

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2515318	Student Name	Olga Hnida
Website Chosen	The Cooking Academy		
Insert hyperlink to website	https://www.the-cookingacademy.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 very quickly. The main pictures and main informations appear in a few seconds and it is possible to start scrolling without waiting too long.			
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 example; cookery classes, events, voucher, shop and contact page. Customers use the top menu, which has drop-down lists that take them to each section.:			
Question 1c - Can a customer make a booking via the webpage?			
Answer: Yes, customer can book cookery classes on the website by clicking the "More Info +Booking" buttons.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: The menu has a lot of options, so in my opinion it could be simpler. A better search tool for classes would help customers find what they want more easily.			
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 think that the website looks clean and attractive, with nice photos . On a computer it feels easy to read, but on a mobile phone the menu can feel a bit crowded.			
Question 2b - How does the website use imagery, video and colour?			
Answer: The website mainly uses bright, high-quality food images which is important to attract customers in my opinion. The colours are soft and simple, which keeps the page looking good.			

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 feels friendly and welcoming. Website talks about enjoying cooking and learning new skills. There is no live chat tool, so customers must contact them by email or phone which they can easily find on the website.

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

Answer: The website has social media links at the bottom of the page (for example Facebook or Instagram page). They work well but are not very noticeable.

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 website clearly lists all services, for example cookery classes, events, gift vouchers and wellness in the workplace programmes. Each page explains what the service is about.

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

Answer: There is a section with reviews from past customers. The reviews are helpful, but there are no dates, so it is hard to know how recent they are.

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 website looks professional and very well organised. The detailed class descriptions and customer reviews help build trust for potential customers. The photos and clear contact options also make a good impression of the business.

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 made clear to customers. They are displayed prominently, and customers can easily understand what each product or service costs. Prices are not made fully clear to customers. There is limited or no visible pricing information on the website, in-store signage, or during initial customer interaction.

Section 4 – Searchability

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

1. Cooking events

2. Cookery classes

3. Cooking in London

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

Answer: In my opinion the website is likely to appear in the top ten results, because it is well designed and matches these search terms closely.

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 are still very important.Customers can search online before deciding to choose service or buy something ,so businesses need a clear and professional website.It helps people learn about services,trust each company and make bookings simpler.
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 suggest making the menu simpler to help customers find classes faster,showing dates on reviews and also adding a chat tool.These changes would improve the site and make it easier and quicker to use.

Reference List

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The Cooking Academy: <https://www.the-cookingacademy.co.uk>