

LCLM4002_BIRM Digital Skills Task 3
Website Evaluation

Student Number	2511856	Student Name	Tsihon Gernay
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 lodes under two second which I think is very quick people leave website if it doesn't load on two or three second.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: Yes, the website contains sub- pages with a lot of different information such as cookery team building, blogs, gift vouchers, shop and wellness in the workplace. All these sub-pages have detailed information when you got in the page. Sub- pages with different title help to find information easy and quick.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: Yes, a customer can make a booking on the website from beginner cooker class to different cuisine cooker class. All this can be booked on the website on for a specific day or an open day voucher which is valid for 12 months. all this information is display well on the website so it will help customer to make the right decision before booking any class.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: I would make the customer review to be on the web page rather than going to links to find it. Because people usually read customer review before deciding to book any service online.			
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 webpage looks very good and has ahigh quality content with a simple clean design. The website has a similar appearance on booth computer and phone. The only difference is the layout on computer is bigger than the on phone.			
Question 2b - How does the website use imagery, video and colour?			
Answer:			

the website uses image and video to promote their service, and it's very interesting to look at and to do more research on the website. the colour scheme they used the video quality and the foods on the image are very appalling which makes you feel hungry and makes you want to learn how to cook it.

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 website uses an online chat tool to ask questions. All you need to do is click on the circle icon “ask questions” then you will be able to write your questions.

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

Answer: The website puts all their social media links on the bottom of the web page. They used the logs of the social media so it's easy and simple to find. All you need to do is click on the log then it will take to their social media account.

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 they provide are clear and easy to find. All the services have different sections and detailed description with useful links. There also ask question icon which makes it easy to ask for something you can't find on the website.

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

Answer: customer review is available on the website underneath “what people say” where you can find what customers experience is there is also social media accounts such as Facebook Instagram and TikTok which you will be able to find the comment section with customer review and opinion.

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 main reason of the company service is to teach people and organisation how to prepare and cook health food. The customer review from different organisation very good and the aim of the company is nutritional and health eating which will be interesting for most people.

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, price is made clear for customers. The price is different for different class and different days for example there is an open day voucher price and half open day voucher price or a specific day price. Which makes it easy to decide what you can afford what suit you time as well.

Section 4 – Searchability

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Question 4a - What three words would you type into Google to find this type of service?	2.cooking
	3. academy
Question 4b - When you type these words into google, does the company's website appear in the top ten websites?	
Answer: Yes, it does.	
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: I think every business need a website to reach a wider audience to help prompt their business easy by showcase products and services easily.	
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? fvcfcxcf	
Answer: I would make the payment system to have more payment methods when booking class such PayPal.	

Reference List

<https://www.thecookingacademy.co.uk/>
<https://www.thecookingacademy.co.uk/product-type/classes/>
<https://www.thecookingacademy.co.uk/checkout/>
<https://www.thecookingacademy.co.uk/testimonials>
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