

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2516687	Student Name	Joanna Bednorz
Website Chosen	www.thecookingacademy.co.uk		
Insert hyperlink to website	The Cooking Academy		
<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: When I open the website there is no problem. Webpage has loaded quickly and easily every time when you opened it.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: The website has many sub-pages. The first top and main sub-page changes automatically every few seconds, informing what news we can find on this website. The other sub-pages have to be operated manually. The sub-pages are very clear and easy to use.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: The customer has many booking options via the website. The client can visit “ the cookery team building events” website where he can organize an integration meeting for employees. There is also sub-page where the customer can sign up for a “ cookery class”. If a client is interested in promoting a healthy lifestyle in the workplace, they can sign themselves or their employees up for meeting “wellness in the workplace”. There is also a shop where customer can purchase selected products.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: I’m not sure if any improvements or changes are needed on this website. I think the webpage loads quickly, is very easy to use, and contains all the information you need.			
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: This website well-made. The photos are professional, the descriptions are clear and explain everything. Basically, there are no major differences. On a computer, the top bar listed names of sub- pages. When you click on the separate name show you list with more information. On the right side, you can register or log in, there is also search bar, task bar and basket. Under the main sub- page, the next sub- pages are arranged in a pair, all the classes that the academy offers are in row and you have to scroll them. There			

is no bar with a list of sub-page names on the mobile phone, the sub-page are arranged one below other.

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

Answer: A website needs very good quality images, videos and colours so that the potential recipient has the impression that the company is professional.

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 does not use online chat. Online contact is “ contact use “ or you can fill out a form on each page. The form allows you to ask for all the information you’re interested in. We must provide our personal details, so we’re not anonymous. The academy will respond as quickly as possible.

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

Answer: The website displays general and professional social media. Clicking on it quickly take you to the social media.

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: Our website has sub-pages with general information and offers for customers. Individual offers tailored to customer needs are available via a form where we provide all the information.

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

Answer: Each sub- page has reviews. There aren’t many of them. There are more on social media. There are no dates given, so it’s unclear whether the reviews are current.

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: Each sub-page is described in details, presenting offers for customers. Events are organized individually. I think the offer is high quality. There are many photos and videos.

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 for courses are listed on the website. Prices for events are not listed on sub-page. Events are priced individually.

Section 4 – Searchability

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

1.The cooking academy
2.Cooking classes

	3. Learn to cooked
Question 4b - When you type these words into google, does the company's website appear in the top ten websites?	
Answer: All google searches were on the first page, with in top five.	
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: Websites are very important in modern business in the UK . They make it easier to find a company in search, and compare it with other companies with the same profile. You can read reviews about the company. The company can present its full offer and share photos and videos. Through a website, the company can present itself on social media and reach a larger audience.	
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: “ The cooking academy “ website would improve the ability to enter reviews. Currently, reviews are only allowed on course sob-pages. I would suggest expanding this option to include event entries. I would also suggest allowing dates to be added to each reviews. I believe reviews should be priority for every company. If a company offers high-quality services and has excellent reviews, this is best advertising for the company. I believe this suggestion would improve the reputation of this academy and its website.	

Reference List

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