

LCLM4002_BIRM Digital Skills Task 3			
<u>Website Evaluation</u>			
Student Number	2510381	Student Name	Safi Ullah
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: The Cooking Academy ' s website opens well. Opening different pages on the website and navigating through it is also quite smooth. The homepage and image appear fast however the overall loading speed is not too great which matters a lot and should be faster for a smoother experience.			
Question 1b-Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: Yes, the website consists of many sub- pages including cookery classes, corporate events, wellness programmes, shop, blog, contact. Navigation is simple because the menu is structured very clearly. The users can browse through class categories, shop, or information pages from the main menu.			
Question 1c-Can a customer make a booking via the webpage?			
Answer: Definitely Yes! Customers can book their desired classes directly from the website. There' s a variety of classes to choose from whether people want to book ' One Day Class Voucher' or book a 'Beginners Cookery Class'			
Question 1d-What improvements could be made to the usability of the website?			
Answer: One great improvement would be if there could be a search bar in the website that can let the users directly search what they' re looking for instead of browsing through the entire menu . Another useful tool would be if the website could show class availability on the main class list so it saves time for the user.			
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:The website is well organised it does look professional . The images on the website convey a sense of cooking and learning however it' s easier to browse through it on the computer because it' s more spacious and easy to read. On the mobile the layout of the website becomes very compact but it is easy to use. The design adjusts pleasantly on both mobile and computer.			
Question 2b- How does the website use imagery, video and colour?			

Answer: The website has bright, colourful & attractive photos of cooking classes and food, this makes it very persuasive for the users. The colours give the website a very clean, calm and organised look overall. I didn't see any videos playing automatically which makes the website load faster. The theme is very well done as the photos and colours match the cooking/culinary theme nicely.

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: I did not come across any live chat option. Booking pages and contact forms are used to respond to any enquiry's. Chat tool would definitely improve the experience for the users as they can get immediately get information, it would also be quicker and smoother.

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

Answer: I did not come across any social media links at the top of the website. They might be in the footer or on the contact page — they are not visible or clearly shown on the website. Making these links easier to access for users would also help them follow on Instagram and other platforms to get frequent updates.

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: whatever the company offers is shown clearly on the website site. The menu lists different services such as cookery classes, corporate events, health and nutrition programmes, gift vouchers, and an online shop. Every page shows what the class includes, who it is for, and what customers will be learning in their classes. This makes it very easy for the customers to understand the service.

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

Answer: The website consist of a review section as well as testimonials where customers can share their valuable experiences. The reviews show the quality of the classes. Reviews on external websites like TRUST PILOT seem quite recent. This means that the feedback and reviews are up to date and useful for new customers.

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 Cooking Academy shows high quality through small class sizes, personal cooking stations, and the use of quality ingredients, they focus on teaching correct skills and healthy cooking because of which the service feel more reliable. I would suggest it to someone who would want to learn cooking or is passionate about culinary in a good environment.

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 listed on the website clearly. For example, half-day classes cost £125 and full-day classes cost £199. Private classes are more expensive. They are priced appropriately because of the quality in teaching, equipment and ingredients all seem

high standard. Some prices on pages don' t show instantly so customers might have to contact the company or check further details.

Section 4-Searchability

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

1.COOKING CLASSES UK

2. WELLNESS COOKING CLASSES

3.CULINARY CLASSES UK

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

Answer: Yes after searching these words the website does usually appear in the first page of google, this means that the business does have a good visibility!

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.
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Answer:Yes, I believe website are still very important. It gives the customers all the information about their business in one place in a well organised way. It is easier to get information such as prices, services, reviews, and booking options. A business like THE COOKING ACADEMY having a website builds trust with customers and this makes it easier for the customers to know what to expect from the classes, what they will learn, how much the classes cost, the duration of the classes etc. Though Social media is more popular now, websites however are still a reliable source to get professional information.

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: I would suggest adding filters to the classes, filters including price, cuisine type, difficulty level, or available dates. Customers would be able to find their preferred classes more easily and this would be faster instead of scrolling through long lists — this would help save time for the customers as well as make the website more user-friendly and easy to use.

Reference List

