**LCLM4002_LON Digital Skills Task 3**
**Website Evaluation**

| | | | |
|---|---|---|---|
| **Student Number** | 2526060 | **Student Name** | Pamella Nayara da Silva |

| | |
|---|---|
| **Website Chosen** | Yoga Reading |
| **Insert hyperlink to website** | https://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 amount of time taken for a website to load is influenced by different aspects, for example, the quality of internet connection, the quality of the device used and the amount of features and links the website needs to load at once. It is important to the image of a business for the website to run smoothly as it shows care, helps boost sales and keeps customers engaged.(Fairlie, 2026) Considering that, the website loads quickly in general and does not have considerable errors.

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

Answer:
The website contains many sub-pages. Besides the different yoga courses offered, there are sub-pages directing to events information, introduction of the teachers who work there, frequently asked questions, pricing and contact information. There is also a shop offering some products and the clinic, which offers services like massages, therapies, and workplace wellbeing lessons related to work-life balance support.

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

Answer: There is a link button directing to a booking page where it is possible for a customer book services, such as different styles of yoga, Pilates, breathing techniques and post-partum recovery. There are options of different timetables and teachers. Additionally, there is a “Pricing” sub-page, which directs to different membership options, as well as explained and detailed information about cancellations, refunds and returns. It is necessary to create an online account on the website to be able to book a service.

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

Answer:
Adding collapsible headings on the timetable sub-page would help make the information less condensed. The amount of information on the timetable sub-page can be overwhelming, making it difficult to navigate and identify the classes when looking at it for the first time. The website also does not make it very clear there are services besides yoga. Only by exploring the sub-pages can those be found on the clinic page. Using a clearer name, such as therapies or treatments, could help making it more easily found.

| Section 2 – Pleasure – Customer Experience<br><br>**(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:<br>The webpage looks well designed and the colour scheme is pleasant to look at. However the timetable sub-page shows too much condensed information, which can make it look messy and confusing. Because of the amount of sub-pages the website shows, it is easier to navigate on a computer. The sub-pages on a mobile are presented as a list and requires a lot of scrolling. It does not significantly compromise the navigation though. |
| **Question 2b** - How does the website use imagery, video and colour? |
| Answer:<br>Colours can express feelings and help guide the perception and experience of users. The website uses soft and light green colour scheme, commonly associated with health and wellness. The images and videos also express the idea of wellbeing and balance as they show yoga positions and relaxing activities. Images reflect on how a website is perceived and the feelings it wants to evoke. (Widdowson, 2021) |
| **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 have a direct chat tool but it has a contact form through which the customer can send enquires. Even if this method works, it makes it inconvenient to get quick answers, as customers have to send an email and wait until the company responds. It is not possible to directly talk to a staff member through online chat. Therefore, if a customer needs to talk to them quickly it becomes necessary to call by phone. |
| **Question 2d** – How effective are the social media links on the website? |
| Answer: The website has an Instagram and a Facebook page. Both social media profiles are up to date. They are used to spread information about yoga and health as well as to promote classes and training. It is an important tool for marketing. Social media is increasingly gaining more importance, since it acts as a boost for engagement with different online environments and can potentially influence consumption behaviour.(Gambetta & Graffigna, 2010) |
| **Section 3 – Perceived Value**<br><br>**(75 words maximum for each answer)** |
| **Question 3a** - How are the services offered by the company made clear to customers? |
| Answer:<br>At the front page there is a “Start Now” button which leads to an explanation about yoga and the focus of the company’s services. It shows a “Book Now” button, which makes it clear there are services available and leads to a timetable of activities. It also recommends classes at the front page. Additionally, there are sub-pages leading to the other services offered. |

| |
|---|
| **Question 3b** - How are customer reviews made available? Are these up to date? |
| Answer:<br>The website makes selected testimonies available. There are also reviews on websites like wanderlog, a travel planning website, and on Google Reviews. The reviews' dates vary, some are older, going back to 7 years ago, for example, Sara Davis recounting how she had problems communicating with the company. This issue seems to have been solved, considering the consistent amount of positive reviews after that. The most recent ones were made a week ago, with customer Rishipal Singh saying "their hands-on adjustments are always precise and very helpful". (Google Reviews, 2026) |
| **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:<br>The website has a clean and consistent design with detailed information. It is kept updated and their response history to reviews is very consistent. That makes the website seem reliable. The videos in on demand classes sub-page look like a good introduction to the service. I would recommend it to friends and family members who are interested in wellness and health. |
| **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:<br>The prices for classes and therapies offered are clearly explained by entering the links for the different services. The products offered by the company, which are related to yoga practice, like clothes and mats, are also clearly priced. According to the comments and evaluations of customers, the services offered are highly satisfying and the price is fair considering to the quality of the services. |
| **Section 4 – Searchability** |

| | |
|---|---|
| **Question 4a** - What **three** words would you type into Google to find this type of service? | 1. Yoga |
| | 2. Reading |
| | 3. UK |

| |
|---|
| **Question 4b** - When you type these words into google, does the company's website appear in the top ten websites? |
| Answer:<br>When searching by writing these words, the website appears as the first recommendation. The first link is the Google Maps to Yoga Reading. Right after it, there is the link directly to their website. |
| **Section 5 – Reflection and conclusion**<br><br>**(120 words maximum for each answer)** |
| **Question 5a** - Do you feel that websites still have relevance in modern UK business? Explain your answer. |
| Answer:<br>Despite the increase in social media usage for business, it is easier to keep a website organised. Websites also facilitate looking for information as social media posts are not |

| |
|---|
| permanent or easily found after a while. A company having a website shows professionalism and credibility to the business. It also helps to build trust and avoid the suspicion about the company being legitimate. (Vindicta, 2024) Additionally, depending on the audience, websites are more accessible. |
| **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:<br>The company should let the customer book a class without having to create an account and log in. It is not a necessary feature, so it could be done at any time. Creating impediments that slow down the process of booking a service can seem time consuming and unpleasant. Offering to create an account as the last step of booking and making it optional might feel more appealing. |

Reference List


Fairlie, M. (2026) *How page load speed affects costumer behaviour*. Available at: https://www.business.com/articles/website-page-speed-affects-behavior/ (Accessed: 22 April 2026)

Gambetti, R.C. Graffigna, G. (2010) 'The concept of engagement: a systematic analysis of the ongoing marketing debate', *International Journal of Market Research*, 52 (6), pp. 801-826.

Google. (2026) *Google Reviews*. Available at: https://rb.gy/z0enq3 (Accessed: 24 April 2026)

Vindicta. (2024) *The Importance of Professional Web Design to UK Business*. Available at: https://vindictadigital.co.uk/web-design/the-importance-of-professional-web-design-to-uk-businesses/ (Accessed: 23 April 2026)

Widdowson, C (2021) *A Rundown of How Images Affect Web Design Perceptions*. Available at: https://www.google.com/amp/s/www.thecreativemomentum.com/blog/a-rundown-of-how-images-affect-web-design-perceptions%3fhs_amp=true (Accessed: 23 April 2026)

Yoga Reading. (2026) *Homepage.* Available at: https://yogareading.co.uk/ Accessed: 24 April 2026)