

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2532692	Student Name	Olga Kutuzova
Website Chosen	Yougareading		
Insert hyperlink to website	https://www.yougareading.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 Yougareading website (https://www.yougareading.co.uk) loading fast and smoothly, it takes 3 seconds. But can be improved by 2 seconds. Research about website opening often suggesting that “2-second rule” can keep users active and maintain flow. Krejcar, O. (2016) Loading Speed of Modern Websites and Reliability of Online Speed Test Services			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: Yougareading website contain many sub pages, which can bring customer into lots of different categories. The elements conclude main page, timetable, events, courses, about, clinic, booking page. “Subpages are critical to a website’s success because they often contain the most important, detailed information about products, services, or company information, rather than just the high-level overview of a homepage. While the homepage acts as the main entry point, subpages provide specific, tailored content that drives engagement, user education, and search engine optimization (SEO)” (Evolve marketing research https://www.evolve marketingteam.com/blog/web-design/subpages-need-love-too/#:~:text=Typically%2C%20subpages%20contain%20some%20of,what%20he%20or%20she%20needs.)			
Question 1c - Can a customer make a booking via the webpage?			
Answer: Yougareading website contains very structural booking system, with lots of availability’s to choose from, rebook, promotional offers. This option attracting customers, making the whole process of engaging with business easier. “The implementation of booking systems on websites has become a critical tool in modern academic research, facilitating enhanced participant recruitment, data collection, and administrative efficiency. These automated platforms, often utilized in clinical trials and behavioural studies, provide 24/7 availability for participants to schedule appointments, directly addressing the limitations of traditional manual, phone-based, or email-based system. (Front Digit Health. 2025 May)			
Question 1d - What improvements could be made to the usability of the website?			

Usability can be improved by including search functions and options. Also this could be added a button to write a msg, and alive chat with customer advisor.

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 represents in quite calm colours and with lots of spaces, minimalistic layout and neutral colour pallets creates relaxing impression and pleasant visual.

“Website colour research indicates that colour directly influences user emotion, trust, and navigation behaviour, with up to 90% of product judgments based on colour alone. Key findings show that blue is preferred for fostering trust and professionalism, while red creates urgency for calls to action. Effective design utilizes colour psychology to enhance branding, readability, and engagement” (Colours in human behaviour, sceincedirect.com)

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

Answer: The website using high quality professional images with people, students, teachers and this represents emotional atmosphere in the yoga centre. Natural colours represent brand itself, its identity. Video content is limited and part of website can be improved.

Research shows that video content significantly improves engagement on websites. Sanjai Kumar (2024) made a conclusion after certain research that video “significantly increases audience engagement through likes, shares, and comments” (Kumar, 2024). This create understanding that websites with incorporating video are much more effective at encouraging user to get more interest in products, than those relying solely on text.

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: Yogareading website doesn’t provide live chat option. But they have contact form, emails, contact phone numbers of customer service. Implementing live chat tool would create immediacy in communication with customer. Research shows that live chat enhances website effectiveness by improving customer experience and satisfaction. For instance, a study in *Computers in Human Behavior* explains that live chat systems allow users to interact directly with service representatives and highlights that “online live chat systems allow customers to seek service-related information... with a human service representative” (McLean & Osei-Frimpong, 2017

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

Answer: Social media its part of any project development these days. This website introducing lots of real life time activities, and creating posts about everyday work of yoga studio. Research confirms that social media sources known as key channels for communication and content dissemination, with one study noting that “social media platforms are indispensable for today’s communication” (PLOS One, 2022)

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: Yogareading studio clearly created detailed information about class types, pricing, with structured information included.

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

Answer: Website not providing reviews with any links, and this form of response available on social media platforms. Reviews not always proof of quality of services. But owners of the business created complimentary first session. So customers have opportunity to get own experience and make own decision. “Customer evaluations (such as reviews or survey responses) can vary and may not consistently represent actual service performance. More broadly, research highlights the inherent difficulty of measuring service quality, noting that “quality is not easily identifiable and measurable” (Jain and Gupta, 2004)

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 level, through professional design of all pages, esthetical visual combination, also noticeable that structure website itself very organised. The variety of classes impressive, the form of communication very comfortable.

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 are clearly presented. Customer can find few optional memberships and availability to book individual sessions too.

Section 4 – Searchability

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

1. Yoga
2. reading
3. classes

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

Answer: yes, the website appear first on the list.

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: These days website not optional anymore for businesses not only in UK but in international development. This is a way to provide full information about services and the same time to sell online. “83.5% [of UK business owners] said that their website plays a big part in their business.”
(Forbes Advisor, 2025)

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: The only thing I would improve is adding live chat, this option would increase sales. Urge to buy impulsively while purchasing interaction with sellers utilizing instantaneous messaging services.”
(Feng et al., 2023)

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