

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2519029	Student Name	Maria Mihaela Stan
S			
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 website is loading extremely quick; it takes around 1-3 seconds to load completely. The fast-loading speed makes the website easy to use.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: Yes, the website contains many sub-pages with services and information. A prospective customer navigates it easily through the main menu at the top of the page.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: Yes, a costumer can make a booking via through the webpage, it includes a booking section where you can choose what you need.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: At the moment, I don't see anything that needs to be improved, as the website is well structured and easy to use, it has everything it needs.			
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 looks pleasant; the colours are well balanced. There are no major differences in appearance on a mobile phone versus a computer. There is only the size of the images.			
Question 2b - How does the website use imagery, video and colour?			
Answer: The website uses imagery, videos and colours to attract the costumers. The colour is used to create contrast and highlight between the important sections.			
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 makes use of an online chat tool for users to ask questions is real time about everything they want to know.

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

Answer: The social media link are effective because they are very easy to find and very easy to access.

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 are made clear to a customer by the website, marketing, social media and reviews.

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

Answer: The customer reviews are made available through some sources, as social media pages, online review platforms.

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 professional branding, clear communication. I would recommend it to a friend or family member because of its professionalism, clear information and support.

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, prices are made clear to customers through the website page, it is shown on the shop sub-pages. Yes, the prices reflect the quality of the services by the professional standards. Customers can see connection between the cost and the quality.

Section 4 – Searchability

Question 4a - What three words would you type into Google to find this type of service?	1. cooking
	2. cooking classes
	3. culinary skills

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

Answer:
Yes it appears in the top ten websites.

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:

Yes, websites still have high relevance in modern UK business. It is often a place where a customer can find information about a company, products or things they're interested in. The website allows companies to put on their details about what the produce. They allow anyone at any time to access the website.

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: The Cooking Academy it's an institution dedicated to professional cooking and education, a combination between theory and practical skills, helping students develop skills for a successful career (Alexander et al, 2021). I recommend The Cooking Academy for anyone that's passionate about cooking and professional culinary.

Reference List

Alexander, R., Thompson, N., McGill, T. and Murray, D., (2021). The influence of user culture on website usability. *International journal of human-computer studies*, 154, p.102688.