

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2522954	Student Name	Rasant koura
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 website does not take much time to load, a maximum of 2-3 seconds, but upon scrolling down, the loading takes time. The pages open fast, although the images and moving videos take a little time, but not very significantly. Overall, it seems to be suitable for all kinds of users.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: The website consists of multiple subpages, all having different motives. For example, on the landing page, there are call to action buttons like: about us, blog, Cookery Team Building Events, cookery classes and others, which the users are expected to tap on to open another page for more information.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: Yes, the customers can book via the homepage. There is an option SHOP on the right side of the website, upwards (The Cooking Academy, 2025). There is also another option, termed cooking classes. After which, they can book whichever item they want.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: There should be a search bar on the landing page for quicker and direct navigation. There can also be CTAs with simple keywords, and maintaining consistency, which is lacking at present. Most of the CTA are a combination of capital letters and normal letters, making it confusing; capital letters should be avoided for readability (The Cooking Academy, 2025).			
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 pleasant on the desktop or laptop, but when it is opened on the mobile, it is very unclear, crooked and congested. The mobile layout is compressed, while the desktop layout is very professional and clean comparatively.			

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

Answer: There are a lot of images that are used on the website, such as images of food, images of staff and the process of cooking. The colours mainly used are white and warm colours on the darker side. This gives an energetic and engaging message. There are limited videos on the webpage.

Question 2c – Has the website made use of an online chat tool on the website? How effective is this in enquiring about the product or service?

Answer:
Yes, there is a chatbot option where users enter their queries and get prompt replies (The Cooking Academy, 2025). Such chatbots are generally AI-enabled. These are really helpful for companies and brands as they allow ways to enhance consumer experiences and give them appropriate services (Gao *et al.*, 2025). Consumers, upon asking questions about specific classes and dates with prices, can get the desired answers from the chatbot, making it effective.

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

Answer:
There are 5 social media links attached to the homepage, such as Twitter, Instagram, LinkedIn, Facebook, and YouTube (The Cooking Academy, 2025). It is said that social media increases and improves the performance of SME companies (Qalati *et al.*, 2022), which is also applicable in this company's case, since they have a decent amount of followers on their social media.

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 divided into skills, European cooking classes, Asian cooking classes and bespoke classes. These automatically help people differ in what the expectations are for the classes under each category. Further, if people delve deeper into each CTA, then they get more details like cooking time, class durations, and division of classes conducted with items to be cooked, like Pizza, Indian bread, or noodles.

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

Answer:
Testimonies from the consumers are pasted on the homepage itself. Testimonials create a positive word of mouth electronically (Lin and Xu, 2017). Whether they are relevant or not cannot be understood since no date is mentioned.

Question 3c – How is the service presented as high quality? For what reasons would you use the company's service or recommend it to a friend or family member?

Answer: The service presentation is clear, structured properly, formatted and highly detailed, which makes the user understand clearly what they are trying to convey. Thus, I will recommend this to a friend, who would surely be interested in these services, driven by how they have presented themselves.

Question 3d - Are prices made clear to customers? If yes, do the prices reflect the quality of service shown? If not, why do you think the company has chosen not to include prices?

Answer: The prices are very clear, both for one-to-one classes and private bespoke classes, and are based on which country's cuisine people will prefer. Based on the variety of options and recipes under each cuisine set, I think that the price of £199, which is mentioned, is justified. Therefore, it can be said that the way they have implemented their price lists is very compelling, and many consumers may also think that they have kept prices on the cheaper side.	
Section 4 – Searchability	
Question 4a - What three words would you type into Google to find this type of service?	1. Cooking classes in Hertfordshire 2. Best Culinary school in Hertfordshire 3. Best cooking class for Thai food near me
Question 4b - When you type these words into Google, does the company's website appear in the top ten websites?	
Answer: Yes	
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: Websites are very crucial to businesses in the UK, whether big organisations or SMEs; websites are essential for reaching out to a larger number of consumers. This means it is essential for increasing the market reach (Sakas <i>et al.</i>, 2023). Furthermore, it gives the perception to the consumers that the brand and its offerings are authentic. The website also supports firms in their marketing and sales strategy in the form of SEO and email marketing, whose leads are finally converted on the website, increasing revenue (Lindsay, 2025). Thus, they are not only the point of transaction, but also the central point for spreading information about the company and branding. This is because a website gives an identity to the brand in today's digital world.	
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: Based on the review of the website, I believe that the brand should include testimonials on a different page, and it looks very cramped on the homepage with so much information. Furthermore, the testimony has not been updated, for example, with no additional information as to when it was given. This would make the testimonial more real, genuine, authentic, and relevant because of the dates. Apart from this, another recommendation aligned with this is to refrain from using a mix of capital letters and normal letters, as it confuses audiences, and it also looks untidy. Thus, the testimonials should be written in clear, smaller fonts. These two are the two most important recommendations which need to be given to the brand, although they are both related to the testimonial part of the homepage.	

Reference List

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