

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2514766	Student Name	Faisal Mahmood
Website Chosen	The Cooking Academy		
Insert hyperlink to website	The Cooking Academy: Master the Art of Cooking Book now		
<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 smoothly			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: Yes the website has many sub-pages, navigated easily through clear menus and dropdown categories			
Question 1c - Can a customer make a booking via the webpage?			
Answer: yes the customers can book directly from the website using secure payment options			
Question 1d - What improvements could be made to the usability of the website?			
Answer: The usability of the website can be improved by simplifying navigation menus, and faster mobile responsiveness.			
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 on desktop looks more spacious, clean and pleasant. The mobile view is simpler with stacked menus vs the more spacious desktop layout			
Question 2b - How does the website use imagery, video and colour?			
Answer: The website uses bright colours and professional food imagery to create a warm and inviting experience			
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 lacks an online chat tool which makes enquiries less immediate			

Question 2d – How effective are the social media links on the website?	
Answer: The websites social media links are effective and clearly visible which provides easy access to their accounts.	
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: Services are clear through structured menus, detailed sub-pages and booking options	
Question 3b - How are customer reviews made available? Are these up to date?	
Answer: The customer reviews appear on the website by testimonials which are not updated regularly	
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 website presents a high quality service through clear details about classes and expert chefs which is ideal for learning and group events	
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 clearly shown and reflect the high-quality service which increase customer confidence in value	
Section 4 – Searchability	
Question 4a - What three words would you type into Google to find this type of service?	1.The
	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 the official website appears in the top 10 websites	
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 remain vital for visibility, marketing and customer engagement	
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: Add a chat tool for instant enquiries and improving customer support

Reference List

Reference 1: [The Cooking Academy: Master the Art of Cooking | Book now](#)

Reference 2: