

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2526989	Student Name	Ressie Jarlene Cusi
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: Pretty quick. The moment i click on the link it only takes me split second to 1 second to fully load the web page. When i click on the sub pages it takes just a second or two to fully load depending on the Internet signal as well. It allows users to stay engaged. In my opinion most users lose interest if the website is slow. For me i will find it frustrating.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: Yes. It's very easy to follow and navigate around depending on the options you are looking at. The website is made simple and clearer. For example, if the customer is looking for specific class when you click on the Cookery classes, there is an option for Beginner's Cookery Class, Gut Health Cookery, Managing your Diabetes Class, Nutritional Dietary Class, Nutritional Eating Cookery Class and Private One Day Class and many more.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: Yes. There are options like Cookery Class and Private Class options depending on the clients needs. For example, if a customer is looking for a Fish Cookery Class, Knife Skills Class or Menopause Class. Or for Private Class there options like Chef Tutoring Service. However, booking depends entirely on the availability of the class. Most websites nowadays will allow you to book directly from their website which makes things alot easier for everyone.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: There is not much to improve on their website. Most of the information is already stated and made clear on the website. Maybe just keep the options short and clear. In regards with Checkout, maybe offer a payment plan for their online course worth £1495. As it is quite pricey and some people would prefer to pay by installments. Maybe more people will have an interest if this is offered to the customers.			
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: Yes. With the desktop version there is a sub page called Case Studies which is not present on the mobile version of the website. Also, the desktop version does shows some slides. In my opinion with the mobile version everything is shown simplified and mobile friendly. They delivered it nicely as they are supposed to be. Other than that, there is not much of difference between the desktop version and mobile version.

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

Answer: The Imagery, video and colour is spot on. The purpose was there and It matches well with the whole concept. The website used high quality images and slides. We have witnessed the transformation of our digital world, from advertisement, newsprint, billboards and electronic signs on multiple social medias and websites (Schwartz, 2024).

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. It is very effective for people wanting to get an instant answer and the good thing is The Cooking Academy website does offer it. Online Chat tool let people communicate in real time over the internet perhaps powered by a bot or Artificial intelligence. It is an instant answer to customers basic enquiry. For example, available colours or sizes of the products the website has to offer and many more.

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

Answer: It is very effective because once a customer click on their social media links they will be able to go to their social media pages and get an idea of what is actually happening on the actual Cooking class and what kind of people are there. You will also be able to tell the feedback from the people, the amount of followers and how reliable the business/company is.

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: It is made clear because there are categories for specific class that the customers are after. For example if the client is looking for Fishery Class just go to the subpage 'Cookery Class' scroll down the page and click on the Fishery Class. Another example is The Knife Masterclass which is quite an essential skill for many inspired up and coming Chefs like myself. No doubt this is a great skill to offer.

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

Answer:
There is a sub page called Testimonials. In there, you will see all the testimonials of happy customers. However, there is no date as to when was the testimonial posted. Other than that, there are video testimonials of real customers who have done courses with them. In my opinion, a real and honest review is very important because they can build trust from new interested customers. It gives reassurance to them that the company is worth trusting for.

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:

To be honest, the website is very high quality. They delivered it properly. You can easily tell that the company spent a lot of money on improving their website. Making it more reliable for customers. The menu is straightforward and easy to navigate around. They offer a lot of classes. I wouldn't mind using the company's service like Knife skills Masterclass as I am already a very confident cook and just needs some proper knife skills lesson.

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, for example when you check at their Online courses, there is an Introduction to the professional Chef online course which is to be completed within 6 months. It is worth £1495 for the whole course. The price sounds a little bit pricey but it is 6 months worth of study. They also offer a wide range of One day cooking classes like Beginners Cookery, Fish cooking, Knife skills Masterclass and many more.

Section 4 – Searchability

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

- 1.Cooking
- 2.School
- 3.Class

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

Answer:

No, there are a lot of different websites that come out when I type cooking, school and class on google. There are more popular websites like Le Cordon Bleu, Leiths Online, The natural Chef, The Jamie Oliver Cookery School and many more but not 'The Cooking Academy'. In my opinion The Cooking Academy still needs to build their popularity in order for them to achieve being top searched on google.

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, Definitely! Especially in this modern world. Most people would check everything online. For example, a lot of people would search on their mobile phone on google or safari. It enables people to save time by just looking at the websites for whatever the customers are after. Websites give convenience to people. Every business has their own website. However, in 2021, this survey found that 28% of small businesses don't have their own 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:

I think the website needs to improve their options for booking a class. Looking at all their cooking classes, there are limited dates available for customers to choose from. Also, to

allow quicker check out for interested customers. People would like to see more date options and quicker checkout.

Reference List

References

Schwartz, C. (2024, May 3). *Visial Marketing: How Your Website's Imagery Can Attract Your Perfect Buyers*. Retrieved April 24, 2026, from Greenbook.Org.