

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2524542	Student Name	Livia Ioana Pop
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: This cooking website loads quite quickly with some minimal delay and content display mostly instantly. Images, text and informations appear clearly. This show that the website had a good optimisation. Navigation between pages is also smooth and the links responding quickly without any problems. The site provides a fast and efficient user experience.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: The cooking site contains multiple sub-pages like : cookery classes, corporate events, shop section, wellness in a workplace and a blog. The customers navigate easily using a top menu and clickable links such as: ‘ Find out more’ or ‘View all’ . Is simple for customer to find relevant information without to much confusion.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: Yes, definitely! The customers are able to book effectively through the website because this site support online activities if they following the right steps. Each class include a ‘ buttons’ that directs users to booking or a specific page they needed.			

Question 1d - What improvements could be made to the usability of the website?

Answer: Usability could be improved if they gonna simplify the booking process . Adding a search bar would also help the customers to find more easy the specific classes they needed.
Another suggestion could be the fact that they should improve the mobile app and in this way the users could browsing on smartphones . The prices should be more visible and easy to find as well.

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: This website looks nice and have a professional design and organised sections. The layout is clean and easy to read and they using a high quality images . If you are using mobile devices, is still work well but the layout become more compact compared with a desktop .

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

Answer: The cooking website use a good quality images of food ,which makes it look appealing. The colours are warm and fit ,reflecting the theme of cooking and hospitality. They have limited use of videos which could make it more interesting.

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 doesn't seems to be a live chat option on this website, which may limited customer interaction. They could improve customer service in the near future if they gonna include a live chat and in this way the clients will be able to ask questions and receive an answer in a real time.

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

Answer: Social media links are present but not very noticeable. Making these links visible and clearer could help people engage more with the business and in this way they could build more trust with the potential customers.

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 website clearly shows its services. The services are explained quite good with sections for different classes and events and descriptions helps users to understand what they could offer compared with their needs.	
Question 3b - How are customer reviews made available? Are these up to date?	
Answer: Customers reviews are displayed on the website and also on other platforms. They have some positive experience from others participants. They seems from recent years and they are up to date but are limited in number.	
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 service is presented as high quality by detailed descriptions and positive reviews from satisfied clients. It looks like a good experience where you are able to learn useful skills in nutrition and cooking and for sure I will highly recommended for a friend or family member if they would like to attend to a cooking class.	
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 prices aren't always easy to find on main page and may need some extra navigation. They should be more clearly. This situation can create curiosity and confusion in the same time and may discourage some users. When the prices are visible, they seems reasonable.	
Section 4 – Searchability	
Question 4a - What three words would you type into Google to find this type of service?	1.Cookery courses London
	2.Cooking academy UK
	3. Cooking classes UK
Question 4b - When you type these words into google, does the company's website appear in the top ten websites?	
Answer: The coking website it might show up in search results, especially for specific searches, but not always in top ten result ,because the competition is on a higher level.	

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 websites are still really important for the businesses in the UK. They provide information ,allow bookings and make the business look more real and build trust with customers.

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: I would suggest to make prices and boeing options more clearer and maybe in this way would help customers to decide faster and improve their experience. Clear information builds trust and can increase booking.

Reference List

- The Cooking Academy (n.d.) *Home page*. Available at : The Cooking Academy website : <https://www.thecookingacademy.co.uk> (Accessed : 12 April 2026)
- Trustpilot (2025) *The Cooking Academy reviews* . Available at : <https://uktrustpilot.com/review/tehcookingacademy.co.uk> (Accessed : 12 April 2026)