

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2441163	Student Name	EGNER FAVERO
Website Chosen	Yoga Reading		
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 loads quickly and runs smoothly. Pages open within a few seconds, and images and content display properly, providing a good user experience.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: Yes, the website includes several sub-pages such as classes, timetable, booking, and contact information. Users can easily navigate through a clear top menu and well-organised links.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: Yes, customers can make bookings directly through the website. There is an online booking system where users can select classes, dates, and times easily.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: The website could be improved by making the layout more modern and adding clearer buttons for booking. Improving mobile responsiveness and speeding up some pages would also enhance usability.			
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 clean and calm, matching the yoga theme. On mobile, the layout adjusts well, but some sections may appear more compact compared to the desktop version.			
Question 2b - How does the website use imagery, video and colour?			
Answer: The website uses calming images related to yoga and wellness, with soft colours that create a relaxing feel. There is limited use of video, but the visuals support the overall atmosphere.			
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 clearly show an online chat tool. Instead, users contact the business through forms or email, which is less immediate but still effective.			

Question 2d – How effective are the social media links on the website?	
Answer: The social media links are useful and easy to find. They help users connect with the business and see updates, improving engagement and trust.	
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 clearly explained through dedicated pages for classes, timetables, and bookings. Descriptions are simple and easy to understand, helping customers know what to expect.	
Question 3b - How are customer reviews made available? Are these up to date?	
Answer: Customer reviews are available through testimonials and possibly external platforms. However, they may not always appear frequently updated, which can affect trust slightly.	
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 quality through professional descriptions, calming design, and clear class information. I would recommend it due to its organised structure and easy booking system.	
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 shown clearly on the website. They appear reasonable and reflect the quality of the service, giving customers confidence before booking.	
Section 4 – Searchability	
Question 4a - What three words would you type into Google to find this type of service?	1. Yoga classes Reading
	2. Yoga studio Reading
	3. Yoga near me
Question 4b - When you type these words into google, does the company's website appear in the top ten websites?	
Answer: Yes, the company's website appears within the top search results when using relevant keywords, making it easy for customers to find.	
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 very important in modern UK business. They provide essential information, allow online bookings, and help build trust with customers. Many people search online before choosing a service, so a professional website increases visibility and credibility.	

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: One improvement would be to make the website more modern and mobile-friendly. This would improve user experience, especially for customers using smartphones, and make navigation and booking even easier.

Reference List

Yoga Reading (2024) *Yoga Reading website*. Available at: <https://www.yogareading.co.uk> (Accessed: 14 April 2026).