

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2510867	Student Name	Jorge Domingos
Website Chosen			
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: <i>The website mainly uses text to explain its services, classes and experiences instead of relying on large videos or complex animations. As a result, it requires less data to load, making it faster and easier to access. In addition, large, unoptimized images are known to slow down websites because they increase page size and loading time (Louis Pretorius, 2023).</i> <i>Furthermore, manual tests show that the website is highly responsive, loading between 0.59 and 0.98 seconds. Therefore, this fast response time means visitors can enjoy a smooth and efficient browsing experience.</i>			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: <i>The website is made up of different sub-pages, such as course listings and contact pages. Navigation is straightforward through the main menu. Navigation is also easy for visitors to explore and access information in need.</i>			
Question 1c - Can a customer make a booking via the webpage?			
Answer: <i>Yes, the website supports online purchases, allowing visitors to buy items such as cookbooks, spices and kitchen equipment.</i>			
Question 1d - What improvements could be made to the usability of the website?			
Answer: <i>The homepage could be improved by reducing repetition and simplifying its layout. It currently shows many sections like workshops, classes and blog, which can feel a bit busy. Making it more focused would help users find information more easily.</i>			
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: <i>The website has a clean and welcoming design that gives it a premium feel. The images help visitors understand what the site offers, making it more engaging. Overall, it looks professional and visually appealing</i>			

On mobile devices, the site still looks good and easy to use. It remains quick to navigate. Although it can feel slightly more crowded compared to the more spacious layout on a computer.

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

Answer: The website uses high-quality images of good, classes and products. Helping users understand what is available and making the site more appealing. It mainly uses olive green and light green colors, which are consistent throughout. These tones create a calm and welcoming atmosphere, often linked to health and relaxation. Research shows that brief exposure to greenery can improve focus and mental clarity. (Lee et al., 2015).

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 have an online chat tool. However, it provides other contact options such as an email address, phone number and an FAQ section for common questions. It might not be as effective for customers enquires, as it might not be as quick or convenient as a live chat.

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

*Answer:
The social media links on the website are very effective and direct, as they take users to a. correct social media pages with just one click. This makes it easy for visitors to explore more content.*

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 shows its services by organising them into sections like classes, workshops and the shop. Each section has simple, easy to understand titles.*

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

*Answer:
The website includes a testimonial section where customer feedback is displayed. However, it is not clear how new reviews can be added directly through the site. Customers can still leave reviews on platforms such as Google reviews or TripAdvisor, where the process is easier. This means feedback is available but not be updated to the website.*

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:
I would consider using or recommending the company because the website is easy to use, visually appealing and clearly shows what is available. It gives a good first impression and builds trust in the service.*

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 on the “The Cooking Academy” website partially clear. Some products and vouchers display prices, but many classes require further navigation or enquiry to view full costs. The pricing reflects the high-quality, experience-based service offered. In some cases, prices to prevent negative assumptions or maintain pricing flexibility. (JDR Group, 2023).

Section 4 – Searchability

Question 4a - What three words would you type into Google to find this type of service?	1.cooking academy
	2.cooking classes
	3. kitchen spice tin

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

Answer:
Yes. Websites appear in the top ten google results because google ranks pages based on relevance, quality and usefulness. It looks at how well the content matches the search, how trustworthy the site is and how good the user experience is. Pages that are clearer, more reliable and better structured are ranked higher (Search Engine Basics, 2026).

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, having a strong website is still very relevant for UK businesses. It is a key way to find new customers, build a good reputation and share helpful details. Users can easily check out different cooking classes and book a spot which is exactly how most people shop and research today. Studies show that a professional website makes a business look more trustworthy and helps them reach more people than they could without one (Digital Riser, 2025). Websites continue to be a vital part of business operations, alongside social media platforms.

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 improvement for this website would be to make class information availability and booking conditions in one place. Although the website contains detailed information, some key details are spread across different pages and terms and conditions, which can make it harder for users to quickly understand what is available and how booking process works. This can slow down decision making and create unnecessary friction for potential customers. Improving clarity and structure would enhance the user experience by making information easier to find and understand. It would also increase transparency, allowing customers to book more confidently and quickly, improving overall usability and satisfaction.

Reference List

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