LCLM4002_BIRM Digital Skills Task 3
Website Evaluation

Student Number	2516281	**Student Name**	Ademola Jagun
Website Chosen	The Cooking Academy		
Insert hyperlink to website	https://www.thecookingacademy.co.uk/		

Evaluation

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 reasonably quickly, with most content appearing within 3–4 seconds. However, some high-resolution images and embedded videos can cause slight delays, particularly on slower connections. Overall, the initial load is efficient for a content-rich site.

Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?

Answer: Yes, the site contains numerous sub-pages organised into clear categories such as "Courses," "Gift Vouchers," and "Corporate Events." Navigation is intuitive via a fixed top menu and dropdown options, allowing users to easily explore different sections without confusion easily.

Question 1c - Can a customer make a booking via the webpage?

Answer: Yes, customers can book courses directly through the website. Each course page includes a "Book Now" button that leads to a secure checkout process, making it straightforward to reserve a spot and complete payment online.

Question 1d - What improvements could be made to the usability of the website?

Answer: The booking calendar could be more interactive and user-friendly. Additionally, a search bar for courses and a more prominent "Contact" button would improve navigation, especially for users seeking specific information quickly.

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 is visually appealing with a clean, professional design and appetising food photography. On mobile, the layout adapts well, though some images appear slightly cramped. Overall, the responsive design ensures a pleasant experience across devices.
Question 2b - How does the website use imagery, video and colour?
Answer: The site uses high-quality images of dishes and cooking environments to create an inviting atmosphere. Videos are used sparingly but effectively to showcase classes. The colour scheme is warm and food-focused, using earthy tones that enhance the culinary theme.
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: No, there is no live chat tool visible on the site. Enquiries must be made via email or phone, which may delay responses compared to instant messaging options commonly expected today.
Question 2d – How effective are the social media links on the website?
Answer: Social media icons are present in the footer, linking to active profiles on Instagram and Facebook. These are effective for engagement and showcasing real-time content, though they could be more prominently placed to encourage interaction.
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: Services are clearly outlined through dedicated pages for each course type, with detailed descriptions, schedules, and pricing. Testimonials and chef profiles also help communicate the value and expertise offered.
Question 3b - How are customer reviews made available? Are these up to date?
Answer: Reviews are displayed via Trustpilot integration and some embedded testimonials on course pages. Most reviews are from 2023–2024, indicating they are reasonably current and relevant.
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: Quality is communicated through professional imagery, accredited chefs, and detailed course outlines. I would recommend it due to its hands-on approach, variety of cuisines, and strong customer feedback, making it a credible choice for culinary education.	
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: Prices are clearly listed per course, with occasional promotional discounts visible. The pricing reflects the premium experience offered, aligning with the high-quality ingredients, expert instruction, and well-equipped facilities shown on the site.	
Section 4 – Searchability	
Question 4a - What **three** words would you type into Google to find this type of service?	1. cooking classes London
	2. professional culinary courses UK
	3. hands-on cooking workshops
Question 4b - When you type these words into google, does the company's website appear in the top ten websites?	
Answer: Yes, for "cooking classes London" and "professional culinary courses UK," The Cooking Academy appears within the top ten results. For the third phrase, it ranks slightly lower but still on the first page in some searches.	
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 remain essential as a central hub for credibility, information, and transactions. Even with social media growth, a well-designed website provides control over branding, detailed content, SEO visibility, and secure customer interactions, key for trust and conversion in competitive markets like culinary education.	
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 recommend adding a live chat feature. This would enhance customer service by providing instant responses to enquiries, reducing bounce rates, and improving conversion especially for a service where timely questions about schedules, dietary needs, or gift bookings are common.	

Reference List

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