The website includes multiple sub- pages and provides a relatively simple navigation system for users. Features such as the mine icon in the top edge, alongside with multiple buttons like “Start here” “ Book now”. And account-related options. Indicate a well structured navigation. Those are elements that allow the users to move easily between different parts, like class information, booking system, and personal details or account. Clear navigation however is important because it reduces confusion and ensures that users can find what they need easily. But relying heavily on a small menu icon may also limit the visibility for less experienced users. Overall, while navigation is fictional, minor improvements could further enhancing access and usability.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: The webpage allow the customers to make bookings directly online on the page. The presence of a prominent “Book Now” button and references to booking system demonstrate that reservations can be completed through the site. This features are highly valuable for the convenience that it provides, allowing users to schedule time classes at any point without needing to call or visit in personally. It also reflects modern business practices where online booking is expected. The clear placement of booking results encourages customers to take immediate action, enhancing customer convenience and supporting business efficiency.			
Question 1d - What improvements could be made to the usability of the website?			

Answer:
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: Although the website is generally user-friendly, several improvements could enhance its usability. For example, there is not search bar. These factor may slow down users who want to have quicker access to specific details. Particularly first-time visitors unfamiliar with the layout. Transparency in pricing is especially important, as customers often compare before making decisions. Additionally, a visible search function would helpfully locate information accessibility enhancements the overall navigation experience.
Question 2b - How does the website use imagery, video and colour?
Answer: The webpage effectively uses images and colour to support its purpose and branding. High-quality images of yoga classes are displayed, alongside a calm colour palette such as white, grey or green, these visual elements are significant because they create a relaxing and welcoming atmosphere, which aligns with nature of yoga services. They images helps to potential customers visualise the experience, while colours scheme reinforces a sense of calmness and professionalism. Although no video content is visible, adding it could further enhance engagement.
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 appear to include chat feature, which may limit customer interaction. There is no visible chat icon or messaging system on the page that allows real-time communication with the business. This absence may reduce the website effectiveness, as many users expect instant support when they have questions about services or bookings. An online chat tool can improve customer satisfaction by provided immediate responses and reducing uncertainty. It is particularly useful for new customers who may need guidance before making a booking. Therefore, implementing a live chat feature would enhance communication and improve the overall user experience.
Question 2d – How effective are the social media links on the website?
Answer: Social media integration is not quite highly visible, which reduce a little the opportunities for engagement. Social media is an important tool for modern business, as it allows companies to share updates, interact directly with with customers, and build community. Without a clearly visible links for users, they may find it more difficult to connect with the business outside the webpage. This can limit very much the marketing reach and customer loyalty. Consequently, adding clear and accessible social media links or icons would strengthen the company's online presence 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 website clearly communicates the services offered to potential customers. Sections such as “Classes” and descriptions like “Traditional Ashtanga” provide detailed information about the types of yoga available. This clarity is important because it helps users quickly understand whether the services meet their needs, particularly for beginners who may be unfamiliar with different styles. Clear headings and structured content improve comprehension and reduce confusion. Therefore the webpage also presents its services in a way that supports user decision-making.

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

Answer:

The website does not prominently display customer reviews, which may impact trust. There are no visible testimonials, ratings, or feedback sections to provide social proof and influence purchasing decisions. Without reviews, potential customers may feel uncertain about the quality of the service. Regularly updated feedback can also demonstrate reliability and customer satisfaction. Moreover, including visible and up-to-date reviews would significantly enhance credibility and user confidence.

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 presents the company services as high quality and professional. This is supported by its clean design, structure layout, and the presence of accreditation badges such as Yoga Alliance certification. These elements contribute to a perception of trustworthiness and expertise, which are important factors when choosing a service provider. The professional appearance suggests that the business is reliable and well-established. Customers are more likely to engage with a company that demonstrates credibility and attention to detail. As a result, the website successfully communicates a strong image of quality and professionalism.

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:

Pricing information is displayed in the website design, which helps customers to decide between ranges and offers. Memberships allow approach encouraging customers to engage with the site and the company itself, as clear pricing helps customers to compare options and make informed decisions quickly. Therefore providing visible table of pricing information does improve transparency and enhance user satisfaction.

Section 4 – Searchability

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

1.Yoga Classes

2.Beginners Yoga

3. Ashtanga yoga lessons.

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

Answer:

The website has the potential to appear in search engine results easily, depending on its optimisation. The use of relevant keywords and a professional design suggest some level of search engine optimisation. However taking within the top ten result depends on additional factors such as content updates, and customer services. Strong Search Engine Optimisation strategies are necessary to increase visibility and attract more users. While the web site has potential, further optimisation may be required to achieve high search rankings.

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 remain highly relevant in modern UK business environment. Business use websites to provide information, manage bookings, and communicate with customers. A well-designed website enhances credibility and allows customers to access services at any time. While social media is also important, a website acts as the central platform for business operations. Also websites continue to play a crucial role in supporting business and customer engagement.

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 key recommendation to improve the website is to include customer reviews and testimonials. Also including reviews provide with real experiences from previous customers and influencers, for influencing new users' decisions. Including this feature in the web design would build more trust, improving credibility, and potentially increasing conversations with customers, do it better and more likely for customers to choose the service that has a positive and visible feedback. Therefore adding customers reviews would significantly enhance the effectiveness of the webpage.

Reference List

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