

### LCLM4002\_BIRM Digital Skills Task 3

#### Website Evaluation

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| <b>Website Chosen</b> | The Cooking Academy |
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| <b>Insert hyperlink to website</b> | <a href="https://www.thecookingacademy.co.uk/">https://www.thecookingacademy.co.uk/</a> |
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#### Evaluation

**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 quickly and is easy to access. Pages open smoothly with minimal waiting time

**Question 1b** - Does the website contain many sub-pages? How does a prospective customer navigate these?

Answer: The website contains many sub-pages, including cookery classes, wellness programmes, blog posts, and contact information. Customers can navigate using the main menu at the top of the page, which is organised into clear categories and dropdown sections.

**Question 1c** - Can a customer make a booking via the webpage?

Answer: Yes, customers can make a booking through the website. Many class pages include a "More Info + Booking" option, allowing users to select and reserve cookery classes.

**Question 1d** - What improvements could be made to the usability of the website?

Answer: The usability could be improved by simplifying the navigation menu, as there are many categories and sub-pages.

#### **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 has a professional and visually appealing design with large images and organised sections. On mobile devices, the layout adjusts to fit smaller screens, although navigation may feel more compact compared to a computer.

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

Answer: The website uses high-quality images to showcase cooking classes, food, and wellness activities. Colour is used consistently to create a clean and professional appearance, while images help make the content more engaging.

**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 does not appear to use a live online chat tool. Customers can enquire through contact forms, email, or phone details provided on the site. This is effective for general enquiries but may not provide instant support.

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

Answer: The website includes social media links that help customers connect with the company and view updates, photos, and reviews. These links improve engagement and make the business appear more active and trustworthy.

### **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 explained through separate sections for cookery classes, wellness programmes, blogs, and products. Each section includes descriptions and images, helping customers understand what is offered.

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

Answer: Customer reviews are shown on the website. Reviews appear recent and help build trust by showing real customer experiences.

**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 service is presented as high quality through professional images, detailed class descriptions, and positive customer feedback. I would recommend it because the classes seem well organised, informative, and suitable for different skill levels.

**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: Prices are shown on booking pages for classes, making costs clear to customers. The pricing appears to reflect the quality of the experience, including professional instruction and hands-on learning.

#### Section 4 – Searchability

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

1. Cooking classes London

2. Healthy cooking courses

3. Wellness cooking workshops

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

Answer: When these search terms are used, the company's website may appear within the top search results, especially for cooking classes.

#### 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 very relevant in modern UK business. They provide customers with information, contact details, services, pricing, and booking options in one place.

**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 recommendation would be to simplify the navigation menu. The website contains many sections, which may make it harder for users to find information quickly. A clearer menu structure would improve usability and create a smoother customer experience.

#### Reference List

The Cooking Academy (n.d.) *The Cooking Academy*. Available at: <https://www.thecookingacademy.co.uk/> (Accessed: 27 April 2026).

