

Website Evaluation

Student Number	2530806	Student Name	Abdul Maleque
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Website Chosen	The Cooking Academy
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<u>Insert hyperlink to website</u>	https://www.thecookingacademy.co.uk/
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Evaluation**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 site was super fast in loading. As soon as I clicked other links, they loaded very quickly, and there were no delays at all. The navigation process of the website did not irritate me at all.

Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?

Answer: There is quite some material to be found on the sub-pages, especially about the different types of courses that are available. At first, one might find all the information overwhelming, but the menu bar present on the page header, as well as the 'learn more' hyperlinks, make navigation relatively simple.

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

Answer: Yes, indeed, scheduling classes via the website is possible. You only need to select your preferred class and choose a suitable date for it. It's quite easy because you don't have to make emails and phone calls anymore.

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

Answer: Some pages have too much text on them, which makes them look a little overcrowded. The text needs to be divided into sections, and buttons such as "Book Now" should be more visible for the user.

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: It looks really well-organized and professional. It's not hard to use at all, which makes it easy to navigate through. While it functions perfectly fine on a mobile phone, it may seem a bit cramped compared to using it on a computer.

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

Answer: Food pictures are very impressive and give the site a colorful look. The site uses colors effectively, and the colors used are uniform throughout the site. The problem here is the absence of videos.

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 were no options for live chat on the website. But there are still other means of communication that can be employed, albeit not instantaneously. Incorporating live chat would make it easy to communicate through this medium.

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

Answer: Such social media links are not difficult for you to locate and use. In this way, you will be able to see the business from somewhere else and get a good idea about the business.

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: All the information about each class is provided in clear detail; thus, it will be easier for you to understand what you need. It will help you to choose the right service.

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

Answer: Customer testimonials are provided by the business on its website through images or reviews. The reviews are highly positive and create an image of the business being trustworthy, although the timeliness of these reviews cannot be verified.

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: This website seems like a reputable service to use, mostly because of the way it is presented and also from the professional tutoring that is provided here. This may be worth trying out.

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 listed for most of the courses, which makes choosing a lot easier for the prospective student. Also, the price is quite affordable compared to the benefits you will get from the course.

Section 4 – Searchability

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

1. Cookery classes
2. Cooking course
3. Beginner cooking

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

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Answer: Although this site shows up on the search results, it does not show up consistently in the number one position. This means that even though the site is searchable, it could stand to be improved.

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 view, the Internet is important for the business process in the UK. This means that a company's website gives its customers a place from where they can gather all the necessary information and make bookings. Despite social networking, it makes you appear professional.

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: In my view, another thing that can be added is video or chat services. This will not only help make the site more modernized but also enable customers to get their queries answered faster.

Reference List

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<https://www.thecookingacademy.co.uk/product-type/classes/> (Accessed: 25 April 2026).

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