

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2421736	Student Name	Mahamadou Touray
Website Chosen	The cooking Academy		
Insert hyperlink to website	The Cooking Academy: Master the Art of Cooking Book now		
<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: To get access on the website it is easily to get there it took a seconds , However in my opinion it depends in which Wi-fi, data or network you have access to because it determinates how fast you can navigate or how easily you can move from one website to another.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: it contains five sub-pages which contains multiple options, as a costumer I think the structure of the website with those subpages it is no bad but inside in this sub -pages it contains too much information therefore is it difficult to locate what you want or find you interests as customer .			
Question 1c - Can a customer make a booking via the webpage?			
Answer: it is possible to make bookings on the website and with different types of Asian, Indian cuisine, personalized classes etc..			
Question 1d - What improvements could be made to the usability of the website?			
Answer: It could improve in the part subpages that contain a lot of information and the information could be classified more so that the customer would have more ease to understand the functioning of the website and have to book classes.			
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: From the computer the website looks very good with the information very well placed and classified, compared to how it looks on the phone it looks very close and narrow and this also depends on the size of the screen and that makes it make a difference in as you can see.			
Question 2b - How does the website use imagery, video and colour?			

Answer: The colours of the website are ideal and perfect for the only inconvenience I see is a white background, I am not convinced I would have changed it with a light brown that would have been perfect.

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: It does have an online customer service and also offers different contacts such as social networks, email and even company number.

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

Answer: They are effective only you can get accessed if you have an account on one of these social networks if you cannot access the links .

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: In me it seems quite clear to me what meets the requirements to understand with the products on the one hand, a blog with recipes, event parts, their types of cuisines etc.. in according to Kotler, Philip, and Gary A.(2017),Principles of Marketing .it is said The key is to create enough engaging and valued content to get consumers to come to the site, stick around, and come back again. At the very least, a website should be easy to use and visually appealing. Ultimately, however, websites must also be useful. When it comes to online browsing and shopping, most people prefer substance over style. so on this website it complies with it.

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

Answer: The Website has testimonials and quite positive but does not put exactly the date of these testimonials but has quite a few reviews in quite a few pages around 15 pages.

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 makes it clear that they are not only interested in cooking but also in creating healthy, nutritive meals, and wellbeing. The chefs are professionally trained in food science and cooking skills ensuring that students get an understanding of how to combine ingredients. I would recommend this company's service because they have a wide range of different classes that interests people with different goals. For example: some people might be interested in learning how to prepare health focused meals while others could be interested in learning recipes from different countries.

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: When you select the class, you'd like to attend it clearly states the price and allows customers to select date and time for their booking. Customers can also access what they will learn in that class, how it will benefit them and customer reviews. The prices do reflect the quality of their service because the website clearly states they do small size classes that are taught by professionals. The prices are not very clear in areas like

corporate events, but I think that's because the company must assess the size of the class or how long it will be before actually giving a fixed price.

Section 4 – Searchability

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

1. [Academy](#)
2. [Cooking](#)
3. [Class](#)

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

Answer: [when it is put in the search bar it does appear on the first page but I think that depends on how repercussion the company is.](#)

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, because website include all the necessary data needed to inform customers about their business. Websites are used by customers to check the prices of certain products, find contact details for any issues, purchase, or just to simply find out about the business. Even though we still have social media to advertise and popularise products and businesses, websites are the main source for a customer when checking out a business.](#)

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 recommend making the classes and the prices of their services much clearer and easier to find across their website, this because for bespoke or cooperate services is quite difficult for customers to be able to tell the price, which creates doubts and confusions for the customers when they are comparing the options offered to them. If this changes the customers will purchase quickly with what benefits them the most.](#)

Reference List

[Kotler, Philip, and Gary A.\(2017\),Principles of Marketing](#)