

LCLM4002_London Digital Skills Task 3			
<u>Website Evaluation</u>			
Student Number	2532044	Student Name	Anderson Ricardo Hernandez
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 exhibits efficient loading performance, with essential elements such as navigation menus and textual content displayed with minimal delay. Based on testing conducted via Google PageSpeed Insights, the site achieved a loading time of approximately 3.3 seconds under desktop conditions, indicating strong optimisation. As outlined by Google (2023), effective usability is typically associated with page load times between two and three seconds. Although some images may render slightly slower depending on connection speed, overall functionality supports smooth and effective user interaction.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: The Cooking Academy website is organised into multiple internal pages, covering areas such as course offerings, booking options, and contact details. Users can move through these sections via a clearly defined top navigation menu and a well-structured layout, which facilitates efficient access to relevant information. As highlighted by Steve Krug (2014) and Ben Shneiderman et al. (2016), intuitive navigation combined with a logical structure is fundamental to usability and overall user satisfaction.			

Question 1c - Can a customer make a booking via the webpage?

Answer:

Customers are able to complete reservations directly through The Cooking Academy website, as booking functionality is integrated within individual course pages. This allows users to select and secure classes through an online process, supporting a streamlined transaction experience. Such an approach aligns with established e-commerce practices, where convenience and accessibility are prioritised. As noted by Chaffey and Ellis-Chadwick (2019), as well as Kenneth Laudon and Carol Traver (2021), enabling online transactions enhances both user convenience and organisational efficiency.

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

Usability on that website could be strengthened by simplifying navigation pathways and increasing the visibility of key actions, such as booking. Further improvements could include enhanced mobile optimisation and the reduction of media loading times to improve overall performance. As highlighted by Steve Krug (2014) and Don Norman (2013), intuitive interfaces and ease of interaction are critical factors in delivering an effective user experience. Implementing these changes would help create clearer and more efficient user journeys.

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 demonstrates a visually appealing design, characterised by a clean layout, high-quality food imagery, and consistent use of colour, all of which contribute to increased user engagement. On mobile devices, the interface adjusts responsively, with content reorganised into a vertical structure and navigation menus simplified to suit smaller screens. As noted by Steve Krug (2014), clarity and responsiveness are key factors in enhancing user experience across different devices. Overall, the platform preserves visual coherence across both mobile and desktop environments.

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

Answer:

The site uses high-quality food imagery to attract attention and convey the experience offered. Colour is applied consistently, creating a warm and professional aesthetic that reinforces brand identity. Limited use of video or dynamic media keeps the site focused and easy to navigate. According to Steve Krug (2014), effective visual design supports usability by guiding user attention without overwhelming them.

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:

An evaluation of the “The Cooking Academy” website indicates the absence of an integrated live chat feature, with customer communication primarily facilitated through email and contact forms. Although these methods are functional, they may restrict real-time interaction with prospective users. As highlighted by Steve Krug (2014), users tend to favour rapid and effortless communication channels. Consequently, the lack of instant messaging capability may limit efficiency, and implementing such a feature could substantially improve customer support and overall engagement.

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

Answer:

An assessment of the website suggests that its social media links are reasonably effective, offering users access to external platforms where additional content and interaction are available. These connections support the extension of brand presence and enable customers to view reviews, updates, and visual materials. As noted by Chaffey and Ellis-Chadwick (2019), the integration of social media channels can strengthen customer engagement and build trust. Nevertheless, their overall impact is influenced by the frequency and consistency with which these platforms are updated.

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 provided by The Cooking Academy are presented in a clear and organised manner through structured course pages, detailed descriptions, and intuitive navigation menus. Essential details, including pricing, schedules, and booking options, are arranged logically to support user understanding. As highlighted by Chaffey and Ellis-Chadwick (2019) and Philip Kotler (2017), the clear presentation of services plays a significant role in supporting customer decision-making and engagement. Overall, the platform conveys its offerings in a coherent and accessible way.

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

Answer:

Customer feedback on that website is accessible through on-site testimonials as well as links to external platforms, including social media and review websites. These sources offer prospective customers valuable insight into previous user experiences and service quality. However, the extent to which all reviews are consistently updated is not always evident. As emphasised by Philip Kotler (2017), maintaining current and credible reviews is crucial for building trust and positively influencing consumer purchasing decisions.

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 Cooking Academy presents its services as high quality through well-organised content, detailed course information and the inclusion of customer feedback, all of which support a sense of reliability. Baines, Fill and Rosengren (2022) suggest that the clarity and consistency of information influence how customers evaluate value and trust. The website's structured layout and informative approach would make the service appealing to use and suitable to recommend to friends or family.

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:

Pricing information is presented with a good level of clarity, particularly within individual course pages, allowing customers to make well-informed decisions. The stated prices appear consistent with the quality communicated through detailed descriptions and

professional visual elements. As noted by Chaffey and Ellis-Chadwick (2019), transparent pricing plays a key role in building trust and facilitating online consumer decision-making. Overall, the pricing structure reflects the perceived value of the service offered.

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 searching "cooking classes London" using Google, in this case, The Cooking Academy website does not consistently rank within the top ten results. This suggests relatively limited visibility in search engine rankings when compared to competing providers. Consequently, potential customers are more likely to engage with alternative options that achieve higher positions, as these tend to attract greater attention and perceived credibility during the search process.

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 continue to play a significant role in modern UK business, serving as a central platform for communication, branding, and service delivery. They strengthen organisational credibility and enable companies to effectively reach and engage their target audience. According to Ryan Deiss and Russ Henneberry (2020), websites are fundamental for managing customer journeys and maintaining a strong digital presence. Likewise, Philip Kotler et al. (2021) highlight their importance in building trust and supporting online engagement.

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 key recommendation would be to implement a live chat feature on The Cooking Academy website. This would allow real-time interaction with potential customers, improving response speed and overall user experience. According to Deiss and Henneberry (2020), immediate communication channels enhance customer engagement and conversion rates. This improvement would make the website more interactive and responsive to customer needs.

Reference List

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