

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2433629	Student Name	Gabriela Manole
Website Chosen	The Cooking Academy		
Insert hyperlink to website	https://www.thecookingacademy.co.uk/corporate-cooking/		
<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: This website loads fast and easily, which can satisfy impatient users. In order to keep the users of the website engaged, websites should load within two to three seconds. Users who wait longer may become frustrated and leave the site. However, this website loads faster than most websites, under three seconds which makes the customers pleased. The speed and ease with which a website loads have an important and big impact on the customers satisfaction.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: The website contains a home page and at the top there is a menu of all the services they offer. There are 6 sub-pages that contain the following, Cookery Team Building & Leadership Events, Cookery Classes, Wellness In The Workplace, Shop, About Us and Blog. I believe that a prospective customer can navigate through these very efficiently, as the title of each service offered is in the menu and a customer can access whichever service they would like to use or buy. They can press on one of the services and there will be more sub-pages on each service. These sub-pages each contain more detailed information of the topics that the business has to offer.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: The customers can make bookings via the website; they can make bookings for different ethnic cooking classes. However, the bookings on the website page can only be made for cooking classes. For other services they would have to make an enquiry first, which is very different to a booking. An enquiry is asking for more details without reserving or booking anything which is quite useful, but some customers might want a straight away booking. There is a limited booking service on this website which might be unsatisfactory to most users.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: From my exploration of the website, I believe that there could be improvements made to make it more useful for the customers. First improvement could be to make more available bookings through the website, not just cooking classes but bookings for all the services. This could allow extremely busy customers make a booking during their free time instead of waiting for a response from the enquiry made. Since they might not be available when the staff will contact them. Another improvement I believe could be made			

is adding customer reviews on the web page. There will be mixed reviews but that could help any new customers know more about the services and it can help the business improve by taking the reviews from the users as a way to improve their services and increase customer satisfaction.

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 starts strong with a mini-3-page slideshow of images of their top 3 services that they offer. On a mobile phone is the same 3-page slideshow. However, on the mobile it does not show the full image, and the quality of the image is blurrier compared on the computer. A low-quality image can cause customer disengagement and not continue navigating through the website as the first impression of the website is a very important way to attract customers.

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

Answer: The website uses a lot of imagery; there is images for each topic. There are images of every cooking class and all the different dishes they have a class for. For every sub-page there is multiple images of the past classes they had. Having images can really have a great impact on interesting the user as images make a website more engaging. Most people won't read everything, but they will look at images. On the contrary the colours are not that engaging since they kept the website on a two-colour theme. The colouring is quite a bland choice, brown and green which might not be so eye-catching to the public. A brighter colour theme would've been a more reliable choice. As it would make the user instantly intrigued due the vibrant colouring.

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: There is online chat available on the right-hand bottom corner. However, if you do want to ask a question, it requires a subscription, which this makes a user lose interest in the website. The chat tool could've been used to answer questions that are not answered on the website or via the sub-pages but having no access to it for free, it can disappoint the new user and leave the site.

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

Answer: The social media links are very useful as they take you straight to their profile homepage. Having access to a businesses social media can make it easy to examine the company. Social media links can also help teenagers be more engaged and interested in the company. This can also be a way to read about past customer reviews, Also on their social media accounts they provide up to date classes and new information of their services, this allows users to be following them to be able to keep being updated.

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 offered by the company is made clear to the customers by being divided. When you open the homepage there is a menu of sub-pages of the 6 services they offer. When you open one of these sub-pages there are more sub-pages of different topics. Every topic is divided in different pages so that the customer can access which service or topic they want to. Each page has detailed information of what the service is about. There are images to support the details given about the service. Having each topic divided can provide clear information of the services offered by the company.

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

Answer: There is a page called "Testimonials" and it's accessed right at the bottom of the homepage. There are 15 review pages and about 7-8 reviews on each page. There is a limited number of reviews which wouldn't allow users to see everyone's opinions. There is also no date on the reviews which make them less reliable as they could be years old and the services might have been updated or improved.

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: In my opinion the service is presented high quality by the images of how clean and structured the classes are. The images being high quality when accessing through a computer shows that they have modern tools and resources which makes it more reliable. Also, for the cooking classes there is a variety of dishes from different countries. Having a variety of options for each person's preference would make me recommend it to family and friends. Having services that satisfy different culture customers makes a very high-quality company as it makes customers feel welcomed and included.

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: Since you can only book for cooking classes, there is multiple dishes to choose from. The price is listed for every different class you choose. Alongside the price, there is information about how many spaces are available, what time the class starts and ends and there is also a brochure about what dishes you will cook, and you can download the brochure. There is also a sub-page called "Shop" which has a lot of different starter packs, spices, ingredients, tools and overalls you can purchase, the prices are listed on the sub-page. This makes it helpful to users who might be on a budget.

Section 4 – Searchability

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

1. Beginners cooking classes.
2. Professional cooking academy
3. Cooking school Birmingham (depending on your location)

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

Answer: Unfortunately, the company's website does not appear in the top 10. However, it does appear as number 16 in professional cooking academy.

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, I believe that websites still have a strong significance in modern UK business. This is because the website provides a central platform on which consumers can gather information such as prices, services and contact information. Websites are available 24 hours a day, making business more accessible and convenient to customers. Also, they can create an impression of professionalism, which can increase customer trust. Furthermore, websites help businesses attract new customers and remain competitive in a digital market by helping them reach a wider audience through search engines like Google. Overall, having a website is an essential tool for communication, marketing and business growth. (Redlumb,2023; Forbes, 2022).

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: Mobile friendliness is one improvement I would suggest for The Cooking Academy website. To ensure a smooth user experience, the website should display clear text, be easy to navigate, and load quickly on smartphone and tablets. I have suggested this improvement because many people use their phones to search for services and book activities. If the website is difficult to use and see on a mobile device, customers may leave and choose a competitor instead. A mobile friendly design would make it easier for users to browse classes, find information and make bookings. Overall, this would improve user experience, increase customer satisfaction and help attract more people to the business.

Reference List

Redlumb (2023) *10 benefits of a website for small business*. Available at: <https://redlumb.co.uk/10-benefits-of-a-website-for-small-business/> (Accessed: 21 March 2026).

Forbes (2022) *Why your business still needs a website*. Available at: <https://www.forbes.com/councils/theyec/2020/02/03/why-every-business-needs-a-website/> (Accessed: 21 March 2026)