

LCLM4002_BIRM Digital Skills Task 3			
<u>Website Evaluation</u>			
Student Number	2531833	Student Name	Mohammed Elhadi Ali Fadlelmola
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 quite quickly on both my laptop and smartphone. I did not face any long delays when opening the homepage. The images are high quality, but they seem well optimized because the pages open almost instantly. This is very important because if a website is slow, I might leave and look for another one. Overall, the loading speed provides a very smooth experience for the user.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: Yes, the website has many sub-pages for different classes like corporate events, nutritional therapy, and gift vouchers. Customers can navigate these using the main menu bar at the top of the page. The menu is divided into clear categories. There is also a "Search" icon which helps in finding specific courses quickly. The layout is organized, making it easy to find information without getting lost.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: Yes, customers can easily make a booking. When you select a specific cooking class, there is a clear "Book Now" or "Add to Cart" button. The website uses an e-commerce system where you can choose the date, add the service to your basket, and pay online using a credit card or PayPal. It is a very straightforward process similar to any online shopping site.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: While the website is good, one improvement could be simplifying the "Classes" drop-down menu. It has many options which can feel a bit overwhelming at first glance. Also, adding a "Back to Top" button would help because some pages are very long. This would make navigation faster for users who are scrolling through many different cooking courses on their mobile phones.			

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 very professional and modern. It uses a clean white background, which makes the text easy to read. On a computer, you see a wide view with large banners. On a mobile phone, the design changes to fit the smaller screen (responsive design). The menu turns into a hamburger icon. Both versions look attractive, but the mobile version is more compact and vertical.	
Question 2b - How does the website use imagery, video and colour?	
Answer: The website uses bright, colorful photos of fresh food and people cooking, which makes the service look exciting. The colors are mostly natural and warm, matching the food theme. There are also videos showing the classes in action. These visual elements are very effective because they show exactly what the customer will experience, making the website feel more alive and trustworthy compared to just using text.	
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: Currently, the website does not have a Live Chat pop-up. Instead, it has a "Contact Us" page and a phone number. Adding a live chat tool would be very effective for quick questions about class availability or dietary requirements. Without it, customers have to wait for an email reply or make a phone call, which might be slower for people who prefer instant messaging.	
Question 2d – How effective are the social media links on the website?	
Answer: The social media links (Instagram, Facebook, Twitter) are very effective and easy to find at the bottom of the page. They link directly to active accounts. This is great because customers can see real life photos and updates from recent classes. It helps build a community and allows potential customers to see reviews and photos posted by other students, which increases the company's credibility.	
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 made very clear through the main navigation menu and large headings on the homepage. They categorize their services into Cooking Classes, Corporate Events, and "Nutritional Services." Each page has a detailed description of what is included in the price, such as the ingredients, the duration of the class, and what the student will learn. This clarity helps customers understand exactly what they are buying.	
Question 3b - How are customer reviews made available? Are these up to date?	
Answer: Customer reviews are available on the homepage and specific product pages. They also link to external review sites like Google Reviews and Feefo. Most of the reviews	

are recent and very positive. Seeing up-to-date feedback from other people gives me confidence that the business is still active and providing a high-quality service today, rather than relying on old testimonials from years ago.

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 high quality is shown through professional photography, mentions of expert chefs, and awards. The website feels premium. I would recommend this service for a special occasion, like a birthday or a team-building event, because it looks like a luxury experience. The focus on Nutritional Therapy also shows they have deep expertise, which makes them seem more professional than a basic cooking school.

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, prices are clearly listed for most public classes (e.g., £150-£200). These prices reflect the high quality, as they include expert tuition and premium ingredients. However, for Corporate Events, prices are not shown because these are custom-made. The company likely does this because the cost depends on the number of people and the specific requirements, so they prefer to give a personalized quote after a discussion.

Section 4 – Searchability

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

1. Cooking classes UK
2. Team building cooking
3. Healthy cooking courses

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

Answer: Yes, when searching for Cooking classes UK or Corporate cooking events, the website appears on the first page of Google results. This shows that the company has a strong SEO (Search Engine Optimization) strategy. Being in the top ten is very important because most customers do not look past the first page of results when searching for a service.

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: In my opinion, websites are still very relevant and essential for UK businesses today. Even though social media like Instagram and TikTok are popular for marketing, a website acts as the "official home" of the business. It provides a professional place where customers can find detailed information, read terms and conditions, and make secure payments. A website gives a business more credibility and "perceived value." For a company like The Cooking Academy, a website is necessary to manage complex

bookings and display their full range of courses in an organized way that social media cannot do alone. It is the foundation of their digital identity.

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: My main recommendation would be to add a Live Chat or WhatsApp support button. Nowadays, many customers, especially younger ones, want immediate answers to their questions without making a phone call or waiting hours for an email. For example, if a customer wants to know if a dish can be made "gluten-free," they could get an answer in seconds via chat. This would improve the customer experience, increase the conversion rate (turning visitors into buyers), and make the business feel more modern and accessible. Providing instant support is a great way to build trust quickly.

Reference List

The Cooking Academy (2026) *The Cooking Academy: Cookery Classes, Corporate Events & Nutritional Therapy*. Available at: <https://www.thecookingacademy.co.uk> (Accessed: 23 April 2026)