

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2324496	Student Name	Ashia Parveen Aslam
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 website loaded quickly, it opened easily without any hassle. When you click the link, it takes you to the home page which provides a potential customer with easy information. The website is extremely easy for a customer to navigate. Overall, it would take couple of seconds for the customers to open and view the content. (The Cooking Academy, n.d.)			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: There are plenty of subpages available for a prospective customer for example, 'Cookery Team Building & Leadership Events, Cookery Classes, Gift Vouchers and Wellness in the Workplace' which make it easy for them to access different parts of the website. These are available at the top of the page for the customer, and they can either hover over it to see the options or directly click onto it. (The Cooking Academy, n.d.)			
Question 1c - Can a customer make a booking via the webpage?			
Answer: Yes, a customer can make a booking via the webpage. If they click on the subpage 'Cooking Classes', they will be shown a section which has options like 'Beginners Cookery Class'. If they select that, it will then direct them to a page which takes them through how they can book their classes. This is easy for the customer to navigate as it's simple to understand. They also have small video clips to help customers. (The Cooking Academy, n.d.)			
Question 1d - What improvements could be made to the usability of the website?			
Answer: I personally think the website is extremely easy to use and navigate. Its very simple and full of information that is easy to understand. To make it more accessible for all kinds of customers, they could make their 'Chat Now' section brighter and in the centre of the page as it's in the corner and could potentially be easy to miss.			
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 is extremely pleasant to look at. Its not overly bright and has an easy-to-follow layout. The website is pretty much the same on the phone and on a laptop, the only difference I spotted was the subpages are not at the top of the page, there are three lines on the left-hand side which you must click to access the subpages previously mentioned. (The Cooking Academy, n.d.)

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

Answer:
The website uses a lot of imagery to engage the potential customers. They have pictures of dishes and different foods which can show the customer what they will be doing in their classes. By showing end results, it encourages customers to come attend classes. They also show images of the classes and the kitchen which also encourages the customer to join as it gives them an idea of what they'll be doing and what kind of environment they'll be working in. When a customer is given visuals rather than words, they are more likely to attend classes as it builds trust and makes the classes feel more approachable. The imagery used is high quality and helps support their own credibility as they're showing rather than just describing the sessions. (The Cooking Academy, n.d.)

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 has made use of an online chat tool. On the right-hand corner, there is a little pop-up button that appears which says, 'Ask a question, chat now'. This is very effective for customers as they can ask a question if they are struggling to understand something or can't navigate the website properly. Its very helpful and can make it easier for customers to understand things in more detail and more clearly. (The Cooking Academy, n.d.)

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

Answer:
The social media links are effective. They have links to their Facebook and Instagram. They have an active Instagram account on which they provide customers with visual content. However, their engagement levels on their Facebook account doesn't seem to be that great which could suggest that they are less active on there and more active over on their Instagram account. To improve on this, they could try to be more active on Facebook. They could also offer a "Message us on Instagram" section. (The Cooking Academy, n.d.)

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 (2025) clearly offer their services via their website. They specifically outline their services that they offer such as their "Cookery Classes" and "Wellness in the Workplace". These are very easy to spot at the top of the page. They also have an "About Us" which clearly defines what services they offer and makes customers aware of their organisation. They categorise their services into different sections which helps customers understand what they can expect. Each subpage is detailed and is split into sections. They also provide the customers with clarity when it comes to pricing. Prices are listed clearly on the website. (The Cooking Academy, n.d.)

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

Answer:

On The Cooking Academy, they have a "Testimonials and Corporate Events Reviews" section which shows a selection of reviews. For example, one customer left a review that said, "Thank you so much for a fantastic day yesterday...we are all excited to try out lots of new recipes and new techniques." These reviews are helpful as they help potential customers to decide if they want to take part in these classes and positive reviews are very helpful and encouraging. The reviews are also up to date, they are from 2025, soe of the earliest dated June 2025. (The Cooking Academy, n.d.)

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:

I think The Cooking Academy is a beneficial website. They present high quality as they good credentials and they create content that is meaningful and tailored to their classes. They focus on nutrition, wellbeing, team building and they have hands on sessions. They have good credibility and show potential customers their benefits. I would recommend this to a friend or family member. It would be a lovey gift idea for someone that wants to learn more about cooking and overall health wellbeing and healthy eating. (The Cooking Academy, n.d.)

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 Cooking Academy clearly shows its prices to customers. When they go onto the booking section, they can put in the number of classes they would like, and it gives an accurate price according to the number of classes booked. It has different types of courses, 1 day course, Half day course and different culture cooking courses. Some courses are provided with vouchers. (The Cooking Academy, n.d.)

Section 4 – Searchability

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

1. cooking
2. academy
3. classes

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

Answer: Yes, The Cooking Academy classes does appear in the top ten search results. It is clearly listed; it's the first link that pops up. (The Cooking Academy, n.d.)

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 absolutely think that websites are highly relevant for businesses in the UK. They provide credibility for potential customers which help builds trust. Often, customers will do their research before they buy something. Their website provides a book online section which is helpful as a lot of customers prefer the convenience of booking online. Websites play a key role in search engine results, online learning, shopping and professional

communication. So, despite the growth of mobile apps and social media, websites continue to be a crucial part of how people find information, make decisions and interact online. Websites are also trustworthy. (The Cooking Academy, n.d.)

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 improvement I would suggest is, they should add engaging videos to show the cooking classes in action. This would help potential customers visualise what experience they would receive in their classes. This would help them build confidence and would demonstrate which techniques they will be using and it potentially encourage them to book the class. I think it would help if the website had brighter colours to make it more appealing. The website would benefit from a clearer layout on the homepage as some sections feel overcrowded. Larger text size options, and a more mobile friendly design would be good it would make the website more modern and user-friendly. The Cooking Academy, n.d.)

Reference List

The Cooking Academy. (2025) *The Cooking Academy: Master the Art of Cooking* [online] Available at: <https://www.thecookingacademy.co.uk> [Accessed: 13 November 2025].