

LCLM4002_BIRM Digital Skills Task 3 Website Evaluation			
Student Number	2524540	Student Name	Nathalia Figueroa Rodriguez
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: This website loaded very quickly and smooth within 2 seconds.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: Yes, this website has a variety of sections, such as courses, corporate events, a shop and a blog. This website allows users to move through the site by the navigation menu at the top. Also, the website offers a drop-down option and well-defined headings, which helps the users to quickly locate information, ensuring that potential customers have a smooth browsing experience.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: Yes, customers can book directly through the website. Each course and event has booking options where users can pick a date and finish everything online. With this help, customers don't need to contact the company.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: The website needs to make pricing and availability easier to spot. Also, if they add a search bar or filters for courses, users will be able to find what they want faster. Additionally, I think that some section have a lot of texts, and if they make it shorter it will be less hard for the user to read making the experience even better.			
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: In my opinion, the website looks clean and modern. This is because of the good quality of images that makes the user feel engaged. This site also works well on mobile phones, though there are some parts that can feel a bit cramped. Overall, the website design stays the same across different devices such as (tablet or computer)			

Question 2b - How does the website use imagery, video and colour?
Answer: This website uses high quality photos of cooking and food which makes it look appealing to the user. Also, the bright and warm colours give us a welcoming feeling. The images do a good job when showing off the course and the experiences, though there is not a lot of video content.
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: This website doesn't really have a visible online chat tool, which can make it harder for users to get quick answers. Also adding a live chat feature would make communication easier and improve the whole experience.
Question 2d – How effective are the social media links on the website?
Answer: The social media links on the site are easy to find and let users and customers connect with the business on other platforms. They help build trust and offer extra content, but how useful they are, depends on how active and engaging the accounts are.
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 services are clearly shown in different sections like courses and events. Each page explains what is included and uses images to help understanding. This makes it easy for customers to see what the company offers. In addition, the layout is organised, making it easy to explore different options.
Question 3b - How are customer reviews made available? Are these up to date?
Answer: Customer reviews are shown as testimonials on the website. They help build trust, but it is not clear if they are recent. There are also not many reviews outside the website, which may make it harder for new costumers to fully trust the service.
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 shows high quality through good images, clear information, and professional design. It also mentions working with well-known companies. I would recommend it because it offers a variety of cooking classes and practical experiences for different skill levels.

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 not always easy to see and sometimes require extra clicks to find. This can make it harder for customers to compare options quickly. The company may do this to encourage users to explore more pages, but clearer pricing would improve transparency and make decision making easier.	
Section 4 – Searchability	
Question 4a - What three words would you type into Google to find this type of service?	1. Cooking classes in UK
	2. Cooking courses in London
	3. Cooking team building
Question 4b - When you type these words into google, does the company's website appear in the top ten websites?	
Answer: The website does not always appear in the top ten results as it depends on the keywords used. This may suggest that the company could improve its SEO (search engine optimisation) by using better keywords and content to increase visibility and attract more visitors.	
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 in modern UK business. They allow customers to find detailed information about services, Prices, and availability in one place. A well-designed website also helps build trust and gives a professional image, especially for new customers. While social media is useful for promotion, a website provides more reliable and organised information. It also allows businesses to take bookings directly, which improves convenience for customers and increases sales opportunities.	
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 key improvement would be to make pricing and availability more visible on the main pages. Currently, users often need to click through several pages to find this information. This can be frustrating and may cause some customers to leave the site. By clearly showing prices and dates earlier, the website would be easier to use and more transparent. This could improve customer satisfaction and increase the likelihood of bookings.	

Reference List

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

Trustpilot. *The Cooking Academy Reviews*. Available at:
<https://www.trustpilot.com/review/thecookingacademy.co.uk>
(Accessed: 16 April 2026)

Hypestat. *The Cooking Academy Website Analysis*. Available at:
<https://hypestat.com/info/thecookingacademy.co.uk>
(Accessed: 19 April 2026)