

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2513583	Student Name	Blessing mpongo-maha
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 of The Cooking Academy loads quickly, with most of the pages opening in just a few seconds. The home page displays menus, images, and banners without noticeable delays (The Cooking Academy, 2025). The navigation between the pages, such as gift vouchers, corporate events and cookery classes, is also very smooth. However, some occasional pop-ups, large images and blogs slightly slow loading on a weaker Internet connection, but the overall performance is user-friendly and reliable.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: Yes, the website contains multiple subpages for blogs, vouchers, corporate event classes, wellness services and shop items. The user navigates through a clear top menu with some drop-down options. Internal links are also present, such as view all buttons or category filters, to further support the movement across the pages (The Cooking Academy, 2025). This site also features a consistent page layout, making it easy for customers to navigate and move between information and booking options.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: Yes, customers can make a booking directly through the website by selecting their cookery class, adding it to their cart and choosing a preferred date. Customers need to click Find a class in the Inspire Discover and Enjoy page, where they have to select the cuisine type, level and date. There are different types of classes available, such as one-day classes, vouchers, beginners' cookery classes, Chinese cooking classes, Asian cooking classes and others.			
Question 1d - What improvements could be made to the usability of the website?			

Answer: The website could improve its usability by reducing the number of pop-ups, adding a search bar at the top for quicker navigation. Simplifying the drop-down menus was also needed specifically for the blog, shop and cookery classes sections. Some information sections feel so heavy that clear icons and hearing are needed to enhance the readability for users. Mobile responsiveness could also be improved to ensure bookings and menu buttons appear more accessible (Bhanarkar *et al.*, 2023).

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: Visually, the web page looks appealing with clean layouts, high-quality images and modern fonts. Specifically, on desktop, it appears organised and spacious, whereas on mobile, this design is slightly condensed, and some menus require frequent scrolling. The top left section bar consists of dropdowns such as wellness in the workplace, cookery classes, and private classes. Still, the website of the Cooking Academy is attractive, but the mobile view is hindered by stacked images and pop-ups.

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

Answer: A website effectively uses vibrant food images in order to focus on the cooking classes and spices. Use of light colours in the website, such as yellow, white, and grey, creates a welcoming tone and grabs the attention of users. Videos are quite minimal, but images are used strategically for highlighting their products, blog post events, which helps in communicating professionalism and authenticity.

Question 2c – Has the website made use of an online chat tool on the website? How effective is this in enquiring about the product or service?

Answer: Yes, the live chat button is available below the website, which allows visitors to ask a question, make quick enquiries about the classes, corporate events or bookings. However, it can be placed in the top right section of the web page with an automated Chatbot this chatbot can play an important role in improving business-to-customer communication to enhance customer support by providing immediate assistance 24/7.

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

Answer: Social media links are available but are not prominently displayed on the website page. However, at the end of the website, contact us can be found, where links to LinkedIn,

Twitter, Facebook, YouTube and Instagram are present. Additionally, they directly use The Cooking Academy's platform to help customers access updates, promotions and recipes. Visibility can be improved by placing them at the top of the homepage instead of the footer.

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 services are clearly outlined through the dedicated sections on the web page of The Cooking Academy. These services are cookery classes, corporate team building, gift vouchers, our shop, cooker team building events and wellness in the workplace. Each and every service page provides a detailed description, booking options and benefits. Furthermore, the homepage banners also highlight the seasonal offers of future classes that make the service range easy to understand for customers.

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

Answer: Yes, customer reviews appear in the "What People Say" section, where customers provide their memorable experiences. This testimonial seems authentic and highlights the positive experience of customers regarding cooking classes and cookery team-building events. However, only a few reviews have been shown, and specific dates are not included in the review, which makes it unclear how recently this review was posted on the web page.

Question 3c – How is the service presented as high quality? For what reasons would you use the company's service or recommend it to a friend or family member?

Answer: The website emphasises science-based nutrition, premium ingredients, cooking experience and expert chefs. Professional class description, corporate partnership and high-quality emergency reinforce the credibility. I would also recommend this as a small business service because it offers diverse international cooking classes with a strong focus on nutrition experience, instructors and positive customer feedback.

Question 3d - Are prices made clear to customers? If yes, do the prices reflect the quality of service shown? If not, why do you think the company has chosen not to include prices?

Answer: Yes, prices are clearly displayed on each class page and during checkout. Transparent pricing is highly important because it builds customer trust, informs decision-making and allows businesses to gain a strategic competitive advantage (Domenico *et al.*, 2022). This pricing reflects the premium nature of the experience, including high-quality

ingredients, expert-led teaching and small class sizes. However, the classes are not cheap, but the price aligns with the professionalism and quality of cheating.

Section 4 – Searchability

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

1. Cooking classes UK
2. Corporate cookery events
3. Cooking Academy UK

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

Answer: Yes, when searching terms like cooking classes UK and Cooking Academy UK, The Cooking Academy appears within the top results. It also ranks well on corporate cooking events due to strong branding and relevant keywords.

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 remains highly relevant for UK businesses as it provides a central platform for information, customer engagement and branding. In the UK, many customers prefer researching services online before purchasing. Customers always look for a well-designed website that builds professionalism and trust at the same time. Customer trust and website conversion rate are integrated with each other in terms of product purchasing (Srisathan *et al.*, 2024). The website of The Cooking Academy supports booking payment, customer reviews and issue visibility, which on social media cannot fully replace alone. Despite the growth of apps and social media platforms, websites continue to act as a core digital identity of a business and are essential for accessibility, reliability and marketing.

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: One major recommendation to improve The Cooking Academy website is to enhance its navigation structure and mobile optimisation. Mobile optimisation and navigation both create a huge impact on the usability, consumer satisfaction and sales conversion rates (Nawir and Hendrawan, 2024). Although the site is visually appealing, the mobile version is slightly crowded with overlapping elements and long scrawling sections, which can make it harder for some users to locate specific options quickly. Improving the mobile layout with larger buttons, a clear menu and simplified sections would be beneficial to provide a smoother browsing experience. As many customers book and search services

on mobile devices, optimising the interface is highly beneficial for reducing frustration and strengthening the user journey.

Reference List

Bhanarkar, N.N., Paul, N.A. and Mehta, A. (2023). Responsive Web Design and Its Impact on User Experience. *Responsive Web Design and Its Impact on User Experience*, pp.50–55.

Domenico, G.D., Premazzi, K. and Cugini, A. (2022). ‘I will pay you more, as long as you are transparent!’: An investigation of the pick-your-price participative pricing mechanism. *Journal of Business Research*, 147, pp.403–419.

Nawir, F. and Hendrawan, S.A. (2024). The Impact of Website Usability and Mobile Optimization on Customer Satisfaction and Sales Conversion Rates in E-commerce Businesses in Indonesia. *The Eastasouth Journal of Information System and Computer Science*, [online] 2(01), pp.15–30.

Srisathan, W.A., Ketkaew, C., Jantuma, N. and Naruetharadhol, P. (2024). Trust and website conversion in consumer responses to green product purchasing: A new perspective through the lens of innovative website Design’s technology integration. *Heliyon*, [online] 10(1), p.e23764.

The Cooking Academy (2025). *Cooking Academy*. [online] The Cooking Academy. Available at: <https://www.thecookingacademy.co.uk/> [Accessed 9 Dec. 2025].