

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2509089	Student Name	Pavlo Kolodii
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 and all the links open within a second. Website speed is a very important factor because it reflects how well the site is built and its overall quality. No one is going to wait longer than 3-5 seconds – they'll simply move on to another website that attracts more people and they should pay attention to how fast the site performs.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: Yes, it does. There are a lot of different sub-pages for classes, vouchers, events, blogs and some shop as well. It's very easy to find information. Actually, you can see all the offers on the main page. You can "find out more" buttons that lead to detailed pages. So the web site is very easy to use. Also, the most important thing that they have support buttons (you'll get answer within 3 seconds)			
Question 1c - Can a customer make a booking via the webpage?			
Answer: Yes, we can book classes, consultation and book some products directly on the web site. All off the classes pages include a 'More info + Booking' or others buttons which takes you to an online booking form (you can book a date, add the class to the basket and pay directly) we can use all payment			
Question 1d - What improvements could be made to the usability of the website?			
Answer: Actually, there is not any issues what they need to improve. Only one thing what I want to suggest to improve - it's to make larger text style because on the phone it a bit uncomfortable to use however on a computer it is very comfortable and clear.			
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 professional and attractive, with nice pictures of the team, classes and food pictures as well. On the computer the sections are spread out with enough space. On the phone they are stacked in one column (this makes it still ok to use but we need to scroll more on mobile phone)			

Question 2b - How does the website use imagery, video and colour?	
Answer: They use high quality pictures of dishes, classes and staff members during their classes, which makes it interesting and trustworthy and you want to buy something. The videos in website loading fast and there is nice and useful content. The colours are neutral which is very comfortable to read. (but on the phone the colour of the text is very complicated to read)	
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: As I mention above there is live chat. This allows to all people to quickly ask some additional information about classes, dates and even to make reservation. It is very effective way to get support while you are looking for additional information.	
Question 2d – How effective are the social media links on the website?	
Answer: Social media icons are available (Instagram, Facebook, Youtube, Indeed, X) They are very easy to open and find more information and even feedbacks about that academy.	
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: All the services offered clearly presented through good-organised menus such as 'Cookery Classes', 'Private Dining', 'Corporate Events', 'Gift vouchers' (all the sections have well-descriptions, benefits, prices. So, it is very easy to understand what you'll get.	
Question 3b - How are customer reviews made available? Are these up to date?	
Answer: We can read reviews about each class separately (individual on each page) The reviews appear recent and regularly updated. (looks like in Google reviews)	
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 presented as high quality through professional pictures, design, description, easy to understand, clear. I would recommend it because the classes look well-structured.	
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 price list is clearly shown on each class page. The price looks fair for that level of experience(with professional chefs, good quality of ingredients)	
Section 4 – Searchability	
Question 4a - What three words would you type into Google to find this type of service?	1. The Cooking Academy
	2. Cooking course London
	3. Cookery classes UK

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

Answer: Yes, when you type these words it appears in the top 10 web side. It means that it's mean that company has good research engine visibility and easy to find it

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 still relevant in modern UK business. Website remains the main digital 'home' for a business. Many people before they go somewhere or if they want to buy something they still search Google first, so to have nice and professional website it's very helpful for business to bring more customers. It also supports online bookings, reviews and even secure payments. So, in my opinion well-created website it the most important things in UK business

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:
First improvement what I want to add it's clearer filtering system on the cookery class pages (customers have to scroll through many classes to find the right level, price or date. They have to change the colours because some of the text has similar colour with table (for example light green table and light text is very complicated to read) In general everything is ok but if they want to make it more professional they need to change small details)

Reference List

The Cooking Academy (2025) ."Cookery Classes and Training". Available at: <https://www.thecookingacademy.co.uk/> (Accessed: 19 November 2025)

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