

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2512062	Student Name	Romny Ozuna Leon
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 Cooking Academy website was too easy to get there and loaded up in a couple of seconds.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: The Cooking Academy website contain a lot of sub-pages where you can find gift vouchers, wellness in the workplace, cookery classes and others.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: No, since Cooking Academy is an international cookery and Wellness Academy that teaches people and organisations how to prepare and cook food for wellness and nutritional health.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: I don't think they need to improve anything, it is a very complete website and has all the tools that users may need.			
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: it is a pleasant and diverse website that facilitates its use on laptops and cell phones offering the same appearances on both devices			
Question 2b - How does the website use imagery, video and colour?			
Answer: the graphic content is somewhat boring and basic in general and also has no videos			
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: No, it does not have an online chat tool in case the user has any concerns they must fill out a form that they provide and send it to their email	
Question 2d – How effective are the social media links on the website?	
Answer: their social media links are very useful since take you there with one click	
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: I would say the company offer a good service and clear information.	
Question 3b - How are customer reviews made available? Are these up to date?	
Answer: They have an option where you can see the comments of the users very updated. Find it as 'TESTIMONIALS'	
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: I would recommend it because of the good user reviews. Someone who loves to cook would be happy to take classes including me. have a high focus on European and Asian food.	
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 course prices do not show it, but the amount of vouchers and gift cards ranging from £20 to £1200 does. I assume they are a bit expensive but worth it for the quality of service they offer.	
Section 4 – Searchability	
Question 4a - What three words would you type into Google to find this type of service?	1. Cooking Courses
	2. Learn European cuisine
	3. Study Mediterranean cuisine
Question 4b - When you type these words into google, does the company's website appear in the top ten websites?	
Answer: no, it doesn't.	
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, although for a not very large group since there are too many courses that are face-to-face and online of Good Quality and cheaper. Due to its high prices, the	

demand and interested parties are from a limited group of people who can afford its prices and products.

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: although they offer a service and products of optimal quality would adjust the prices to make it more affordable for the general public. I would make a complete modification of the website since it is a bit bland, I would make it more practical and modern adding videos and images more colorful and updated

Reference List

<https://www.thecookingacademy.co.uk>