

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2524741	Student Name	VERONICA CONTINO
Website Chosen	THE COOKING ACADEMY		
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?			
The website loads quickly, images and the information appear without any delays. This is an example of an effective website page, because websites that load slowly discourage users and costumers. Pages, sections, and multimedia content appear promptly,a title or subtitle is selected, the corresponding content loads almost instantaneously, with no noticeable delays. This efficiency suggests careful optimization of performance and navigation design, allowing users to access information rapidly. (Google, 2018).			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: To be honest, the website is indeed highly detailed and contains a large number of pages and subpages; however, it is also clearly structured and easy to understand. The navigation system is intuitive, enabling users to move through sections without difficulty. As a result, potential clients should be able to locate the information they seek efficiently. Overall, the site's organization supports accessibility despite the breadth of its content. (Krug,2014).			
Question 1c - Can a customer make a booking via the webpage?			
Answer: Yes of course, a customer who visits this website can also book online through the webpage, but I have personally noticed that it is very difficult to find available dates, and in any case it usually involves waiting months and months, but anyway isn't impossible, it is on the web site a lot of pack then you can book online. (Chaffey and Ellis-Chadwick,2019).			
Question 1d - What improvements could be made to the usability of the website?			
Answer: In my opinion, even though the website is exceptionally elaborate, if I were the owner or the person responsible for managing the site I would try to simplify it a bit, or at least make it visually easier for people of all ages to use. By this I don't mean children, but rather users from adolescence to adulthood. (Nielsen,2012;Krug,2014)			
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:

In my opinion, there are not many differences between using a mobile device and a PC in terms of basic functionality.

Smartphone is more convenient, as it is portable, immediately accessible, and suitable for everyday tasks while on the move, when we considered from a professional perspective, a computer remains unquestionably superior, continue to represent the most effective and appropriate choice for professional use. (Hassenzahl,2010).

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

Answer:

The website makes extensive and effective use of visual elements, images, videos, and colour.

High-quality, full-HD images are prominently featured throughout the site, many of which appear to have been produced by professional photographers.

These images are carefully selected to present subjects in a clear, visually striking, and engaging manner, thereby capturing the viewer's attention and reinforcing the site's overall message and identity.

Colour is used strategically and consistently across the website. (Hassenzahl,2010).

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 website offers an online chat service that is intended to provide users with immediate assistance regarding products, service and information.

This type of feature is generally designed to enhance customer support by direct communication in real time, which can be useful for resolving issues quickly and improving the overall user experience.

However, my personal perspective as a user, my experience with this chat function was not satisfactory

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

Answer:

The website contains links to four social media: Instagram, Facebook, Twitter, and LinkedIn.

When a user clicks on any of the social media icons, they are redirected to the corresponding platform without any issues or delays.

In most cases, access to the content requires the user to log in to their personal account, once logged in, is presented full page of the organization's official profile on that specific social network.

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 by the company are presented in a clear and detailed manner.

The website is well structured and written in a way that makes the information easy to understand, even for users who may not be familiar with the company or its field of

activity. Each service is described carefully, with sufficient detail to explain the potential benefits to clients.

The language used is clear, precise, and accessible.

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

Answer:

Customer reviews are available to a dedicated section of the website, click on to the “About Us” page and selecting the “Testimonials” section, users can access a collection of feedback provided by previous clients.

This area presents a series of reviews, they are accompanied by signatures of the individuals, helping potential clients form an opinion about the organization’s reliability and quality.

The presentation of these reviews contributes positively to the site’s credibility.

(BrightLocal,2023).

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 elegant visuals and sophisticated cuisine, suggesting professional and refined instruction.

The relatively high prices reinforce the perception of premium courses, promising expert guidance and well-organized experiences. Based on this, I would consider using the service and recommending it to friends or family, as it seems both educational and enjoyable. Customer testimonials also support the service’s value, positive experiences and reinforcing its reputation as a high-quality offering.

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:

Some of the prices are clearly communicated to customers on the website, and they are relatively high, reflecting the premium quality of the service. In cases where prices are not immediately displayed, it is likely that the company chooses to withhold this information intentionally. By not showing the high prices upfront, encourages clients to contact them directly, allowing staff to explain the value of the service and justify the cost in detail.

Section 4 – Searchability

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

1.Cooking service

2.Professional cooking school

3. Professional cooking course

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

Answer:

I tried searching for the company using these three keywords on Google, but personally, the website did not appear in the top ten results.

This may be due to factors such as server performance or the location and device I was using. Although the website might rank higher under different circumstances or in other regions, from my personal experience, it did not appear among the first results, which could potentially affect visibility to new users.

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: In my opinion, I believe that websites remain highly relevant in the modern UK business. In my personal experience, whenever I hear about a business, the first thing I do is search for it online, whether on a computer or a mobile device. Visiting the company's website allows me to verify its legitimacy, explore its services, read testimonials and feedback, and form an overall impression. Beyond individual users, a well-designed website serves as a professional showcase, builds trust, and can influence purchasing decisions, including both a website and social media, is essential for building trust, and attracting customers in today's digital age. (Kotler and Setiawan, 2017).
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: My personal feedback on this company is that the website could be improved by simplifying the design and content. Reduces many headings and subheadings, which makes the information feel overwhelming. Condensing the text and adopting a more minimalistic layout would improve clarity and create a better user experience. Additionally, the website mainly focuses on European and Asian cuisine; European cuisine is represented entirely by Italian dishes, other cultures are absent. As this is a luxury business course, the offerings should show under range of global cuisines, such as Eastern Europe, the Middle East, and Africa, etc. In a conclusion, I would recommend clearly displaying prices, even if they are high, to help users better understand the value of the services.

Reference List

Google, 2018. Available at: https://www.thinkwithgoogle.com/marketing-strategies/app-and-mobile/mobile-page-speed-new-industry-benchmarks/ (Accessed: 17 March 2026). Nielsen, J., 2012. Usability 101: Introduction to Usability. Available at: https://www.nngroup.com/articles/usability-101-introduction-to-usability/ (Accessed: 17 March 2026). Krug, S., 2014. Don't Make Me Think: A Common-Sense Approach to Web Usability. 3rd ed. Berkeley: New Riders. Chaffey, D. and Ellis-Chadwick, F., 2019. Digital Marketing. 7th ed. Harlow: Pearson Bright Local, 2023. Local Consumer Review Survey. Available at: https://www.brightlocal.com/research/local-consumer-review-survey/ (Accessed: 17 March 2026). Hassenzahl, M., 2010. Experience Design: Technology for All the Right Reasons. San Rafael: Morgan & Claypool.

Kotler, P., Kartajaya, H. and Setiawan, I., 2017. Marketing 4.0: Moving from Traditional to Digital. Hoboken: Wiley.