

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2528897	Student Name	Oussama Siied Armadi
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 loading of the website was quite easy and relatively fast given that now a day is important the loading of your web page to engage with costumers. <u>(Website loading speed time matters when it comes to users' engagement and conversion rate optimization.)</u>			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: The website contains many sub-pages on which you can find more information about them and their services they offer, they can be navigated from their main page they have multiple options from search bar to sidebar navigation it's quite useful for a costumer to find what they need.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: Yes, the costumer can reach the booking section for classes. They can find different classes from beginner to advance also diverse types of classes as it gives choices on types of cuisine.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: The website will need just a better marketing to reach more audience apart from that the build up of the website, information given and tools they have it is already extremely useful and well made the costumers using the website must be already satisfied with all that it contains.			
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: Costumers that use this company website could feel reassured and excited due to the variety of information that it gives from what food is healthy, different type of diets, multicultural courses of cooking. That must make the costumers interested in wanting to know more and feel safe to use this website. <u>(Despite its centrality to human thoughts and practices, aesthetics has been ignored in research on Web site design. Recently, studies have begun to show that aesthetic</u>			

qualities such as color, graphics, and the layout of a Web site can play a key role in improving consumer shopping experiences.)

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

Answer: The website uses images to show group of people in the classes they offer and of the dishes they cook, also there are videos explaining on courses, dishes and more information about the whole company.

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 has a chat tool on their website on which you can know more about them. Costumers must have a subscription to use the chat tool to know more once it has obtained the subscription the chat tool it is effective as it gives more insight in the courses, healthy dishes, information on diets.

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

Answer: The website has 5 different social media platforms, Facebook, Instagram, Twitter (X), LinkedIn and YouTube. Through all the platforms they share videos and multiple information about them and share tips for better wellbeing and healthy lifestyle.

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 website has a section called About Us where you can find all the information about them and what they offer as a company and, in their website, so that way all costumers can feel familiarised with the services provided.

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

Answer: The website has a section called Testimonials, there it can be found reviews of costumers who attended classes or used the services offered by the website they are up to date and also when searched in google reviews about them you can find more reviews in Trustpilot, Tripadvisor and Google reviews also they are up to date and all have an answer from the owner himself.

(Online product reviews provide vital information to help customers with their purchase decisions. It is therefore critical for administrators of online review websites to ensure the credibility of their sites.)

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 services are presented as high quality as it is shown they do research on the information given on the website and courses for a better wellbeing and healthy life. I would recommend to my friends and families so they could know more of diverse cultures food and learn of healthy and wellbeing lifestyle.

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 costumers when making a booking for their services the price for each service will be presented first before booking, their prices are not too

expensive and not too cheap which seems just right given that they have professionals of each field of the services that work and teach.

Section 4 – Searchability

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

1. Cooking academy.
2. Cooking classes/courses.
3. Cultural cooking classes.

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

Answer: Yes, in some of this word searches you can find the website in the top ten in others costumers will have to search more specific to find it or search more in google to find the website.

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: The website still has relevance now a days as it's dedicated to the gastronomy industry on which you can learn from diverse cultures of dishes and food also advice on healthy lifestyle which now a days it's important to have a good health and good diets also gives people the chance on learning new culinary skills and knowledge.

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: There is no recommendation for improvement that I can give the website and business seem to have done a well-done job creating the website from the design to the information and how it's layered it's shown that they have professionals that worked on creating and growing the website to the point they are now.

Reference List

1a. Xilogianni, C. Doukas, F-R. Drivas, I. Kouis, D. (2022) 'Analytics', *Speed matters: What to prioritize in optimization for faster websites*, 1 (2) 175-192.

2a. Cai, S. (2011) 'International Journal of Electronic Commerce', *Designing not just for pleasure: effects of web site aesthetics on consumer shopping value*, 15 (4), 159-188.

3b. Hsieh, J-K. (2020) 'International Journal of Electronic Commerce', *Will you ever trust the review website again? The importance of source credibility* 24 (2), 255-275.