

LCLM4002_BIRM Digital Skills Task 3**Website Evaluation****Student Number**

2513589

**Student
Name**

Songul kisa

Website Chosen

the cooking academy

**Insert hyperlink
to website**[https://www.the cooking academy.co.uk](https://www.the-cooking-academy.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?

1. Answer:

- 1) it was easy to access the web site on my phone, and I was able to communicate quickly
- 2) when logged in from the laptop, it wasn't as fast as the phone, and it look a bit of time

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

Answer:

The information in the menu is divided into categories and subcategories, but the amount of information makes it a bit difficult to navigate. A clearer and more user-friendly grouping could be implemented.

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

Answer: yes

When I went to the page, I couldn't find any section for making a reservation, but there was a live chat option. When I wrote to them in the live chat, they said yes, they can make the reservation for me.

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

Answer:

When we enter the website, it could be a bit easier to use. It took around 5 minutes to find what I was looking for. Under the about us menu there was a testimonials section, and it didn't occur to me that the place to book an appointment would be there. The appointment booking section could be made easier to find.

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:

Accessing it from a computer is easier than from a phone. When we access the digital platform on a computer we can see the entire main menu on the screen. On a phone, however, the menus and subfolders are too many, which makes the site a bit more difficult to use. It can take time to reach the information.

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

Answer:

The images used on the website could be improved: colours are a bit dull, and more vibrant colours could be used also, when I looked for videos on the site, they were very difficult to find I couldn't locate them easily

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 uses an online chat tool, and it allows very fast communication. They respond instantly and in a quick manner. When you look on a computer, on the right side there is a round shaped box that says ask a question/chat now and it is in a very easy to find sport.

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

Answer:

In the menu under about us and as you scroll down, on the right side you can see the social media pages. This shows that they are also effective on 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:

When we look at the main menu and go to about us there are two sub-pages . if you click on testimonials, you can access people's comments. One example is "Fantastic class – the Mughal Emperors' Feast run by Kumud. She narrated the health

benefits and origins of each dish, and everything was organised brilliantly. A joy! We each had our own cooking station too. Highly recommended.”

-Mogul Emperor Indian Class – FK

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

Answer:

When I looked at the reviews section, no date was indicated, so it is not clear whether they are up to date.

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:

Yes, the service is presented very well. I can recommend it, although the pricing for some courses seems a bit high. With better pricing, they could be even more beneficial to people.

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 listed in the menu each course is priced separately, and the prices are indicated clearly and transparently.

Finding the prices is not that difficult: they are in a very easy to find place. As soon as you select a cooking course, the price is shown right next to it which makes it very convenient.

Section 4 – Searchability

Question 4a - What three words would you type into Google to find this type of service?	1.the cooking academy
	2. cooking academy
	3. academy for cooking
Question 4b - When you type these words into google, does the company's website appear in the top ten websites?	
Answer: Yes, when I visit the site, it appears on the top page	
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, we can see that the website represents a modern uk business. When we look at the site, we can see that they use social media sufficiently, and the pricing appears to be updated we can also tell from customer reviews that it kept up to date.	
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: They have created a very nice website, but in my opinion, I would have like it to be a bit livelier. The Colores are quite pale; they could be a bit more appetizing. the homepage of could be more engaging which would motivate people to take the cooking courses. bright colours always give energy, and this would make people more eager the site could also be a bit simpler for accessing information on the subpages.	

Reference List

The cooking academy, testimonials, (2025) available at
:https:\\www.thecookingacademy.co.uk (accessed on 12.12.25)