

LCLM4002_BIRM Digital Skills Task 3			
<u>Website Evaluation</u>			
Student Number	2420729	Student Name	Sunnah Syed
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 loads quickly, with the homepage appearing within a few seconds on a normal internet connection. This makes it easy for users to get started without waiting around. Most pages run smoothly, although some sections with larger images take slightly longer to load. Overall, the site performs well, but improving speed on mobile devices could make the experience more consistent and reduce the chance of users leaving early (Krug, 2014; Chaffey and Ellis-Chadwick, 2019).			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: The website includes several sub-pages, covering areas such as cookery classes, corporate events and private bookings. These are organised through a clear top navigation bar, making it fairly easy for users to move between sections. A prospective customer can browse categories or use buttons like “view classes” to find more details. While navigation is generally straightforward, some information is spread across multiple pages, which may require extra clicks to find specific details (Krug, 2014; Chaffey and Ellis-Chadwick, 2019).			
Question 1c - Can a customer make a booking via the webpage?			

Answer: Yes, customers can make a booking directly through the website. Each class has its own page with details such as price, duration and availability, along with a clear option to book. This makes the process fairly straightforward, as users can select a session and complete their booking in one place. However, some steps may require navigating between pages, which could slightly interrupt the flow of the booking experience (Krug, 2014; Chaffey and Ellis-Chadwick, 2019).

Question 1d - What improvements could be made to the usability of the website?

Answer: The usability of the website could be improved by simplifying the layout and reducing large blocks of text, which can make key information harder to find. Clearer headings and more concise content would help users scan pages more easily. The booking process could also be streamlined to reduce the number of steps involved. In addition, improving mobile optimisation would make navigation smoother and more consistent across different devices (Krug, 2014; Chaffey and Ellis-Chadwick, 2019).

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: I found the website visually appealing, with a clean layout and good use of images that reflect the cooking experience well. It feels professional without being too cluttered. On a computer, everything is clearly spaced and easy to follow. On a mobile phone, the layout adjusts, but some sections feel more compact and require more scrolling. While it still works, the experience isn't quite as smooth or visually balanced as it is on a larger screen (Krug, 2014; Chaffey and Ellis-Chadwick, 2019).

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

Answer: The website makes good use of imagery, with photos of food and cooking sessions that help give a clear idea of what to expect. This makes it feel more engaging and relatable. There doesn't seem to be much use of video, which could have added more depth to the experience. The colour scheme is simple and clean, which keeps the focus on the content, although adding more contrast could make certain sections stand out more (Krug, 2014; Chaffey and Ellis-Chadwick, 2019).

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: From what I could see, the website does not appear to use a live chat feature. Instead, it relies on contact forms and email enquiries. While this still

allows customers to get in touch, it is less immediate and may slow down communication. Having a live chat option could make a big difference, as it would allow users to ask quick questions and get instant responses, improving the overall enquiry experience (Krug, 2014; Chaffey and Ellis-Chadwick, 2019).

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

Answer: The social media links on the website help give a better sense of the business beyond the main pages, especially by showing real images and updates. I found them useful for seeing what classes actually look like and how people engage with them. However, their visibility could be improved, as they are not immediately noticeable. Making them more prominent or integrating feeds directly into the site could make them more effective (Krug, 2014; Chaffey and Ellis-Chadwick, 2019).

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 are explained through dedicated sections like cookery classes, private bookings and corporate events, which makes it clear what the company offers. I found the class pages particularly helpful, as they include details such as duration, pricing and what is included. This gives a good idea of what to expect. However, some information is spread across different pages, so bringing key details together could make things clearer (Krug, 2014; Chaffey and Ellis-Chadwick, 2019).

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

Answer: Customer reviews are mainly accessed through external platforms rather than being fully integrated into the website itself. I noticed that while there may be some testimonials, they are limited, so you often have to look at sites like TripAdvisor to see more detailed feedback. This makes reviews feel slightly less immediate. From what I could find externally, reviews do appear to be relatively recent, but including more up-to-date reviews directly on the site would improve trust (Krug, 2014; Chaffey and Ellis-Chadwick, 2019).

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 through professional imagery, detailed class descriptions and an emphasis on small group sessions, which suggests more personalised support. The focus on both cooking and nutrition also adds value, making it feel more than just a standard class. I would consider using or recommending it because it offers a hands-on experience with clear guidance,

and it seems suitable for different ability levels, from beginners to more experienced learners (Krug, 2014; Chaffey and Ellis-Chadwick, 2019).

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 shown on individual class pages, which helps give a clear idea of the cost before booking. I found this useful as it avoids uncertainty and allows customers to compare options easily. The prices seem to match the quality being presented, especially with the focus on small group sessions and personalised teaching. However, having a clearer pricing overview in one place could make it quicker for users to understand the full range of options (Krug, 2014; Chaffey and Ellis-Chadwick, 2019).

Section 4 – Searchability

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

1. Cooking

2. Classes

3. London

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

Answer: When I searched "cooking classes London" on Google, the company's website did not appear clearly within the top ten results. Instead, larger platforms and more established providers seemed to rank higher. This suggests that the website could improve its search engine optimisation to increase visibility. Appearing higher in search results is important, as users are more likely to choose options that show up first when searching for services (Chaffey and Ellis-Chadwick, 2019; Krug, 2014).

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 do think websites still have a strong role in modern UK business. Even with social media becoming more popular, a website gives a business a central place to present its services, pricing and brand in a more professional way. Personally, I would still check a company's website before making a decision, as it feels more reliable than relying only on social media. It also allows businesses to manage bookings and provide clear, detailed information. However, websites now need to work alongside social media, as many customers discover businesses there first. Overall, websites remain relevant but must be well-designed and regularly updated to stay effective (Chaffey and Ellis-Chadwick, 2019; Krug, 2014).

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 were to suggest one improvement, it would be to make the booking process more streamlined and easier to follow. At the moment, some information is spread across different pages, which can make the process feel slightly fragmented. Bringing key details such as pricing, availability and booking options into one clear flow would make it quicker for users to complete a booking. I've suggested this because a smoother booking journey can directly impact whether a customer follows through or leaves the site. Improving this area would likely increase conversions and make the overall experience more user-friendly (Krug, 2014; Chaffey and Ellis-Chadwick, 2019).

Reference List

Chaffey, D. and Ellis-Chadwick, F. (2019) *Digital Marketing*. 7th edn. Harlow: Pearson.

Krug, S. (2014) *Don't Make Me Think: A Common Sense Approach to Web Usability*. 3rd edn. Berkeley: New Riders.

The Cooking Academy (2026) *The Cooking Academy website*. Available at: <https://www.thecookingacademy.co.uk> (Accessed: 22 March 2026).

TripAdvisor (2026) *The Cooking Academy reviews*. Available at: <https://www.tripadvisor.com> (Accessed: 22 March 2026).