

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2514918	Student Name	Retaj Al-Sharifi
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: Upon accessing thecookingacademy.co.uk, the homepage loads promptly—the primary elements such as the menu, images, and text appear almost immediately, and the navigation feels responsive. There's no noticeable delay or lag during loading, even when moving between different pages. Overall, the website seems well-optimized and technically efficient, allowing users to begin exploring within a second or two. This quick loading time helps create a smooth browsing experience and ensures visitors can find the information they need without frustration or unnecessary waiting.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: Yes, there are numerous subpages on the Cooking Academy website that include information on wellness programs, corporate events, cooking lessons, a shop, a blog, and more. A clean top menu that connects to events, vouchers, wellness, and class genres (such as Indian, Italian, and Thai) is used by potential customers. To make it simple to identify what interests you, subpages are arranged logically (for example, "Cookery Classes" displays the complete list).			
Question 1c - Can a customer make a booking via the webpage?			
Answer: Indeed, a client can use the website to make a reservation immediately. Users can choose a date, explore the available cooking classes, and use the online booking system to reserve a spot. Detailed information, availability, and the ability to add the session to the purchasing basket are all included on each class page. By filling out online inquiry forms, clients may also reserve private sessions or corporate events, making the entire booking process simple and easy to use.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: Although the website is usually simple to use, usability might be improved with a few tweaks. Clearer spacing or more visual icons could make some sites easier to read because they include dense material. Additionally, the navigation menu might be made simpler because certain areas seem a little crowded. Users would identify appropriate courses more quickly if there were clearer criteria for class kinds or skill levels. Lastly, making some pages more responsive to mobile devices would make it easier for users to browse and make reservations.			

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 website has a professional design appropriate for a cooking school, clear layouts, and excellent food photos. The colour palette is unified and produces a cosy, welcoming atmosphere. When viewed on a computer, the website looks roomy and structured. Although certain menus feel a little smaller, the layout adapts well on mobile devices. Although both versions are enjoyable to watch overall, the desktop version's broader layout makes it seem a little clearer and simpler to use.	
Question 2b - How does the website use imagery, video and colour?	
Answer: The website successfully employs colour and pictures to create a welcoming, polished atmosphere. Excellent images of meals, workshops, and activities highlight the culinary experience and enable consumers to picture themselves taking part. Vibrant, warm colours draw attention to important areas and buttons. Even though there isn't much video content, the pictures are captivating enough to create mood. All things considered, the mix of eye-catching images and dependable colour selections improves the user experience and upholds the brand's amiable, polished identity.	
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: There isn't a live online chat facility on the Cooking Academy website for quick questions. For enquiries concerning classes, events, or reservations, users must rely on contact forms, email, or phone. Although these techniques work, they are not as quick as a live chat, which might offer prompt responses and enhance customer service. A chat tool would speed up enquiries and improve user comfort and happiness in general.	
Question 2d – How effective are the social media links on the website?	
Answer: The website's social networking connections are easy to see and take visitors to popular sites like Facebook, YouTube, and Instagram. They help to engage potential customers outside of the website by offering more content, updates, and inspiration. The links make it easy to navigate without losing access to the main website because they open in new tabs. All things considered, they are successful in raising brand awareness, boosting engagement, and providing users with a variety of opportunities to interact with the Cooking Academy.	
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 Cooking Academy uses neatly arranged menus and pages to properly showcase its offerings. It's simple to locate categories like health programs, business events, one-on-one sessions, and cooking workshops. To help consumers comprehend the products, each service page includes thorough descriptions, prices, schedules, and what clients might anticipate. Clarity is supported by high-quality photos and sporadic	

testimonials. All things considered, the website makes sure potential clients quickly understand the range and depth of services offered.

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

Answer: On some class and event pages on the Cooking Academy website, you can find customer reviews, which are typically brief testimonies or quotes. By emphasising participant experiences and happiness, they foster trust among potential clients. However, reviews are limited in quantity and do not appear to be routinely updated, so the latest input may not always be displayed. Although insightful, the website may gain credibility by showcasing more regular and recent evaluations.

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: Through expert design, concise class descriptions, and high-resolution photos displaying meals and experiences, The Cooking Academy advertises its service as being of the highest calibre. Social media highlights and testimonials strengthen credibility and trust. The large choice of workshops, corporate events, and one-to-one possibilities demonstrates knowledge and adaptability. Because of the interesting, hands-on learning, the friendly atmosphere, and the assurance of well-planned, expert cooking experiences appropriate for all skill levels, I would use or suggest their service.

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: Yes, each class and event page has a clear price display. Customers can easily comprehend the value because each item contains the pricing, time, and what's included. Considering expert training, well-equipped facilities, and premium ingredients, the rates are commensurate with the high-quality service provided. Pricing transparency contributes to the development of trust by enabling consumers to make knowledgeable choices and complements the website's clean, businesslike appearance.

Section 4 – Searchability

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

1. cookery classes UK
2. cooking school UK
3. learn to cook classes

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

Answer: When I typed in "cookery classes UK", The Cooking Academy's website did appear in the top ten results, especially on class-specific pages like the beginner or London classes.

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: Indeed, websites are still quite important in today's UK business world. They act as a central location where clients may make reservations, find out more about goods and

services, and get in touch with the business directly. A website gives organisations like The Cooking Academy credibility, highlights their offers, and makes it simple to find class dates, costs, and testimonials. Even with social media and applications, a professional website provides control over branding, content, and customer experience. Additionally, it increases search engine prominence and effectively reaches new audiences. All things considered, a well-designed website is a vital part of any contemporary business strategy since it fosters trust, increases sales, and supports marketing initiatives.

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 significant recommendation for upgrading The Cooking Academy's website would be to introduce a live chat feature. Although the website offers contact forms and clear information, prospective clients are unable to receive immediate responses to enquiries regarding private appointments, dietary restrictions, or class availability. A live chat would speed up and simplify the inquiry process, improving consumer satisfaction and possibly boosting reservations. Additionally, it would enable the business to interact with customers in real time, offer tailored advice, and lessen reluctance among new clients. By adding this function, the brand's professional, friendly image is reinforced and the website becomes more interactive and user-friendly, which is in keeping with contemporary expectations for online customer care.

Reference List

The Cooking Academy. (no date) The Cooking Academy. [online] Available at: <https://www.thecookingacademy.co.uk> (Accessed 25th November 2025)