

LCLM4002_BIRM Digital Skills Task 3			
<u>Website Evaluation</u>			
Student Number	2532265	Student Name	Mumtaz Hussain Malik
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 loads quickly and the main pages are easy to access. The homepage displays several images, but the layout remains responsive and usable. Most information appears without unnecessary waiting. The site also provides clear navigation to classes, corporate experiences, the shop, blog and contact pages. Overall, loading and access are satisfactory for a prospective customer, although image optimisation could help maintain speed on slower mobile connections.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: Yes. The website has several sub-pages covering private classes, corporate experiences, nutrition, FAQs, the shop, blog and contact information. Customers can navigate using the main menu and clear buttons such as “Explore Private Classes”, “Plan Your Team Event” and “Make an Enquiry”. The structure is generally logical, although the number of pages can make it slightly difficult for a new visitor to identify the most relevant option immediately			
Question 1c - Can a customer make a booking via the webpage?			
Yes. Customers can book some classes directly through the website, where class pages include booking options and customer information. For private or bespoke experiences, customers are directed to an enquiry form where they provide their requirements, preferred dates and number of participants. This approach works well because bespoke experiences may need individual arrangements, although a single, clearly labelled booking area could make the process even easier.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: The website could improve usability by making the main booking option more prominent and consistent across all pages. A simple “Book Now” button could remain visible in the navigation. The site could also reduce repeated information across pages and provide a clearer menu structure for private classes, corporate events and nutrition services. These changes would help customers find the correct service faster and reduce the number of clicks needed.			
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 professional, welcoming and appropriate for a cookery business. It uses food-related photographs and clear headings to create an attractive customer experience. On a mobile phone, the content is arranged vertically and the navigation is more compact than on a computer. The mobile version is still usable, although pages with lots of information require more scrolling. Overall, the design communicates a friendly and professional brand.

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

The website makes strong use of food and cooking imagery to show the type of experience customers can expect. Photographs of dishes, chefs and classes make the service more appealing and help customers understand the practical nature of the courses. Colours and headings are used to separate sections and highlight calls to action. The visual content supports the brand well, although reducing very long text sections would make the pages more visually balanced.

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?

I could not identify a prominent live online chat tool on the website. Instead, customers can use contact and enquiry forms or telephone/email details. The enquiry forms are useful because customers can provide specific information about their class requirements. However, a live chat feature could improve the experience by allowing visitors to ask quick questions about availability, prices, locations and dietary requirements before making an enquiry.

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

Answer:

The website provides links to Facebook, Instagram, LinkedIn, YouTube and Twitter/X across its pages. These links are useful because customers can explore the company beyond the website and see additional cooking content. Social media can also strengthen trust and keep customers engaged between classes. The links are effective, although making them more prominent on the homepage could encourage more visitors to follow the business

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 explained through clear categories and individual pages. The website highlights private cookery experiences, one-to-one tuition, family and friends classes, corporate cookery events, nutrition workshops and specialist cuisine classes. Each service provides further information about what customers can expect. This makes the range of services understandable, although the large number of options could be simplified into a smaller number of main categories for quicker decision-making.

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

Customer reviews are shown on the website, including reviews attached to individual class pages and testimonials from private and corporate customers. The site also refers to reviews on platforms such as Google and TripAdvisor. The pages have current-looking testimonials, but not every review has a clear publication date. Regularly adding recent dated reviews would make it easier for customers to judge how consistent the service is today.

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?

The service is presented as high quality through professional chefs, food scientists and nutrition experts, personalised classes, specialist cuisines and testimonials from customers and organisations. The website also highlights experience and work with well-known companies. I would consider using the service because the classes are hands-on, personalised and suitable for different skill levels. The combination of cooking skills and nutritional knowledge gives the service a strong value proposition.

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, prices are shown for some services. For example, the website lists prices for certain private classes and corporate experiences, while bespoke services may require customers to request a quotation. This is understandable because group size, menu, location and timing can change the final cost. Showing a starting price wherever possible is helpful because it allows customers to judge affordability before making an enquiry.

Section 4 – Searchability

Question 4a - What three words would you type into Google to find this type of service?	1.cooking
	2.classes
	3. london

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

Yes. The Cooking Academy website appears prominently for relevant searches such as "cooking classes London" and "cookery classes Rickmansworth". Its pages are also specifically optimised around these service terms. This indicates good searchability because the company can be found when potential customers search for the type of service and location. Search rankings can change over time, so the company should continue updating useful content and maintaining SEO.

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 highly relevant to modern UK businesses because they provide an official source of information that customers can access at any time. A professional website can explain products or services, show prices, provide contact or booking options, build trust through reviews and support search-engine visibility. Social media is important too, but a website gives a business more control over its information and customer journey. For The Cooking Academy, the website is particularly important because customers need detailed information before choosing a class or event.

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?

My main recommendation would be to create a clearer, centralised booking journey. The website offers many different classes and services, so a visitor could be unsure where to start. A prominent "Book a Class" button could take customers to a simple page where they choose private, corporate or specialist classes, then select a date or make an enquiry. This would reduce confusion, make the customer journey faster and potentially increase bookings. It would also make the website easier to use on mobile devices.

Reference List

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