

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2513299	Student Name	Adeel Sadiq
Website Chosen	The cooking Academy		
Insert hyperlink to website	The Cooking Academy: Master the Art of Cooking Book now		
<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: I visited the website, and it loads very promptly the main content and images appear almost immediately. Navigation between sections is smooth and there's minimal delay, offering a fluid browsing experience overall.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: Yes, the Cooking Academy website has many sub-pages, including sections for cookery classes, team building, corporate events, about us, contact, and the shop. Prospective customers can easily navigate these through a clear top menu and dropdown options. The homepage also features quick links and highlights to guide users smoothly to key areas, making it simple to find information and explore different services. The information on the website is useful and beneficial to the customers' needs and requirements.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: Yes, customers can make a booking directly through the website. The Cooking Academy allows users to select and book cookery classes online. Visitors can choose a class, check available dates, and complete payment through the secure booking system, making the process quick and convenient.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: Some usability improvements for the website could include better contrast between text and background for easier reading, more consistent button styling across pages, clearer breadcrumbs or back navigation to aid movement between sub-pages, and optimised mobile responsiveness so key functions (like booking) are simpler on smaller screens. The Cooking Academy website should also consider implementing or making use an online chat tool to accommodate their customers with any enquires or queries.			
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 webpage looks clean and professional, with a tasteful colour palette and high-quality food photography that create an inviting feel. On a computer it displays well with a full menu, large images and good spacing. On a mobile phone the layout adapts but some elements feel more compressed, making navigation slightly less spacious though still workable.

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

Answer: The website for the cooking school uses high-quality images of people cooking, food preparation, finished dishes and group classes to create an inviting, professional look. A consistent palette of rich purple and bright green supplies brand colour-identity and links visual content across pages. There is little use of video, which keeps the page simple, while the imagery and colour effectively communicate culinary expertise and creativity.

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 couldn't find any evidence of a live online chat tool on the website. Communication appears to rely on contact forms, phone number and email for enquiries. Therefore, the current enquiry method may be less immediate than a live chat, making it slightly slower and less conversational.

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

Answer: The social media links on the site are present and lead to platforms such as Instagram and Facebook, giving visitors easy access to the business's broader presence. However, the links are somewhat modest in prominence and do not stand out strongly, so the tool works but could be more effectively integrated with stronger calls-to-action and consistent social proof.

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 by the company are clearly presented on the homepage and in separate sections. These include cookery classes for different skill levels, classes for teenagers, team-building events for businesses, wellness and nutrition workshops, and a shop for ingredients and products. Each service has descriptions explaining what is included, who it is suitable for, and how customers can book or enquire, making it easy for visitors to understand the offerings.

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

Answer: Customer reviews for the company are displayed on a dedicated testimonials page on the website. They consist of client comments referencing specific classes and events, helping to build trust. The reviews appear up to date, with several posted in recent months indicating ongoing activity and positive feedback.

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 website presents the service as high quality by emphasising expert chefs, small-group hands-on sessions, premium ingredients and tailored classes for different goals such as nutrition or team building. You might use the service or recommend it because it offers practical skill development, a professional environment and flexible options like corporate events, special diets or gift vouchers that make it appealing for a wide range of people.

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: the prices are made clear on the website for customers who would like an experience on how to make an exquisite meal with world renowned chefs which of whom have worked with a verity of celebrities and Royalty, therefore the quality of the service is of a high calibre which reflects the pricing.

Section 4 – Searchability

Question 4a - What three words would you type into Google to find this type of service?	1.the
	2.Cooking
	3. Academy

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

Answer:
When you type in the Cooking Academy into Google search the website appears at the top, one of your first options is this website and is very easily accessible.

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: Due to the amount of stress in day-to-day life at home and at work this business is in a good position to cater for the relevance of people’s lives. People who are starting a new family or home who would like to take on the role of cooking a well-balanced, nutritional meal and need to be educated on how to do this, the chefs can give them the guidance they require. On the other hand, for people who are busy in their career and would like to build moral amongst their work colleges through team building and corporate events.

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: If I was to make a recommendation on how to improve The Cooking Academy website it would be more clear instructions on back navigation to aid movement between sub-pages. I have suggested this because when I was using this website, I was finding moving from one page to another difficult. Depending on the device you are using for example in a handheld mobile or a laptop. Because there are various types of sub-pages on multiple varieties of facilities, they offer you could easily move further away from where you would specifically like to go.

Reference List

Contact us (2025) *The Cooking Academy*. Available at: [Contact Us - The Cooking Academy](#) (Accessed: 14 November 2025).