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CertHE in Business Skills

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Course Name: Digital Skills LCLM4002

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Website Evaluation

LCLM4002_BIRM Digital Skills Task 3			
<u>Website Evaluation</u>			
Student Number	2517705	Student Name	Serkalem Aylewe
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: <i>The Cooking Academy's website loads quickly and effortlessly. When you visit the website, there is virtually no lag time and the pages load almost instantly. You can easily navigate and locate the information you're looking for thanks to the layout's cleanliness and organisation. In terms of loading speed, the website offers a flawless user experience overall.</i>			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: <i>There are a lot of subpages on the company website. The Cooking Academy includes like Home page, Cookery Team Building and Leadership, Cookery Class, Gift Vouchers, Wellness in the work place, Shop, About Us, and Blog are among the options on the main menu at the top of the page.</i> <i>By clicking on the corresponding menu items, potential clients can traverse these sub-pages. Every menu item opens a drop-down menu with more options for pages that fall under that category.</i>			
Question 1c - Can a customer make a booking via the webpage?			
Answer: <i>Yes, a customer can make a reservation through the company's website. Customers can choose the course or event they are interested in, pick a date and time, and finish the online payment process using the website's easy-to-use booking system.</i>			
Question 1d - What improvements could be made to the usability of the website?			
Answer: <i>The below improvement needs to increase the usability of the websites:</i>			

1. *A clearer and easier to use navigation menu would be beneficial for the website. It can be difficult for users to find the information they need in some sections.*
2. *To encourage users to schedule classes or ask for more information, the website could use more noticeable and well-placed calls to action.*
3. *There should be more eye-catching elements on the website.*
4. *The web site should improve the users easily get their main services by shortcut on the main or home page*

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 appearance of the company website is tidy and polished. The arrangement is user friendly and the colour scheme is welcoming. The use of excellent photos of food and cooking classes enhances the website's attraction. There are some variations in how the website looks on a computer and a mobile device. In order to accommodate the smaller screen size on a mobile phone, the layout is more condensed and some elements may be moved. On both platforms, the website's general layout and features are unchanged. No matter what device a user is using, the responsive design guarantees a smooth experience.*

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

Answer: *The Cooking Academy website effectively engages users and creates a visually appealing experience through the use of colour, imagery, and there is no video.*

Colour: The websites having a colour of celery green and lemon green tones, make up the website's cozy and welcoming colour scheme. These types are appropriate for a cooking school since they advocate feelings of coziness and warmth. The colour palette is maintained throughout.

Imagery: The website's pages are filled with excellent photos of delicious recipes, ingredients, and cooking lessons. These pictures serve to highlight the Academy's offerings and encourage viewers to find out more.

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 company website has made use of an online chat tool, which is highly effective for enquiring about their products or services. It provides a quick and convenient way for users to get instant answers to any questions they may have, making the browsing experience more interactive and user-friendly.*

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

Answer: *The social media links on the company website are very effective. They are prominently displayed on the homepage and each page are easy to find. The links direct to the academy's various social media platforms, including Facebook, Twitter, Instagram, LinkedIn and YouTube. This allows users to easily connect with the company on their preferred social media platform and stay up to date on their latest news, events, and classes. The presence of social media links helps to increase the academy's online visibility and engagement with their audience, the social media links on the company website are well integrated and serve their purpose effectively.*

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: *Users are informed about the company's services by a number of components on their website.*

- 1. A variety of pictures including its contents highlighting various facets of their offerings, including cooking classes, business gatherings, and culinary trips, is prominently displayed on the homepage. This provides visitors with an instant overview of the company's offerings.*
- 2. Customers can easily find specific information about the services they are interested in thanks to the website's clear navigation menu at the top of the page.*
- 3. Every service that The Cooking Academy provides has a separate page with comprehensive details, such as descriptions, costs, timetables, and frequently asked questions. This makes it clearer to clients what to anticipate from each service.*

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

Answer: *The Cooking Academy website features a dedicated section for customer reviews, which can be found under the "Testimonials" tab under About Us sub menu. The reviews showcase a variety of comments and ratings from past participants of their cooking classes and workshops.*

Based on a quick assessment, it appears that the customer reviews are up to date and regularly updated. The website showcases recent testimonials, indicating that the Cooking Academy actively gathers feedback from their clients and ensures that new reviews are posted on their site. Overall, the availability of customer reviews on the website adds credibility and transparency to the cooking school's offerings.

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 Cooking Academy website is presented as high quality through its professional design, clear and concise information, and user-friendly*

layout. The imagery used on the site is of high quality, showcasing the delicious dishes and cooking classes offered by the company. The website also includes detailed descriptions of the courses available, as well as information on the experienced chefs and instructors.

There are several reasons why someone would use The Cooking Academy's services or recommend them to a friend or family member that the company offers a wide range of cooking classes, workshops, and events for beginners through to experienced home cooks. Whether someone is looking to improve their culinary skills, learn new techniques, or simply enjoy a fun and educational cooking experience, The Cooking Academy has something for everyone.

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: *The Cooking Academy website provides transparent pricing for their services, with each price clearly displayed. The prices reflect the quality of service offered by the company. This demonstrates a commitment to transparency and helps customers make informed choices.*

Section 4 – Searchability

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

- 1. The Cooking Academy*
- 2. Cooking academy in London*
- 3. Best Cooking academy in London*

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

Answer: *On the first searching option the websites appear in the first place with the second searching phrase the websites appear in the six place and on the third finding options the company websites appears in the second page of google search engine.*

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 useful in today's UK business environment. A website is essential for businesses to create an online presence, reach a larger audience, and offer details about their goods and services in the current digital era. Businesses may highlight their products, establish trust, and draw in new clients with the aid of a well-designed website. Websites can also be used as a platform for e-commerce, which enables companies to sell their goods online and connect with clients who live far away. All things considered, websites are essential to the success of contemporary UK companies since they facilitate consumer interaction, brand promotion, and income generation.*

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: *Adding more high-quality photos of The Academy's cooking lessons, events, and foods would boost the website's aesthetic appeal. By giving prospective clients a clearer idea of what to anticipate while attending a class or event, this would ultimately increase their interest and likelihood of making a course reservation.*

Furthermore, attractive and captivating photos are proven to draw in website visitors and contribute to a positive perception of the business. The website can communicate the quality and experience that the company offers by showing the colourful and delicious foods made there, which will ultimately draw in more clients and boost conversion rates.

Reference List

The Cooking Academy (2025) *The Cooking Academy*. Available at: [The Cooking Academy: Master the Art of Cooking | Book now](#) (Accessed: 30.11.2025).