

LCLM4002_BIRM Digital Skills Task 3**Website Evaluation**

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Website Chosen	Cooking academy
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Insert hyperlink to website	www.cookingacademy.co.uk
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Evaluation**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 offers a seamless browsing experience by loading rapidly and with no lag time. Quick loading times are crucial since they increase user engagement and lessen inconvenience. Krug (2014) claims that users choose websites that are straightforward and effective since this improves usability and promotes ongoing engagement. The website loads quickly and smoothly, with pages appearing in just a moment and navigation feeling effortless. Its lightweight design, optimized images, and efficient code help ensure a fast, reliable browsing experience.

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

Answer:

The website has several subpages that are arranged in an orderly manner using a structured navigation. Sections including classes, reservations, and contact details are all simply searchable by users. By enabling users to locate information quickly, clear navigation enhances user experience (Nielsen, 2012). A site with many sub-pages usually groups them into clear menus, dropdowns, and section hubs so customers can move logically from broad categories to specific details. Visitors typically navigate using the main menu, search bar, and internal links that guide them toward relevant content.

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

Answer:

Customers can quickly register for culinary classes through the website's online booking option. Users' accessibility and convenience are enhanced by this feature. Because they improve customer experience and efficiency, online booking systems are crucial in digital company (Chaffey and Ellis-Chadwick, 2019). Yes — a customer can make a booking through the webpage if the site includes an online booking system. They simply choose a service, select a date and time, provide details, and confirm the reservation.

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

Answer: Simplifying page layouts and increasing the number of call-to-action buttons could improve the website's usability. It would be easier to navigate if there was less unnecessary content. Usability and user satisfaction are increasing by a simple and straightforward design (Krug, 2014). Improve navigation clarity, strengthen visual hierarchy, simplify menus, increase contrast, optimise mobile layouts, reduce load times, streamline forms, add clear calls-to-action, ensure consistent styling, improve search functionality, and provide accessible, intuitive interactions throughout.

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's layout and colour scheme are constant, making it aesthetically pleasing. It looks responsive on desktop and mobile devices, while the size of the screen may affect how some things appear. According to Garrett (2011), a visually appealing design increases user pleasure and engagement. The webpage looks clean and visually pleasant, with clear spacing and readable text. On a computer it appears wider and more detailed, while on a mobile phone elements stack vertically, making it simpler but slightly less spacious.

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

The website makes effective use to immerse and colour to attract users and enhance the overall experience. High- quality images of food and cooking activities create interest and make the content more appealing. The colours used are clear and consistent, which helps maintain a professional appearance. Visual elements such as images and videos are

important influencing user perception and increasing engagement with the website (Krug,2014; Chaffey and Ellis-Chadwich,2019).

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: There doesn't seem to be a live chat facility on the website, which could prevent customers from communicating right away. Including a chat feature might improve customer service and interaction. Chat systems and other interactive elements improve customer pleasure and experience (Laudon and Traver, 2021). Yes. The website uses an online chat tool, which makes enquiries quick and convenient. It provides instant responses, helps clarify product or service details, and improves customer confidence by offering real-time support during decision-making.

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

Answer:

The website includes social media links that allow users to connect with the business. These links help build brand visibility and customer interaction (Tuten and Solomon, 2020). The social media links are moderately effective. They are easy to find, load quickly, and connect users to active platforms, but they lack compelling calls-to-action and do not clearly encourage engagement or highlight recent content, limiting impact. Trust and increase engagement. Social media integration is important for improving.

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:

Detailed descriptions of cooking lessons and courses are providing along with a comprehensive explanation of the services provided. Customers can better grasp what is accessible because of this. Customer trust and decision-making are improving by clear information (Kotler et al., 2019). Services are clarifying through clear website descriptions, brochures, staff explanations, signage, and consistent branding. Companies also use

FAQs, demonstrations, and customer support channels to ensure people understand what is offering and how it benefits them.

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

Answer: Customer reviews are displaying on the website and provide useful feedback about the services offered. These reviews help potential customers understand the experiences of previous users and assess service quality. Keeping reviews up to date is important as it builds credibility and trust. Update feedback can influence customer decisions and increase confidence in the business (Nielsen2012).

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 uses expert photos and thorough descriptions to portray its services as being of the highest quality. This gives the company a favourable impression. Professional and well-presented services are more likely to be trusty clients (Kotler et al., 2019). The service appears high quality through its professional staff, reliable delivery, and consistently positive customer feedback. I’d use or recommend it because it feels trustworthy, efficient, and genuinely focused on delivering impressive results every time.

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: Customers can make educated judgments because to the availability of pricing information. Transparency and trust are fostering by clear pricing. Customer satisfaction and confidence are increasing by transparent pricing tactics (Chaffey and Ellis-Chadwick, 2019). Yes, prices are clearly displaying, and they match the quality of service offered. Transparent pricing helps build trust, shows confidence in the service standard, and reassures customers that they are receiving fair value for what they pay.

Section 4 – Searchability

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

- 1.Cooking Classes London
- 2.Cooking Courses Uk
3. Culinary training London

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

Answer: The website shows up in search results when using these terms, however it might not always be at the top. To draw clients, search engine exposure is crucial. Good SEO techniques raise a website's traffic and ranking (Chaffey and Ellis-Chadwick, 2019). Yes — you can check this by typing the exact keywords into Google and reviewing the first page of results. If the company's official website appears anywhere in the top ten links, then the answer is *yes*; if it does not appear on the first page, the answer is *no*.

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:

Given that they enable online transactions and offer vital information, websites are still very important in today's UK firms. Credibility and customer engagement are increased by a well-designed website. In the current competitive landscape, a company's digital presence is essential to its success (Laudon and Traver, 2021). Yes — websites remain highly relevant in modern UK business. They function as a company's central, owned digital space, offering credibility, control, and permanence that social platforms can't match. Customers still expect to verify a business through a professional site, especially for pricing, services, and contact details. Websites also boost visibility through search engines, which remain a major driver of UK consumer decisions. Even with social media growth, a well-designed website strengthens trust, supports marketing, and anchors a brand's online presence.

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:

Adding a live chat function is one suggestion for improving customer contact. This would enable users to get answers to their questions right away. Improving communication tools boosts customer satisfaction and user experience (Laudon and Traver, 2021). I would improve Apple's website by adding clearer, more prominent comparison tools across all product categories. Although Apple offers comparison pages, they're often tucked away,

forcing users to dig for essential differences in features, pricing, and performance. A more intuitive, front-and-centre comparison experience would help customers make confident decisions faster, especially when choosing between similar models like iPhones or MacBooks. This improvement enhances transparency, reduces decision fatigue, and supports a smoother buying journey, ultimately strengthening customer satisfaction and trust.

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