

gLCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2529584	Student Name	Carlos Garcia Pestana
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: Very Fast I had no type of problem being able to access your website, everything went well			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: In total, if I'm not mistaken, I counted more than 100 subpages, so in my point of view, I think they have too many subpages and this makes it a bit tedious in the end; you get tired of so much information.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: Some of their products can be bought online, but I haven't found where I can make a booking as I said in my previous response (and this also reinforces it) it is difficult to find specific information about the things I am looking for			
Question 1d - What improvements could be made to the usability of the website?			
Answer: I have noticed in my opinion a lot of over information and sometimes it is difficult to find specific things Other than that, I think their website works very well; it is quite smooth.			
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: I like its colors and I have noticed it very fluid, I have noticed few differences between the phone version and the PC version It has all the information you need, such as the types of cuisines they work with or the types of presentations they offer for their events.			
Question 2b - How does the website use imagery, video and colour?			
Answer:			

They are striking and pleasant colours It seems to me that they use images of their own products and this seems very good to me because it gives credibility to the company	
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: I think it's great that they have an online chat, I noticed that they used a bot for the first questions You also have the option to communicate with them via email or by phone contact	
Question 2d – How effective are the social media links on the website?	
Answer: Their work very well You can find information about them on many platforms; practically all of them have direct links to Facebook, X, YouTube, Instagram, and LinkedIn.	
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: You can find all the information at the top of their website Here you will be able to find information such as, for example, about their leadership events or their cooking academy. I could even say that it would not be necessary to contact them regarding asking for information since they have everything on their website.	
Question 3b - How are customer reviews made available? Are these up to date?	
Answer: I couldn't find on their website where to leave them a review but I did on Google	
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: Yes, I would recommend it because I have found that they have a lot of experience and have worked for large companies I think that I would also try to go or watch some video of their events to be able to make a clearer comparison (Guo et al 2023)	
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, they have some price lists, but I cannot draw a clear conclusion since I have never used this type of service	
Section 4 – Searchability	
Question 4a - What three words would you type into Google to find this type of service?	1.Cooking
	2.Academy
	3. Food
Question 4b - When you type these words into google, does the company's website appear in the top ten websites?	
Answer: no	
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: It seems to be a great company as I mentioned in other of my answers they have had large contracts with important companies, so in my opinion this company is indeed relevant. Even so, I would like to do a more exhaustive search, to examine in depth similar companies, to even see where I would place the company we are talking about, but since the question is about only one, this is all I can say about it.

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 try to put more images of the products they offer since I noticed they don't have many, and I would try to reduce the number of subpages because if I were a customer, if the competitor's website has it more reduced, I would buy from the other one. Also, if I were them, I would try to advertise myself in more places, especially in places like restaurants or shopping malls since, in my specific case, I had never heard of this company.

Reference List

Guo, J., Zhang, W. and Xia, T., 2023. Impact of shopping website design on customer satisfaction and loyalty: The mediating role of usability and the moderating role of trust. *Sustainability*, 15(8), p.6347.