

LCLM4002_BIRM Digital Skills Task 3			
<u>Website Evaluation</u>			
Student Number	2505372	Student Name	Marius Ciuculescu
Website Chosen	The cooking academy		
Insert hyperlink to website	http://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 website loads fast and runs smoothly. Pages open within a few seconds, and the menus are quick and easy to use. Even with plenty of photos and detailed class info, the site feels light and well-organized. It works great on both computers and phones, with a clean, attractive layout that's simple to navigate. Overall, it offers a quick, user-friendly experience that makes finding information or booking a class really easy.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: Yes, The Cooking Academy website has lots of sub-pages for classes, corporate events, wellness workshops, recipes, and gift vouchers. It's easy to get around using the clear top menu and dropdowns, which guide you straight to what you're looking for. Each section is well-organized with links to detailed pages. The homepage also highlights popular options with quick links, making it simple for anyone to explore and book a class without any hassle.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: Yes, customers can book directly through The Cooking Academy website. Each class page has a simple booking form where you can pick a date, add participants, and pay securely online. You can also buy gift vouchers the same way. The process is quick and easy, with clear steps and a confirmation email sent once your booking is complete.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: The Cooking Academy website is easy to use but could be improved. Adding a search bar and filters for cuisine or skill level would make finding classes faster. Simplifying menus and showing prices and availability more clearly would also make booking easier and quicker.			
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 Cooking Academy website looks clean, modern, and inviting. It's easy to navigate on a computer, and on mobile, content stacks neatly with dropdown menus. While some images are smaller, the site remains attractive and user-friendly on both devices.

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

Answer: The website uses vibrant food imagery and real class photos to convey freshness and expertise. Purple and lime-green branding add sophistication and energy, while clean white backgrounds highlight content. Limited video use enhances professionalism, though more motion could boost engagement. Overall, visuals effectively reflect a premium, hands-on cookery experience.

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 use an online chat tool. If they had one would be very effective for enquiries.

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

Answer: The social media links are visible and active on the website; they are very easy to find on the main menu bar. They are effective, the users can follow them, engage with other users, enquiry about products and feedback.il

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 services offered to the customers are clear communicated, with a dedicated Class section lists specific courses, availability and prices. They highlight the format: Public classes, private/ono-to-one cookery, corporate team building. They also include logistics and value details.

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

Answer: Yes — reviews are clearly made available, and they are up to date (especially on third-party sites). It would be even better if each testimonial on the site had a visible date to confirm recency. (Trip Advisors 2025)

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 comes across as genuinely high quality because everything feels personal and professional. The chefs clearly know their stuff, the classes are small and hands-on, and the kitchen looks spotless and welcoming. Reviews are glowing, and the dishes look amazing.
I'd recommend it to friends or family because it's more than just cooking, it's a fun, relaxed experience where you actually learn useful skills, eat great food, and share something memorable together.

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: Yes — the pricing for The Cooking Academy is clearly displayed on their website. For example:

- Half-day classes: **£125** per 3-hour session.
- Full-day classes: **£199** per day.
- Private one-day exclusive class (for friends & family): **£1,200**.

Yes, I believe they do. The website presents a premium experience: small-group classes, expert chefs, nutrition/science led teaching, dedicated kitchen space, hands-on sessions. For those features, the pricing is consistent with a high-quality offering rather than a budget experience.

Section 4 – Searchability

Question 4a - What three words would you type into Google to find this type of service?	1.Meditreanean
	2.Coocking
	3. Class

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

Answer: Yes, when you type those 3 words in to google search engine, the website appears second on the 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:

Absolutely - websites remain highly relevant for modern UK businesses, even with social media and apps everywhere. A website acts as a **central hub** where customers can:

- Understand your services or products in detail
- Check credibility through testimonials, case studies, or professional design
- Make bookings or enquiries securely
- Access consistent branding and information that social media alone can't fully provide

For a business like The Cooking Academy, the website is essential: it showcases classes, prices, reviews, imagery, and booking options all in one place. Social media can attract attention, but the website cements trust and converts interest into action.

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'd suggest adding a short, lively video on the homepage showing a class in action — people chopping, stirring, laughing, and tasting their dishes. Photos are great, but a video would really bring the experience to life. It helps visitors feel the fun and energy of the classes and imagine themselves joining in, making them more likely to book.

Reference List

Trip Advisors 2025 https://www.tripadvisor.co.uk/Attraction_Review-g1096773-d7349821-Reviews-The_Cooking_Academy-Rickmansworth_Hertfordshire_England.html