

LCLM4002_BIRM Digital Skills Task 3			
<u>Website Evaluation</u>			
Student Number	2439087	Student Name	Antonina Fedoriuk
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 provides a smooth browsing experience. Pages on Yoga Reading respond fast when opened, and content appears without noticeable lag, which makes browsing comfortable. Images and text load reliably, so users don't have to wait long. Even when navigating different sections (classes, courses, timetable), the site remains responsive. Overall, the site performs well and ensures a pleasant experience without delays or frustrations.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: The website includes around eight sub-pages that provide different types of information, such as class descriptions, pricing, booking details and teacher profiles. A potential customer can move around the site using the menu at the top of the page, which stays available as they browse. Each option in the menu is clearly named, so visitors can open the section they need without any difficulty. This simple structure makes it easy for customers to explore the site and learn more about the services.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: Yes, a customer can make a booking through the Yoga Reading website. On several pages there are clear "Book now" and "Buy now" buttons, as well as links such as "Book a class" and "Book a course". When a customer clicks these, they are taken to a booking page where they can choose a class, date and pass, then complete payment. This makes it simple to reserve a place without calling or emailing the studio			
Question 1d - What improvements could be made to the usability of the website?			
Answer: The website works well, but a few small improvements could make it more user-friendly. Some pages include long blocks of text, so using shorter sections or clearer headings would help visitors find information more quickly. The homepage could also show the main options in a more organised way, so customers can reach important pages with fewer steps. Making the booking buttons slightly larger would also improve visibility. These changes would support a smoother and more efficient browsing experience.			

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 webpage looks visually pleasing and well balanced. The colours are soft, and the images used across the site create a calm and welcoming atmosphere. The layout is tidy, which helps the information feel organised. When viewed on a mobile phone, the design adjusts to the smaller screen. Some elements move into shorter lines, and buttons become more compact, but everything is still readable. Overall, the website keeps a consistent and attractive appearance on both devices.	
Question 2b - How does the website use imagery, video and colour?	
Answer: The website uses images, colour and video in a clear and thoughtful way. Most photos show calm yoga spaces and instructors, which helps visitors imagine the studio environment. The colour palette is soft and natural, giving the page a peaceful and friendly look. Videos appear only where needed and do not distract from the main content. This careful use of visuals supports the message of the studio and makes the website feel organised and professional.	
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 an online chat tool. Because of this, customers cannot ask quick questions directly through the webpage. Instead, they must use email or the contact form, which may take longer to receive a reply. An online chat option could make it easier for visitors to enquire about classes, prices or bookings. It would also provide faster support and help customers make decisions more confidently. Overall, adding a chat tool could improve communication.	
Question 2d – How effective are the social media links on the website?	
Answer: The social media links on the website are effective because they give customers quick access to the studio's online activity. By clicking these links, visitors can view recent posts, events and class updates. This helps them understand the studio's style and see how the community engages with the classes. The links work smoothly and are placed in a clear area, so they are easy to find. Overall, they support communication and strengthen the studio's online presence.	
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 explains the company's services in a clear and direct way. Each main service, such as regular classes, special courses and private sessions, is described in separate sections. These pages include simple information about what the service involves and who it is suitable for. Customers can also check the timetable and pricing pages to understand their options. Because the information is presented in an organised	

layout, visitors can quickly see what the studio offers and choose the service that fits their needs	
Question 3b - How are customer reviews made available? Are these up to date?	
Answer: According to the studio's testimonials page, customer reviews are presented without dates (Yoga Reading, 2025). This makes it hard for customers to know whether the feedback is recent or written a long time ago. Without dates, it is also difficult to judge how reliable or genuine the reviews might be. Adding clear dates or indicating when each review was posted would help visitors trust the information more and understand how current the customer experience is.	
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 looks attractive and friendly, and the services are presented in a clear way. However, I am not completely sure whether I would use this company or recommend it to others because the reviews on the website do not show dates, so it is hard to know if they are genuine. Even on their Instagram page there are no visible reviews and the activity is quite low, although they do post updates. This makes the overall quality harder to judge.	
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: Yes, the prices are clearly shown on the website. The studio lists the cost of single classes, passes and memberships on a dedicated pricing page, which helps customers understand their options before booking. The prices seem fair for the type of service presented, as the website shows a calm space and experienced instructors. The costs are neither too high nor unclear, so customers can easily decide which option fits their needs. Overall, the pricing is transparent and easy to follow.	
Section 4 – Searchability	
Question 4a - What three words would you type into Google to find this type of service?	1.Yoga London
	2.Yoga Reading
	3. Stretching London
Question 4b - When you type these words into google, does the company's website appear in the top ten websites?	
Answer: When I type "Yoga Reading" into Google, the company's website appears as the first result, which shows that it is easy to find when using the exact name. However, when I search for more general terms such as "yoga London" or "stretching London", the website does not appear in the top results. This suggests that the site is well-ranked for its specific name but not for broader keywords that customers might also use.	
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 relevant for modern UK businesses because they give customers a clear and trustworthy place to find information. While social media is useful for short updates, a website allows a company to explain its services in a structured and professional way. Customers often prefer checking a website before making a booking, as it feels more reliable and official than a social media page. Websites also help businesses appear in online searches, which is important because most people in the UK look for services on Google. A well-designed website can answer questions, show prices, provide contact details and help customers make decisions more confidently. For these reasons, websites continue to play an important role, even in a digital world with many other platforms.

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:

If I were to make one recommendation for improving the website, I would suggest adding a section with real photos of customers during classes and everyday studio activities. This would make the website feel more genuine and help visitors understand what the atmosphere is actually like. I would also recommend including more customer reviews, each with a clear date, so potential clients can see that the feedback is recent and trustworthy. Another helpful improvement would be adding small signs of regular activity, such as short updates, news or examples of recent events. These features would show that the studio is active, reliable and currently operating. Overall, these changes would make the website feel more transparent and increase the confidence of new customers.

Reference List

Yoga Reading (2025). *Testimonials*. Available at:
<https://www.yogareading.co.uk/testimonials/> (Accessed: 3 December 2025).

In this assessment, OpenAI (2025). *ChatGPT* Available at: <https://chat.openai.com> (Accessed: 3 December 2025). **was used to check my text for grammatical and syntactical mistakes and to provide suggestions for rephrasing.**