



**Prifysgol Cymru**  
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Trinity Saint David

## **CertHE in Business Skills**

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**Student Number:** **2509335**

**Course Name:** *Digital Skills LCLM4002*

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| LCLM4002_BIRM Digital Skills Task 3<br><u>Website Evaluation</u>                                                                                                                                                                                                                                                                                    |                                                                                         |              |                    |
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| Student Number                                                                                                                                                                                                                                                                                                                                      | 2509335                                                                                 | Student Name | JOSEPHINE C.CAITOM |
|                                                                                                                                                                                                                                                                                                                                                     |                                                                                         |              |                    |
| Website Chosen                                                                                                                                                                                                                                                                                                                                      | The cooking Academy                                                                     |              |                    |
| Insert hyperlink to website                                                                                                                                                                                                                                                                                                                         | <a href="https://www.thecookingacademy.co.uk/">https://www.thecookingacademy.co.uk/</a> |              |                    |
|                                                                                                                                                                                                                                                                                                                                                     |                                                                                         |              |                    |
| <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: I was able to quickly access the company and its subpages in a matter of seconds as the structure and navigation are user friendly.                                                                                                                                                                                                         |                                                                                         |              |                    |
| Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?                                                                                                                                                                                                                                              |                                                                                         |              |                    |
| Answer: It contains many pages such as:<br><b>Cookery team building &amp; Leadership events</b><br><b>Cookery class</b><br><b>Gift voucher</b><br><b>Wellness in the workplaces</b><br><b>Shop</b><br><b>About us</b><br><b>And the Blog</b><br><b>Every subpage has their own well detailed information and function</b>                           |                                                                                         |              |                    |
| Question 1c - Can a customer make a booking via the webpage?                                                                                                                                                                                                                                                                                        |                                                                                         |              |                    |
| Answer: Yes, the customer placed their booking through company's webpage by clicking shop.                                                                                                                                                                                                                                                          |                                                                                         |              |                    |
| Question 1d - What improvements could be made to the usability of the website?                                                                                                                                                                                                                                                                      |                                                                                         |              |                    |
| Answer:<br>As my research on their website, The usability is necessary for a good website, they should improve by using Facebook, WhatsApp to be contacted through social media for any queries not just by phone call. This could help the modern way or new generation to reach out quickly and easy by avoiding queue times or internet traffic. |                                                                                         |              |                    |
| 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?                                                                                                                                                                                                                      |                                                                                         |              |                    |

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| Answer: <b>The website offers an exceptional balance of functionality and design making it highly pleasant platform to use and there were no differences in between.</b>                                                                                                                                                                                                                                                                  |  |
| <b>Question 2b</b> - How does the website use imagery, video and colour?                                                                                                                                                                                                                                                                                                                                                                  |  |
| Answer: <b>The imagery, video and colour are impressive, stunning and perfectly compliment the information presented. They used high quality images and engaging they capture attention and reflect their identity. The website visual elements are both pleasing and purposeful, creating a memorable experience for users. The effectivity of the website design makes the information easy to digest and help user to keep engage.</b> |  |
| <b>Question 2c</b> – 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: <b>In the front page I can find the chat tool on the website. Which I have tried to use it by asking any question. It really helps costumer inquiry easy because they will straight away suggest which subpages you can find the services.it took you seconds to access and understand.</b>                                                                                                                                       |  |
| <b>Question 2d</b> – How effective are the social media links on the website?                                                                                                                                                                                                                                                                                                                                                             |  |
| Answer: <b>Highly accessible and visible to the users and fully functional and direct users to the appropriate pages without any issue. The website allows users channel effortlessly to their social media.</b>                                                                                                                                                                                                                          |  |
| <div>Section 3 – Perceived Value</div> <div>(75 words maximum for each answer)</div>                                                                                                                                                                                                                                                                                                                                                      |  |
| <b>Question 3a</b> - How there the services offered by the company made clear to customers?                                                                                                                                                                                                                                                                                                                                               |  |
| Answer: <b>They have offer to the customer according to the customer needs and requirements. It implies a high degree of customization and craftsmanship. Every service well detailed description, well-structured categories and ensures that costumer can easily understand the value and benefits of product and services provided.</b>                                                                                                |  |
| <b>Question 3b</b> - How are customer reviews made available? Are these up to date?                                                                                                                                                                                                                                                                                                                                                       |  |
| Answer: <b>When you click the subpages or every services you offer when you scroll down you can review especially in the cookery class, or we can check it in subpages.</b>                                                                                                                                                                                                                                                               |  |
| <b>Question 3c</b> – 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: <b>The services offer is in high quality as you can reflect it from costumer reviews. It is professionally detailed information intend to build trust from customers.</b>                                                                                                                                                                                                                                                         |  |

**When you review their website their has included all well known and wealthy people across the country. I recommend 100% no doubt on it but only to my Big Boss.**

**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, it is absolutely reflected in the quality of service has been shown to the website.**

**The price has been included it is high but the representation the values o the company.**

#### **Section 4 – Searchability**

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

**1.cooking academy**

**2.cookery school**

**3. culinary school**

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

Answer: **yes, in cooking academy and cookery school they were in top 10 but not in culinary school see there in 15 above.**

#### **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, the focus of promoting health and wellness and team building through reflects contemporary business priority in Uk the website integrates social media links effectively, which essential to modern businesses to connect with their costumer and maintain strong online presence.**

**This company are well diverse as I keep going through the services has offered, they also support woman during their mid life crisis like for example the menopause stage. It is amazing how they acknowledge this situation that women been through with full support and love.**

**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: **In my honest point of view. The focus of the company is only for rich people but that's nothing to argue because on my evaluation in their website. The business remains committed and focus the company built their reputation. The detailed from small to big is highly polished. The company design and presentation, costumer approach are aligned into every click of subpage information come well-structured and categorized.**

#### **Reference List**

The Cooking Academy (2025) *The Cooking Academy*. Available at: URL (07-12-2025).

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