

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2531914	Student Name	Kadri Dauti
Website Chosen	The cooking academy		
Insert hyperlink to website	https://www.thecookingacademy.co.uk		
<u>Evaluation</u>			
Respond to each question			
I			
Section 1 – Usability			
(75 words maximum for each answer)			
Question 1a - How quickly and easily does the website load?			
Answer: The website won't open us fast as possible It needs a bit work on the refreshing And check with the internet supplier Get some to refresh the website in case of a virus slowing it down			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: Yes, it has subpages and options to click on to see the menu and the things they Cooke Theres other pages that can lead you too the Get inspired and explore more (Sharma et al, 2023) Customers can view an search all the products and services on the page			
Question 1c - Can a customer make a booking via the webpage?			
Answer: yes They can go into the website and click on private classes or make an enquiries And can see all the prices and bookings Review and understand the learning objectives They can view all the customers reviews and go through the booking system To get to the webpage			
Question 1d - What improvements could be made to the usability of the website?			
Answer: fast upload The pages take couple seconds to upload which is not a good thing More information an understanding option Now its a bit messing Ill put some colour an better pictures and more things on the menu			
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?

the website looks good and very pleasant clear opening The website don't open us fast and quick us it should do Takes couple seconds to upload.
Should upload fast and quick

Professional and intuitive design that makes users feel comfortable and secure within seconds
Users can find information effortlessly quick within seconds
An uncluttered layout with good typography and appropriate colours.

Question 2b - How does the website use imagery, video and colour?

Answer: -]

Yes, the website got clear picture and videos Of what they do and how they do it
We upload pictures and videos on a regular bases

When users watch a video (like a product demo or a testimonial they stay on the page longer. This signals to search engines that the content is valuable.

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 we have a online chat where you can ask questions about cooking lessons
About ingredients and products and services

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

Answer: they are useful and there to help
Helps out when we got new products an
We upload on the links of social media

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:

We work with organisations to deliver 'Wellbeing in the Workplace' programs cantered around nutritional health, food.

The services at made clear to customers the menu is very simple and easy to understand and order we offer good service when coming and when leaving

We have got good reviews from are clients

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

"The tutor was knowledgeable about the food of every kind. I've learnt so much Italian food in just one day it's incredible
Yes, the reviews are up to date

Answer:

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 services are presented in a very high quality
Food is amazing
Try things you haven't tried before.
Defiantly will be recommended to family and friends and give good reviews

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 clear and understandable, The food is amazing,
High quality photography of vibrant fresh ingredients and professional kitchen setups justifies the cost. customers aren't just paying for a meal they are paying for a masterclass Experience.

Section 4 – Searchability

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

- 1.cooking
- 2.Best Italian Restaurants
3. Best food near me

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

Answer:
when you type Italian food It comes up on the page And it's rated at a good review
So yes, it appears on top 10 and rated at above average on customer services

Its been rated as top 10 As Italian food Customer service is very well rated
Clean and tidy.

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: Use social media as the hook to grab attention and the website as the anchor to build trust and close the sale
85% of consumers will research a company online before making a purchase
Website is a way people can visit view all the services and menu
What they provide and how their business can multiply and network with other businesses

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?

During my analysis I noticed that the page was very slow and hard to navigate. The information provided in the website must be accurate.

There is a lot of other website that are more very presented and fast to uploads fast and more professional

Why I have Suggestion to improvement is that the website needs a bit of refresh on all the

More sub pages , I will work on the loading network work on website make it more likeable and more interesting on the menu and reply on the bookings more faster

Delivery's options quicker and faster .

The food to be served quicker not let costumers wait for there order

A slow-loading site creates a friction filled experience leading to user frustration and a higher likelihood of potential customers abandoning the site

Before veiwing class schedules.

Reference List

Sharma, H., 2023. The importance of website usability in digital marketing: a review. *London Journal of Research In Computer Science and Technology*, 23(3), pp.25-32.