

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
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Website Chosen	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 load was fast and undisturbed			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: The site contain a few sub-pages and navigation of the site must be improved via Introduction or Pre Facing about the information contains on the site			
Question 1c - Can a customer make a booking via the webpage?			
Answer: Cant be done because the site missing direction for overview options			
Question 1d - What improvements could be made to the usability of the website?			
Answer: Introduction must be in place , revelant and future options about differences in Cooking , different styles in cooking etc.			
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 must inform about application use via phone			
Question 2b - How does the website use imagery, video and colour?			
Answer:Images and colour is good but information inside them does not provide the information for much more revelant and basic cooking is			
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 online chat it is not effective , missing a lot of information , basic knowliege etc.			

Question 2d – How effective are the social media links on the website?	
Answer: Links need to be improved with additional information and sub-links	
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 too straightforward to just a given point, not from different content as it seems	
Question 3b - How are customer reviews made available? Are these up to date?	
Answer: The website does not provide additional information about the information it contains	
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: Services must be clear or with additional information	
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 not so clear about differences and what they include	
Section 4 – Searchability	
Question 4a - What three words would you type into Google to find this type of service?	1. Private Cooking
	2. Private Academy
	3. Limited Luxury Cooking
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: The website is relevant for UK business as it included Options of Cooking but does not provide for basic knowledge about cooking, food productions, non-strict to follow safety of the cooking availability through different regions and cultures. Simply said need more basic information about food and cooking.	
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: Improvement can be made in sub-links options , Introduction posters for different styles and needs , more information about differences in cooking and their given regions/countries and as a example Tools and Technic in Cooking or similar to it

Reference List

The Cooking Academy. (2024). *About Us*. [online] Available at: <https://www.thecookingacademy.co.uk/about-us/> [Accessed 30 Nov. 2025].