

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2530654	Student Name	Anastasiia Belova
Website Chosen	The Cooking Academy		
Insert hyperlink to website	https://www.thecookingacademy.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. Most of the web pages load within a couple of seconds. Images load very quickly too if the internet connection is good, but it might take longer with a slower connection. To sum up, overall loading speed is good.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: This website contains some sub-pages. This includes contact information, events and courses. The disadvantage is that links between the related pages are limited and it might make the movement between different sections a bit disconnected.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: A customer cannot make a booking via the webpage. To book, they need to send an enquiry to the business. This is not convenient, as it adds extra time to the booking process.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: A few improvements could be done to the website. First of all, an online booking system could be added. They could add a button which would say "Book Now". This would add extra convenience for the customers. Another thing that can be done is improved mobile 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 has a very nice look, as it is clean, the colour palette is warm and the food images are good quality. However, some of the text is small and buttons are not convenient to click on due to their size which makes it not convenient to use the website from the mobile phone. On the other hand, the website is perfect for use on the desktop.			

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

Answer: The advantage of the imagery is that the images are high quality. The colours are bright and warm which makes the website very welcoming and pleasant to use. Otherwise, there is not enough use of interactive images and videos, which makes the website seem a bit outdated.

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: There is no online chat tool on the website. Instead of that customers need to send an enquiry or use contact details provided, which is likely to still work, but adding an online chat button would improve the quality of customer support as well as speed up the response time.

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

Answer: There are social media links on the website, however their visibility and integration could be improved which would allow more customers to connect with the business easier using social media.

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 is very informative, because all the services which are offered by the company are listed and explained clearly. This helps customers understand what services they can use.

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

Answer: There are not many customer reviews on the website, which makes it hard for the customers to assess the quality of the services provided. Adding more up to date reviews will definitely benefit the company.

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, because there is use of high quality and colourful images. However, there is lack of reviews. In order to improve the presentation of the service, it is important to have more up to date reviews.

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 made clear to the customers for the courses provided. The prices are priced reasonably and show that the quality is quite good. The company might have chosen to include the prices, so that the customers could have a clearer understanding of how much they need to pay and not waste the time for contacting the company if they feel they can't afford it.

Section 4 – Searchability

Question 4a - What three words would you type into Google to find this type of service?	1.cooking classes
	2. Culinary workshops
	3. Cooking school UK
Question 4b - When you type these words into google, does the company's website appear in the top ten websites?	
Answer: When searching these words on Google, the website does not appear in the top 10.	
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 relevant in modern UK business, because it allows companies to present themselves more professionally. Even though social media is growing very actively, websites are still credible and are still used a lot by customers.	
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 make it more convenient for mobile use, because at the moment it is a bit challenging to use it from the mobile phone. A lot of people these days are searching the web from their phones therefore it is important to adjust the desktop version to the mobile version.	

Reference List

The Cooking Academy (n.d.) The Cooking Academy website. Available at:
<https://www.thecookingacademy.co.uk> (Accessed: 14 April 2026)