

LCLM4002_BIRM Digital Skills Task 3			
<u>Website Evaluation</u>			
Student Number	2533845	Student Name	Jorge Gusman Tavera
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 loads fast and works smoothly. Images appear quickly, and pages open without delay. It feels easy to use on both mobile and computer.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: Yes, there are many sub-pages for classes, corporate events, wellness, and recipes. Customers use the top menu to move around. The structure is clear and simple to follow.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: Yes, customers can book cooking classes directly on the website. Each class has a booking button that leads to a secure checkout page.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: Some pages contain a lot of information, which may feel overwhelming. The website could improve by simplifying long text sections or adding more filters to help users find classes faster.			
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 modern and attractive, with high quality food images. On mobile, the layout is still clear, but some images appear smaller. Overall, it looks professional on both devices.			
Question 2b - How does the website use imagery, video and colour?			
Answer: The website uses bright food images that make the classes look exciting. Colours are warm and inviting. There are some videos, which help show the cooking experience.			

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 is online chat tool. Customers can contact the academy using the chat but the users have to be register first.

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

Answer: The social media links work well and lead to active pages. They show photos, events, and reviews, which help customers learn more about the 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: Each class has a detailed description explaining what customers will learn. There are also sections for corporate events and wellness programmes.

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

Answer: Reviews are shown on external sites like Trustpilot and Tripadvisor. They are recent and mostly positive, which builds trust.

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 website uses professional photos, detailed class information, and strong reviews. I would recommend it because it looks well organised and offers many cooking styles.

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 shown clearly on each class page. The prices are higher than average, but they match the high-quality teaching and professional environment.

Section 4 – Searchability

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

1. Cooking classes

2. Cooking academy

3. Learn to cook

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

Answer: Yes, the website appears in the top Google results when searching these words.

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 customers expect to find information online. A website helps a business show its services, prices, and reviews. It also allows customers to book easily and trust the company.

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 would add a cooking game for users to play while browsing to make built engagement (The Cooking Academy, n.d.).

Reference List

(The Cooking Academy, n.d.)
(The Cooking Academy, s.f.)