

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2533623	Student Name	Lucy Rogers
Website Chosen	Yoga Reading		
Insert hyperlink to website	Yoga Reading		
<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 does not lag, even when using mobile phone data. Understanding what the business was about was easy because the homepage was clear and not overloaded with information. The key sections like timetable, pricing and bookings are easy to access straightaway, this makes the experience less stressful and efficient, especially for users who would like rapid response without thinking about forced signing ,			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: Yes, the website does contain several sub pages, such as timetable, pricing, teachers, FAQs, contact and also testimonials, however the website is still easy to navigate without any confusion. All details about the website can be found at the starting of the page, and are very organised, so it is easy to move around the site easily by simply using the designated buttons and easy to follow.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: Yes, customers are able to make bookings via the website, however it redirects you to an external system called the punchpass. It is very easy to understand because the instruction is clear and concise that gives information about timetable and pricing, it allows users to choose classes, availability and secure payments, it makes the whole process easy from start to finish.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: Some improvement could be made about the page, some pages include a lot of text and therefore makes it heavy for people that just want to have quick information to decide what they want to do, shorter versions will help a lot. It is hard to spot certain words, like the On Demand, it is not very visible at first glance, which is very useful. Visibility is very important and improves usability that will help customers to explore and understand options.			

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: As it is a yoga webpage, it is calm, clean and easy to look at and fits the yoga scene, it does not feel heavy, everything is spaced out, even though the text is too much, works well and virtually the same on a mobile phone like the computer, slight difference would be smaller text and pictures on a mobile than the computer. Clear text, simple navigation across both.	
Question 2b - How does the website use imagery, video and colour?	
Answer: The website is true to its intended customers, by using calm and soft colours like blue, grey and white that portrayed a relaxed feeling. Strong pictures and videos to showcase what the business and website is about on the studio scenery with real people, makes it feel more honest and trustworthy. The image helps customers to understand what to expect, and what the environment would be like.	
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 provide an online chat tool, however it does provide FAQs for any questions that customers may have and a contact details. Most of the information is explained in detail. Having a live chat would make it more exciting, as customers can ask specific questions and have a quick answer to help make up their mind before booking.	
Question 2d – How effective are the social media links on the website?	
Answer: The social media link is located at the bottom of the website and is very active, it takes users directly to the platforms, like Instagram and Facebook, where you can see more videos and testimony. Social media is very important as people access it every minute, therefore this business seizes the opportunity to showcase live updates and interactions.	
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 explained clearly when you booked a consultation, it is also explained extensively on the website through pricing, it is explained what to expect, teachers are also uploading videos on the website of sessions. FAQs and On Demand also help with details of what service is available and who it is suitable for. Beginners guidance gives step by step details.	
Question 3b - How are customer reviews made available? Are these up to date?	
Answer: Evaluating online sources requires assessing credibility, accuracy and purpose (Cotrell, 2019)	

Customer reviews are shown through testimonials sections, where previous customers have shared their experiences, this helps to build trust. It can also be checked on trust pilot that gives very accurate reviews for piece of mind before booking, however it is not always clear how recent are the reviews, putting date will clearly help for up to date reviews.

Question 3c – How is the service presented as high quality? For what reasons would you use the company's service or recommend it to a friend or family member?

Answer:

From the website structure, down to all detailed information about classes and pricing, it indicates honesty and trustworthiness, therefore no hidden charges. It is professional and focus more on wellbeing and less on body transformation, which is important, I would recommend it because it is clearly a good space, trustworthy, clear explanation whilst also tailor service for different people.

Question 3d - Are prices made clear to customers? If yes, do the prices reflect the quality of service shown? If not, why do you think the company has chosen not to include prices?

Answer:

Yes, prices are all shown, and also gives good offers for new customers, it helps customers to compare prices across other websites and without the need to contact the business. It looks and feels organised as per videos and photos, the price matches the quality of service provided.

Section 4 – Searchability

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

1.Yoga Reading

2.Yoga classes Reading

3. Ashtanga Yoga Caversham

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

Answer:

It does give a few options if you search for Yoga Reading, however it is easy to find as the website appears in the top ten, if searching locally it is easy to find according to your locality.

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:

Websites are still very relevant in modern UK, social media is very versatile and attracts younger (Generation Z), but businesses also want to capture older audiences (Baby Boomers). Also websites can be classed as giving clear and concise information, also check prices and booking options. It also looks professional when a business has a website, without a website a business does not come across professional or reliable.

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 recommendation to the company would be, to presenting their information well,, less paragraph and more stress on bullet points, and shorter words. It is suggested because the wordings are a bit strong, thereby new comers in the yoga community find it a bit too big and would find it hard to understand sessions. Bigger text would make it easier for customers using phones and not home to access computers. This should give a more effective effect and without changing (Yoga Reading nd).

Cottrell, S. (2023). *Critical thinking skills : developing effective analysis and argument*. 2nd ed. Basingstoke: Palgrave Macmillan.

Cottrell, S. (2019). *The Study Skills Handbook*. 5th ed. Basingstoke: Palgrave Macmillan

Yoga Reading. [n.d] Available at:

<https://www.yogareading.co.uk/>. Accessed 26 April 2026