

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2510136	Student Name	Mariana Sava
Website Chosen	The Cooking Academy		
Insert hyperlink to website	hthttps:// 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 very quickly, usually opening in under a second, making it easy for users to access.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: The Cooking Academy website includes several sub-pages , such as cookery classes, team-building events, gift vouchers, wellness programmes and an online shop. Customers can navigate these sections using the clear menu bar at the top of the site , selecting the category they want to explore.			
Question 1c - Can a customer make a booking via the webpage?			
Answer Yes, customers can book directly through the website. Each class or event page includes booking option, allowing users to select dates and secure a place online.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: The site could improve usability by simplifying the homepage layout, improving the visibility of the search function could also enhance navigation.			
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 modern, with high-quality images. On a computer , the design appears more spacious, with a wide menu bar . On a mobile phone , the layout becomes more compact, with a collapsible menu, but it still remains easy to navigate.			
Question 2b - How does the website use imagery, video and colour?			

Answer:

The website uses bright, professional food and cooking images to create an engaging atmosphere. The colour scheme is calm and consistent, using green and dark tones that reflect a premium , culinary feel. Although video use is limited, the strong imagery effectively supports the brand and improve the users 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 Cooking Academy website includes an online chat tool that allows visitors to ask quick questions about classes, availability , and booking. It is effective because replies are fast, and the chat window appears on all pages, making it convenient to get support without searching for contact details. This improves the customer's ability to enquire before booking a course.

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

Answer:

The social media links are easy to find and lead directly to active Cooking Academy accounts. They provide photos of classes, student experiences, and updates about new courses. This makes them effective for building trust , showing real results, and letting customers stay informed. The social content supports the website by giving a more personal and engaging view of the academy.

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 Cooking Academy clearly explains its services through well-organised menus, course categories , and detailed class descriptions. Each course page outlines the skills taught, duration, price , and who the class is suitable for. Helps customers understand what is offered and choose a course that matches their interests or skill level.

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

Answer:

Customer reviews are displayed on key course pages and sometimes featured on the homepage. They include recent comments and ratings that show real participant experiences. The reviews appears up to date, which increases trust and reassures potential learners that the academy continues to deliver high-quality classes.

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 uses clean layouts, good photos and clear description. This presentation build's confidence that the company operates to a high standard. I would recommend the service because a well structured website often reflects professionalism, reliability and trustworthiness.

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 prices are clearly displayed on the website. Half day classes cost around £125, full day classes about £199, and private courses start from £1,200. These prices reflect the quality of the service, as students get individual attention, professional instruction, quality ingredients.

Section 4 – Searchability

Question 4a - What three words would you type into Google to find this type of service?	1.begginer cookery classes
	2.hands-on cooking workshop
	3. Cookery classes near me

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

Answer:

Yes, the company's website appears in search results for these terms. It has detailed pages about classes, pricing, and reviews, making it easy for potential students to find and understand the services offered.

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:

Yes, website remain very important for bussines in the UK. For a business like The Cooking Academy, the website allows potential students to browse available classes, check schedules, and book sessions online, which increases trust.

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:

One recommendation would be to improve the mobile experience. This improvement could increase booking, as many people search for services and make purchases on their smartphones.

Reference List

The Cooking Academy *Cooking Classes for Beginners*. Available at:
<https://www.thecookingacademy.co.uk/> (Accessed: 2 December 2025)