

LCLM4002_BIRM Digital Skills Task 3
Website Evaluation

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Website Chosen	The Cooking Academy
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Insert hyperlink to website	https://www.thecookingacademy.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: When I try to search it on my phone using the Safari searching app, I notice that there is a website that looks like the cooking academy app, the names look like it, but when I search the URL of the website <https://www.thecookingacademy.co.uk/>, it quickly loads and navigates to the website. According to Owen (2023), a user-friendly website creates a positive experience for visitors, encouraging them to stay longer and explore your offerings.

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

Answer: The website contains sub-pages, including the cookery classes, where you can book. There are also corporate events, gift vouchers, etc. The website is organized and user-friendly for everyone because it is easy to navigate. A prospective customer navigates the site mainly through the top navigation bar, where each category expands into more specific options, and according to Alex (2025), a user-friendly website is easy to interact with, providing a satisfying user-experience and meeting users' needs.

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

Answer: Based on the section of the website (<https://www.thecookingacademy.co.uk/product/beginners-cookery-class/>), yes, the customer can make a booking directly on the website. There are cookery classes and vouchers that customers can select, choose the date they want to reserve and add to their basket for checkout online. Once the payment is made, bookings are confirmed by email and places are reserved on a first-come, first-served basis.

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

Answer: The Cooking Academy site could be more user-friendly by simplifying and making the menu more navigable. It is necessary that the phone's mode be more user-friendly so that all pages and buttons will fit the screen. A clear search bar would help users find and reserve classes more quickly. Faster page loads, larger buttons for actions like "Book Now," and displaying other users' reviews would contribute to the site being more user-friendly and helpful.

**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: When I visit the website, I notice it's clean, professional and visually appealing to customers because the website includes images and consistent color that match its brand, which makes it pleasant to browse. On the computer side, the website displays the full menu, larger images and has sidebars, giving a spacious layout, but on the mobile phone side, the layout adjusts, including menus that collapse into a hamburger menu, images resize, and content stacks vertically.

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

Answer: The website uses high-quality photos of food and classes to make their website more engaging to their customer. Hollingsworth (2023) said websites containing visuals like images perform better and receive up to 94% more views than websites that don't have visual images. These help visitors see what the experience and classes look like and encourage them to explore more. The site uses consistent brand colors and clear section headings to keep the visual style unified.

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: It has a chat tool powered by CustomGPT.ai that is located on the side of the page. This allows customers to ask questions if they are confused about the classes, etc. The button provides instant responses because it helps customers to get information quickly without navigating more to the website or waiting for an email reply. Intercom (2023) said it enhances user engagement by offering personalised assistance, making it easier for customers to be informed.

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

Answer: You can see on the bottom of the page the social media links, including Facebook, etc. The company put this in place to direct customers to the brand's official pages, and integrating these links isn't just for visual appeal; it creates a connected and engaging experience for customers because it allows users to see updates to the company. According to Cyan Marketing (2024), this helps build trust, keeps customers interested and makes the website effective.

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 presents its services through organized menus and dedicated pages on its website. Customers can easily find information on cookery classes, wellness workshops, gift vouchers, and other pages. Each page has descriptions, schedules, prices and booking options, also it uses photos, headings and clear buttons like "Book Now", "Shop Now" and other buttons to guide customers, and this makes it easy for customers to understand and access the services offered.

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

Answer: The section of "What people say", where you can see their reviews, one of the reviews there is from BMW, which says the event was a lot of fun and great experience for their whole team. Customers can read detailed written feedback from past attendees about classes to help them make decisions in booking, because Seo Spiders (2020) said that customer reviews increase trust in the company and influence the decision-making process of the customer.

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 see that their service is high quality because the site is neat, easy to read and has clear information about the services. The images of products, foods, and events look knowledgeable, and the instructor seems knowledgeable. I recommend their services because I think they offer fun, hands-on cooking classes, flexible options and gift vouchers to my family and also because I read all the reviews about them, which makes me trust them.

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: It gives clarity to its customers concerning the prices. The cost and the specifics of what is included are noticeable in every class, etc. The prices indicate the premium quality of

the service, which consists of professional instructors, full participation, top-quality materials and planned events. Customers are getting the entire experience, not just the class. The act of displaying prices helps create transparency and trust. Putting Prices on Your Website: The Pros and Cons, 2023).

Section 4 – Searchability

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

1. Cooking Academy UK
2. Cooking Class
3. Cooking School near me

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

Answer: Yes, when I searched for "Cooking Academy UK", their website appeared first in the results. However, when I searched for "Cooking Class", many websites showed up, and I only found The Cooking Academy UK on the second page. In another search, which is "Cooking School near me", it appeared at the top of the third 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, I believe that websites still have a great relevance today in modern UK business. For me, it's essential that a website should be for small businesses as well as big businesses. A website will enable businesses to show their services and products to more people and also target the correct audience. Websites will also display products and services effectively with images and prices that customers can access at all times. Websites will also enable businesses to be recognized worldwide. Because if a business has a website, it will be recognized worldwide. Thus, it will be very easy for businesses to gain more sales with the help of a website.

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: My recommendation is to include short video previews for every class, even if the website currently has photos. Whereas photos provide a view of what a class looks like, videos are more dynamic because they can capture movement and interaction. When customers see instructors in action and can witness the environment, the experience feels more real than just reading about it. This would help them get an idea of what to expect from a class and enable them to make a quicker decision. Short videos can capture attention far more easily than images or text alone. This enhancement could result in

making the website more interactive, with more bookings and visitors getting a clearer feeling of the hands-on culinary experience.

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