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Module code: LCLM4002

Title: Task 3

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Assignment title: Task 3

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LCLM4002_BIRM Digital Skills Task 3			
<u>Website Evaluation</u>			
Student Number		Student Name	
Website Chosen	The Cooking Academy		
Insert hyperlink to website	https://www.thecookingacademy.co.uk/		
<u>Evaluation</u>			
Respond to each question			
Section 1 – Usability			
Question 1a - How quickly and easily does the website load?			
Answer: Cooking Academy site works relatively fast on the desktop browsers, usually three seconds. Heavy pages with images could be loaded slightly slower on mobile devices, but the work is generally smooth. Page navigation is instant and technical latency and inaccuracies were not noticed. The fast and stable access is also enhanced by the secure HTTPS connection, although more optimization of the large image files can be used to enhance speed among mobile users.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
The site does have various sub-pages, such as Cookery Classes, Corporate Events, Shop, Blog, and Contact. user-friendly navigation is managed by a well-defined top-menu bar that is present on all pages. Lists with drop-down items will lead the user to sub-categories, including type of cuisine or type of event. Breadcrumb trail and the regularized layout of the header enables the user to go back to the older parts.			
Question 1c - Can a customer make a booking via the webpage?			
Yes, the customers are able to book through the site. The class page of every class will have a Book Now button that is connected to a reservation form that will allow customers to choose the date, quantity, and payment options. Gift vouchers and check-out of items is also available through the built-in online store on the site. This is very simple and it facilitates instant confirmation of payments through email.			
Question 1d - What improvements could be made to the usability of the website?			
It would be desirable to have better mobile optimisation on the site. Other text and buttons are small in smaller screens. Search functionality could be more convenient with filtering			

options (e.g., by level of classes, duration, or price). Also, it would be more transparent to show the seats available in each specific class. It would be better to include a conspicuous cookie/privacy notice to enhance user compliance and trust.

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?

The site is aesthetically pleasing, and the photos of the food are of high quality and a proper design with white backgrounds and blue accents. In mobile, design looks appealing, although the loading of images is slower and the space between menus seems tight. Professional visual consistency is guaranteed over the devices making the browsing experience to be positive.

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

The site takes advantage of appetising food, kitchens and classes in bright imagery in order to capture attention. The use of colour is part of the brand: the background is white to be readable and purple/blue to make the brand visible. It is also notable that there are no embedded videos; it will be possible to use small videos or testimonials to further interest the audience and tell a more detailed story.

Question 2c – Has the website made use of an online chat tool on the website? How effective is this in enquiring about the product or service?

The site does not have any live-chat feature. This is via phone, email, or the form of contact. Whereas this is useful in formal communication, it is unable to provide quick communication with customers because of the lack of an instant chat feature, which is necessary especially to the potential new users seeking immediate answers on the classes offered.

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

The social media links (Instagram, Facebook, LinkedIn, X) are situated on the bottom of each of the pages and opened in the proper way. The channels are alive with cooking classes, updates of the classes, and promotions. This strengthens brand realities and social interaction. The links may however be more noticeable at the top of the page to promote interaction at an earlier stage of the customer journey.

Section 3 – Perceived Value

(75 words maximum for each answer)

Question 3a - How are the services offered by the company made clear to customers?

The description of the services is well developed in the form of separate classes such as Cookery Classes, Corporate Team-Building, Nutrition Workshops and Gift Vouchers. The sections specify the purpose and intended audience and provide a link to book the event. The homepage and drop down menu direct the user to the page they need so that there is clear display of what is offered.

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

The testimonials are displayed on the home page and class page, and they say that customers are satisfied and had a good experience. But the reviews are not extensive and are not dated, that is restrictive to credibility. It would be wise to include an in-depth and filterable review section with timestamps to show authenticity and recency.

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?

Professional design of the site, high-resolution pictures, and clear course outlines imply a high-end experience. There are mentions of corporate customers and professional chefs that are credible. I would suggest it because of its wide variety of courses, professional training, and practical orientation which attracts a person and organisations in need of culinary improvement.

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?

Yes, the prices are written on individual pages on the classes or products (e.g., £125199 per session). The pricing clarity contributes to confidence of the users and the price matches the positioning at premium, facilities and expertise of the instructor. The professional cookery-class market has competitive prices.

Section 4 – Searchability

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

1. Food and beverage training Hertfordshire.
2. Corporate cooking events UK
3. Cookery school team building.

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

Yes. The site is ranked in the top three organic results when one types in Cookery classes Hertfordshire or Cooking Academy UK. It indicates the good use of SEO strategy and brand presence in the local and countrywide searches.

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.

The websites are, indeed, indispensable to the businesses of the UK today because they serve as the main online storefront and source of information. Consumers want instant access to information, reviews and booking services. Despite the social-media marketing, an attractive web site will increase the credibility, promote e-commerce and connect to the wider marketing avenues. The site of the Cooking Academy provides an opportunity to learn how small businesses may get a larger number of visitors, turn the interest into bookings, and create an image of a reputable professional online.

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?

I would suggest the introduction of live-chat or chatbot. This would enable the potential customers to query on the availability of classes immediately, their diets or even on the gift vouchers. This real-time interaction has the potential to boost conversions, shorten response times via email and offer an interactive user experience that is more modern. This improvement coupled with mobile optimisation and better filtering would greatly boost customer satisfaction and general digital communication.

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