

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2517160	Student Name	Leon Antion Hollingshead
Website Chosen	WWW.THECOOKINGACADEMY.CO.UK		
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: The website loads very quickly indeed, within 1 second approximately.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: The website does contain many subpages, perhaps too many in my opinion. This is because many classes and services are offered, so a prospective customer would need to look at the various choices and decide which option suits their needs best.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: Yes, the customer is easily able to make a booking via the website.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: I think the usability of the website could be improved by streamlining and reducing the amount of information/choices that are available. It could currently be too much information for a customer to process and may result in lost sales			
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 looks aesthetically pleasing, with a good colour scheme. There is however too much information. The mobile friendly version of the website is more user friendly then the desktop version, by a long way.			

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

Answer:

The website uses many appealing images of food, which is positive. There may well be videos but I was unable to find any, as it would involve scouring through the subpages of which there are many. There isn't a gallery subpage either. The colour scheme of the website is very good overall.

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:

Yes, the website makes effective use of A.I powered online query and chat tool. It is very effective.

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

Answer:

Very effective. The website has a social media presence on Facebook, X, Instagram, LinkedIn, and Youtube.

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 are made clear to the customers via drop down lists headed:

- Cookery Team Building & Leadership Events
- Cookery Classes
- Gift Vouchers
- Wellness In the Workplace
- Shop
- About Us
- Blog

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

Answer:

Customer reviews and Testimonials are made available near the bottom of Homepage and are displayed using a slideshow format. There is no date displayed, and only 3 reviews.

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 service is presented as high quality due to the cooking experience of the company founder (An experienced chef) as well as the reviews by reputable companies, including BMW. I would recommend this to a friend or family member as it appears that as well as cooking experiences, this company offers fantastic teambuilding exercises.

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 made clear during the booking process. I believe the prices do reflect the quality of service shown, which is a high-class service

Section 4 – Searchability

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

1. Cookery

2. Teambuilding

3. Academy

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

Answer:

No

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:

I feel that websites absolutely do have relevance in modern UK business. Especially due to the emergence, rise and progression of technology in the Uk, as well as globally.

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 recommend that the company remodel the desktop website to be more like the mobile version. There is simply too much information on the desktop version, it is not the most user-friendly experience.

Reference List

[The Cooking Academy: Master the Art of Cooking | Book now](#) (Accessed: 30/11/2025)