

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2528729	Student Name	Olesea Paluta
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: The Cooking Academy website loads quickly and works smoothly. Most pages open within a few seconds, even when they contain many images. Moving between pages feels easy and there are no long delays. The homepage responds well, and the class pages also load without problems. Images appear fast and do not slow down the website. Overall, the website gives users a simple and fast experience, making it easy to explore the information provided.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: Yes, the website has many sub-pages, including cooking classes, corporate events, private bookings, gift vouchers, and a blog. Customers can navigate these pages easily because the top menu is clear and organised. Dropdown menus help users find the right section quickly. Breadcrumbs show where the user is on the website, which helps with navigation. The structure is simple and logical, making it easy for customers to move around and find the information they need.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: Yes, customers can book directly on the website. Each class page shows the price, available dates, and a “Book Now” button. When users click the button, they are taken to a secure checkout page where they can enter their details and complete payment. The booking process is clear and easy to follow. This makes it convenient for customers to choose a class and finish their booking online without needing to call or email.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: The website is easy to use, but a few improvements could make it even better. Some pages have long blocks of text, which could be divided into shorter paragraphs to improve readability. The homepage could include clearer buttons to guide users to popular classes. On mobile devices, the menu feels a bit tight, so more spacing would help.			

Adding a larger search bar would also make it easier for customers to find specific classes 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 looks clean, modern, and attractive. It uses high-quality food photos that make the page feel warm and inviting. On a computer, the layout looks spacious and well organised, with clear sections. On a mobile phone, the design still looks good, but some elements appear more compact and require more scrolling. Even with these differences, the mobile version remains easy to read and use, offering a pleasant experience on both devices.

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

Answer:

The website uses bright and colourful images of food and cooking classes to catch the user's attention. These photos help show what the experience is like and make the website feel lively. The colour scheme is warm and fits the cooking theme well. There are not many videos, but the strong use of images makes the website visually appealing. Overall, the visuals help create a friendly and professional impression for visitors.

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:

The website does not appear to have a live chat tool. Instead, customers can contact the company by phone, email, or a contact form. These methods work, but they are slower than live chat. A chat tool would allow customers to get quick answers about class times, dietary needs, or booking questions. Adding one could make the website more helpful and improve customer satisfaction by offering faster communication.

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

Answer:

The social media links are placed in the footer of the website. They lead to active pages where the company posts photos, updates, and class highlights. These links help customers see more of what the company does and build trust. However, because they are at the bottom of the page, some users may not notice them. Moving them higher could increase engagement, but they still work well and support the company's online presence.

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 explains its services through organised menus and detailed pages. Each section, such as cooking classes or corporate events, has clear descriptions,

learning goals, and prices. The information is easy to understand and helps customers know exactly what they are booking. The layout is simple and professional, which makes the company appear trustworthy and well organised. This clarity helps customers feel confident when choosing a service.

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

Answer:
Customer reviews are shown on class pages and through Trustpilot (Trustpilot, 2024). These reviews appear recent and give honest opinions from past customers. Using Trustpilot adds extra trust because it is an independent review platform. The reviews help new customers feel confident about booking a class and show that the company has a good reputation.

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 service looks high quality because of the professional photos, detailed class descriptions, and strong customer reviews (The Cooking Academy, 2024). The website highlights expert chefs and hands-on learning, which makes the classes feel valuable. The clear organisation and positive feedback make the company seem reliable. I would recommend it because it looks well-run, informative, and enjoyable for anyone interested in cooking.

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, the prices are clearly shown on each class page (The Cooking Academy, 2024). They match the high-quality service the company offers, including expert teaching and good facilities. The prices seem fair for the level of experience provided. Clear pricing also helps customers understand what they are paying for, which builds trust.

Section 4 – Searchability

Question 4a - What three words would you type into Google to find this type of service?	1.Cooking classes
	2.Cookery school
	3.Culinary courses

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

Answer:
Yes, The Cooking Academy appears in the top ten Google results for terms like “cooking classes” or “cookery school” (Google Search Results, 2024). This shows that the website is well-optimised and easy for customers to find online.

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 for UK businesses today. Even though social media is popular, customers still expect companies to have a clear and professional website. A website gives detailed information about services, prices, and booking options (Nielsen Norman Group, 2023). It also helps build trust because customers can see everything in one place. Websites improve visibility on search engines, which helps businesses reach more people. Without a website, a company may look less reliable or harder to contact. Overall, websites remain a key part of business success.

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:

One useful improvement would be adding a live chat feature. Many customers prefer quick answers when deciding whether to book a class. A chat tool would let them ask questions instantly, such as about availability or dietary needs. This could help reduce confusion and make customers feel more confident. It may also increase bookings because people get help right away instead of waiting for an email reply. Live chat is common on modern websites and would make the site more user-friendly (Nielsen Norman Group, 2023).

Reference List

The Cooking Academy (2024) *The Cooking Academy Website*. Available at: <https://www.thecookingacademy.co.uk> (Accessed: 19 April 2026).

Trustpilot (2024) *The Cooking Academy Reviews*. Available at: <https://uk.trustpilot.com> (Accessed: 19 April 2026).

Nielsen Norman Group (2023) *UX Guidelines for Website Usability*. Available at: <https://www.nngroup.com> (Accessed: 19 April 2026).

Google Search Results (2024) *Search results for "cooking classes"*. Google.com.