

References

There are no sources in the current document.

LCLM4002_BIRM Digital Skills Task 3 Website Evaluation

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Website Chosen	THE COOKING ACADEMY
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Insert hyperlink to website	https://www.thecookingacademy.co.uk/
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Evaluation

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 relatively quickly, easy to access and pages open without long delays, and images load smoothly and navigation between section is also responsive, which improves the overall experience. Website design to enhance user experience is very important for designers (Garret 2016). The Food Academy followed the right guidelines in designing their website.

Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?

Answer:
Yes, the website has several sub-pages such courses, about and contact. Customers can navigate easily using top menu bar and clear headings. links are well organised making it easy to to be fund. This enables the customer to interact with the pages (Garret, 2016)

Question 1c - Can a customer make a booking via the webpage?

Answer: yeses customers can make bookings directly through the website. There are clear call-to -action buttons that guide users to booking forms or course pages where they can select and reserve a place.

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

Answer:
The website could improve by simplifying some pages and reducing text,adding more visual elements and clearer buttons would help users. A search function could also make navigation faster.

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 very well organised and informative, each picture have all the information needed and looks bright and makes costumer think of a happy place, the webpage looks the same for customers using a computer or a phone.

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

Answer:
The website uses bright colours and happy faces which can attract more customers, bright colours grab attention. When someone lands on any website, happy faces create an emotional connection for the website users, and that will make web users stay and look more into what is there to be offered. Website designers can often find it difficult to create the perfect colour theme to have the most interaction with the web usures. In the visual design of a portal **website**, **colour** is the first intuitive factor for users. It is relatively difficult for the designer of a business **website** to choose a **colour** from among the many charts available (Wang and Zhang, 2003).

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: for normal visitors , its not any visible live chat, but there is a live chat for members.

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

Answer:
The social media links are very affective as they allow the costumers to have easy access to all the platforms they need. This helps customers to gain trust in the website and the company.

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 made clear trough organised sections which makes it simple for customers to understand.
Images all have a brief description of services that helps users to quickly understand what is being offer.

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

Customers reviews can be seen on the website; customers reviews are available on the website through a dedicated section.
They may also be linked from external platforms.

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 use the company services as I found the website very friendly and full of information. Easy to access and gives me the sense that the company works with a lot of dedication on what they offer.

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:
Prices are very clear to customers, in each product listed they have a price so costumers can pick what they want.

Section 4 – Searchability

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

Question 4b - When you type these words into google, does the company's website appear in the top ten websites? Yes, was the 2nd one appearing on my searches.

Answer:

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. yes

Answer: arguably more so in 2026than a decade ago. They serve as a central, owned hub for credibility, 24/7 visibility, and brand control, acting as primary, trustworthy source of information that social media platforms cannot fully replace.

According to (Malcom Higgs, 2004)

Within business the organisational concept of call centres has developed rapidly. Within the Uk the use and development of these centres have grown at significant rate over the last decade. The economic benefits of this.

And for my opinion a website it's a very important tool for any business in Uk, it helps putting any business out there to gain more costumers and raise financials gains.

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: as a website viewer

I don't see any faults to the website.

It was a pleasure spending time to evaluate this website; I fund the website its very professional e friendly at the same and have all the tools to attract new customers.

Reference List

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