

LCLM4002_BIRM Digital Skills Task 3

Website Evaluation

Student Number	2442732	Student Name	Elena-Maria Rusu
-----------------------	---------	---------------------	------------------

Website Chosen	Yoga Reading
-----------------------	--------------

Insert hyperlink to website	https://www.yogareading.co.uk
------------------------------------	---

Evaluation

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 webpage is loading slowing. The loading duration was approximatively five to six seconds, potentially this affects users experience and engagement

Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?

Answer: The website contains numerous sub-pages, The prominently positioned main menu and correctly named sections facilitate navigation for prospective clients.

Question 1c - Can a customer make a booking via the webpage?

Answer: Customer can easily make bookings via the website online using the online booking system for classes workshop and events.

Question 1d - What improvements could be made to the usability of the website?

Answer: It can be made several improvements, for example it could be clearer navigation menu, faster page loading times, simple booking steps and clearer page layouts.

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 visually pleasant, calm colours, matching the yoga theme. The mobile phone version is more condensed, featuring layered content and streamlined menus.

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

Answer: The website uses calming imagery, soft and neutral colours that create relaxing feel. Minimal video use as well, that keeps the design simple and not overwhelmed.

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: It doesn't seem to be a chat tool on the website. Users will have to use contact forms, emails or phone. This would make the process slower.

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

Answer: Social media links work, but they aren't very visible. They give basic access to platforms, they offer fundamental access to platforms. However, higher visibility could create more engagement and users interaction.

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 services are explicitly outlined on dedicated pages for classes, courses, events, seminars, featuring comprehensive descriptions, scheduling, price, and booking choices for client clarity.

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

Answer: Customers reviews can be found on designated pages, including class or workshop listings. Nonetheless, they seem constrained whether all reviews are current or consistently refreshed.

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 has excellent quality, good pictures, detailed class descriptions. I totally recommend it for its diversity.

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 prices are clearly displayed for classes and workshops. They reflect the quality of service, matching the professional instruction and facility.

Section 4 – Searchability

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

1. Yoga

2. Classes

3. Practice

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

Answer: Yes, when you search on google these three words, the yoga reading website does appear on the first page of results.

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, I would say that the websites remain relevant in the UK modern world. The customers can quickly find information book services or buy things. A good website helps people trust the company, shows off what it has to offer, and links to social media and reviews (Namoun et al, 2021). People use social media a lot nowadays, but having a website that is clear professional, and easy to use still helps stand out and makes it easier for customers to choose their services. Additionally, well-designed website can help business be seen online, which can help it find new customers and complete in the digital market.

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 definitely recommend to add a live chat feature, that would create a big impact to the website. This will help customers to get quick answers to questions and making the bookings and enquires faster. It would also make more responsive and engaging, which would show that the company cares about its customers. It might also cut down on the number of cancelled reservations or unanswered questions which would help build better relationships with customers and encourage them to come back.

Reference List

Namoun, A., Alrehaili, A. and Tufail, A., (2021), July. A review of automated website usability evaluation tools: Research issues and challenges. In *International Conference on Human-Computer Interaction* (pp. 292-311). Cham: Springer International Publishing.