

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2514957	Student Name	Resselle Calulot Flores
Website Chosen	THE COOKING JOURNAL		
Insert hyperlink to website	https://www.thecookingacademy.co.uk/about-us/		
<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 FIND IT EASY, AND ACCESSIBLE BECAUSE AS SOON AS CLICKING THE WEBSITE IT WILL LEAD YOU STRAIGHT FORWARD to the Academy website.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: YES IT DOES, BY CLICKING THE HOMEPAGE THERE IS A LOT OF CHOICES DEPENDS ON WHAT THE CUSTOMER ARELOOKING FOR OR SIMPLY GO TO SEARCH AND TYPE THE WORDS.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: YES, SIMPLY GO TO HOMEPAGE SELECT COOKERY CLASSES OR PRIVATE CLASS, SHOPS OR BOOKING AN EVENTS AND MANY MORE.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: IT is better to change the lay-out or make an easy access,so that the customer will be more less stress navigating using the website.			
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:YES, I FIND IT EASY, ACCESSING IN MOBILE PHONES. IT 'S MORE HANDY USING WHILE BROWSING WHILE THE COMPUTER IS A LITTLE COMPLICATED WITHOUT A INTERNET AND ALSO IF A PERSON IS NOT PAMILIAR USING A KEYBOARD ITS HARS TO MANEOUVERING FINDING THINGS ON THE WEBBSITE.			
Question 2b - How does the website use imagery, video and colour?			
Answer: THE QUALITY CONTENTS WAS AMAZING,,AND PRECISE . THE INFORMATION NEEDED, LIKE FOR EXAMPLE IF I WAS LOOKING FOR A RECIPE GUIDELINES OR			

WATCHING VIDEOS BLOGS AND ADVERTISEMENT WAS GOOD AND THE COLOUR WAS VERY TEMPTING ATTRACTIVE FOR ME,

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:
Yes, the website was accessible, for example there's an icon showing chat now or ask question and then it will lead you straight away to the things that needed or wanted to know.

Question 2d – How effective are the social media links on the website?

Answer:
Based on the reviews, the expansion of the links was various links like on facebook, Instagram, twitter and linked websites and youtube.

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 Company website services was clear because the corporate services always make sure that they will meet the needs, with quality services to the customers.

Question 3b - How are customer reviews made available? Are these up to date?

Answer: yes it is available in various websites platforms and up to date too.

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 approach of the website is all about the vitality of health consciousness and so I can truly recommend it to my friends and family when its needed.

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: Well the quality and the website are legit then what ever the prices are, I think the prices is not a problem.

Section 4 – Searchability

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

1 The cooking Academy

2. Culinary School

3. International cookery and Wellness Academy

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

Answer:
I believe YES it is

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, because the cookery fields in the UK are essentials in our daily lives and the range of corporate services, Including coaching in wellness ,team building for leadership and development and food innovation are fascinating in our times.

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: Yes I can recommend the website and suggested it specially if the person is looking for a healthy lifestyle changes.

Reference List

<https://www.thecookingacademy.co.uk/>