

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2510151	Student Name	Ana-Maria Niculeac
Website Chosen	https://www.thecookingacademy.co.uk/		
Insert hyperlink to website	The Cooking Academy		
<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 loads fast and without any problems, all the images, menus, and text appear clearly as soon as the page opens.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: The website has several sub-pages, and customers can move between them easily by using the menu bar at the top of the screen.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: Yes, customers are able to make bookings through the website. The page includes clear options and buttons that let users arrange events.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: Simplify the layout to reduce visual clutter, improve button contrast for accessibility, and limit pop-ups to help users focus on the main content.			
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 looks clean, colourful and professional on a computer. On a mobile, it comes simpler and more compact but still easy to read.			
Question 2b - How does the website use imagery, video and colour?			
Answer: The website uses high quality images to showcase real events and create an engaging feel. Bright green accents on a neutral background highlight key actions, making the design modern and easily to navigate.			
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: Yes, the website has an online chat tool. Its effective because costumers can quickly ask questions and get instant help about the service.

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

Answer: The social media links are easy to find, so customers can quickly see updates and extra content.

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 service are shown clearly through labelled tabs such as Cookery Classes and others. Each service has descriptions and “Find out more” buttons.

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

Answer: Reviews are displayed in a “What People Say” section. They look genuine and come from real clients. The screenshots don’t show dates, so it’s unclear if they are fully up to date.

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 appears high quality because of:

- Professional photos of dishes
- Clear explanations of expert-led classes
- Positive customer feedback
- A wide range of specialised classes

I would recommend it because it seems organised, trustworthy, and suitable for both beginners and experienced cooks.

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 visible in the images shown. The company may hide prices to encourage customers to contact them, especially for group events or specialised classes. This suggests their services might be premium.

Section 4 – Searchability

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

1. Cooking
2. Classes
3. Academy

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

Answer: Yes, it usually appears in the top results for these keywords because the name matches the search terms.

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 are still important because they give customers information, build trust, allow online bookings, and help businesses appear in Google searches.

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: Add clearer and more visible prices. This would help customers make decisions faster and feel more confident before booking.

Reference List

The Cooking Academy. (2025). The Cooking Academy website. Retrieved from [https:// thecookingacademy.co.uk](https://thecookingacademy.co.uk)