

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2506871	Student Name	Hasan khan
Website Chosen	www.yahoo.com		
Insert hyperlink to website	https://uk.yahoo.com		
<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: Despite the homepage's abundance of images, news cards, and diverse content, Yahoo UK typically loads fairly quickly on modern connections. This may result in a slightly heavier initial load, particularly on slower devices. But once it loads, it's easy to move between sections like News, Finance, or Mail. Both desktop and mobile devices maintain a respectable level of performance and usability thanks to the responsive design.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: Indeed, there are many subsections on uk.yahoo.com, such as UK News, Finance, Entertainment, Sports, and more. The main categories are clearly listed in the top menu bar, and the homepage's article cards provide links to more in-depth content. Additionally, helpful links like Help and Settings are included in the footer. Users can easily navigate between various content types thanks to this structure.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: No, Yahoo UK is not meant for reservations or online shopping. It serves mainly as a portal for content, including news, email, finance, lifestyle, and more. Instead of making travel or reservation plans, users go to uk.yahoo.com to read news, check their Yahoo Mail, or follow financial markets. The website lacks transactional checkout methods and built-in booking features.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: By allowing users to customize the content categories that appear on their homepage, Yahoo UK could enhance usability. Decluttering would be aided by fewer competing news cards and simpler layout components. Navigating between Mail, News, and Finance could be made easier with a more noticeable internal search bar. It might be easier to use if personalized settings (like "My interests") were made clearer.			
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: Yahoo UK's layout, rich images, and bold headlines make for an eye-catching design.

The format shrinks into a more manageable, scrollable feed on mobile devices, but on desk top, the homepage feels larger with several content cards visible.

Despite the amount of content, the website feels contemporary and well-designed thanks to the harmony of text and images.

Users are familiar with the design because it is consistent across platforms.

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

Answer: The UK Yahoo homepage makes extensive use of images; news stories are accompanied by sizable photo thumbnails, creating a visually rich experience. Video content is incorporated into important stories or the Finance and lifestyle sections when it is available. The color scheme is simple, with mostly white backgrounds and bold, dark text that is accentuated by accent colors to create clickable headlines. Content is highlighted by the design without being overpowering.

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: Yahoo UK's homepage does not have a universal live chat feature. Rather, a Help Centre with support articles explaining how to use Mail, sign in, and customize the homepage is available for user assistance. This keeps the interface clear even though there is no real-time communication. While many users find the static help documentation adequate, those who prefer faster live interaction may find it frustrating.

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

Answer: The primary goal of social media on Yahoo UK is sharing: news articles frequently have share buttons that allow users to post content to Facebook or X (formerly Twitter). Although live social feeds are not extensively embedded on the website, users are encouraged to interact externally by the sharing feature. Although it doesn't provide a dynamic social media experience within Yahoo, this setup is effective for content distribution.

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: Yahoo UK's main services—News, Mail, Finance, Sports, and Lifestyle—are prominently displayed on the homepage and in the top navigation bar. Each section is clearly labeled, and clicking on it takes users to specific landing pages that describe what they can do (like check their email or follow the markets). Users are better able to comprehend that Yahoo UK is more than just a news website thanks to this clarity.

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

Answer: Customer reviews for Yahoo UK's primary services are not prominently displayed. The website focuses on news and financial content rather than user reviews. Instead of on the Yahoo UK portal itself, comments or user opinions typically surface on other websites like forums or Reddit. This means that rather than using on-site testimonials, evaluations of Yahoo's services frequently rely on commentary from third parties.

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: Yahoo UK's reputable history and range of offerings, which include extensive news coverage, a comprehensive email solution, analytical finance tools, and lifestyle content, communicate quality. Yahoo Finance's commitment to localized, expert financial reporting is demonstrated by its UK expansion, which includes the opening of a new studio in London. For users in the UK, its integrated portal design makes it a dependable, one-stop shop.

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: The majority of Yahoo UK's services are free and funded by advertising, so regular users don't have to pay anything up front. There might be premium or subscription options for finance, but they aren't heavily advertised on the main portal. Most users can read news, access their mail, and follow markets without having to pay thanks to this model.

Section 4 – Searchability

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

1. Yahoo
2. Email
3. News

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

Answer: Indeed, uk.yahoo.com frequently shows up in the top results for these searches. Yahoo UK is frequently listed with popular news sources under "UK news portal." Yahoo Mail is a popular choice for "free email service." Yahoo's finance section is often returned for "UK finance news" due to its robust domain authority and wide coverage.

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 like Yahoo UK are still very relevant in today's UK business world. They offer a single digital platform that allows users to access financial tools, email, and news. Having an online presence for businesses fosters trust and facilitates effective user interaction. Despite the widespread use of mobile apps, a well-designed website is still essential for branding, reach, and enduring client relationships.

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: Allowing users to select the sections (News, Finance, Lifestyle, etc.) they wish to see on the Yahoo UK homepage through custom-layout controls would be a good improvement. People would have a more intimate experience and experience less information overload as a result. Yahoo could increase user satisfaction and engagement by customizing what appears to each individual user, making the interface feel more like a personal dashboard than a generic news portal.

Reference List

- Yahoo Help – homepage features, UK. (uk.help.yahoo.com)
- Sign-in benefits and personalised content. (uk.help.yahoo.com)
- Yahoo Finance UK programming and market data expansion. (yahooinc.com)
- UK Yahoo traffic, domain structure and ranking data. (ahrefs.com)
- Yahoo UK official X (Twitter) profile. (x.com/yahoouk)
- Yahoo UK community discussions and feedback. (reddit.com)