

LCLM4002_BIRM Digital Skills Task 3 – Website Evaluation

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Website Chosen:

<https://www.thecookingacademy.co.uk>

Section 1 – Usability

1a. The website loads quickly and smoothly on both desktop and mobile devices. Images appear optimised and pages open within a few seconds. Navigation menus respond immediately and moving between pages is easy. Overall, performance is strong and does not frustrate users with slow loading times.

1b. The website contains several sub-pages including courses, private events, gift vouchers and contact information. Navigation is simple using a clear top menu bar and dropdown options. The structure is logical and organised so users can find relevant information efficiently.

1c. Yes, customers can book classes directly through the website. Course pages link to booking or enquiry forms, allowing users to secure a place quickly without needing to phone or email.

1d. Usability could improve with clearer “Book Now” buttons on every course page. A search function would help users find specific classes quickly and shorter summaries would improve browsing speed.

Section 2 – Pleasure (Customer Experience)

2a. The website looks modern, clean and professional. It adapts well to mobile devices with responsive design. Menus resize into a mobile-friendly format, providing a pleasant experience across devices.

2b. High-quality food photography makes classes look appealing. Warm colours and neutral tones create a welcoming premium feel and help users imagine the experience.

2c. The website does not prominently feature live chat. While contact forms exist, live chat could improve enquiries and provide instant support.

2d. Social media links are easy to find and allow users to explore reviews, photos and updates. This builds trust and encourages engagement.

Section 3 – Perceived Value

3a. Services are clearly described with dedicated pages explaining each class and event. Descriptions outline learning outcomes, duration and target audience.

3b. Testimonials and reviews appear on the website and social media, helping build trust and credibility.

3c. Professional photography, detailed descriptions and testimonials create a premium image. The variety of classes suggests expertise and professionalism.

3d. Prices are displayed for most courses, helping customers compare options. Pricing reflects a premium experience consistent with branding.

Section 4 – Searchability

4a.

1. Cooking classes London
2. Cooking courses UK
3. Learn to cook London

4b. The website appears within the top search results for relevant keywords, showing good SEO.

Section 5 – Reflection and Conclusion

5a. Websites remain essential in modern UK business as they act as a digital storefront, providing information, credibility and booking functionality.

5b. Adding live chat would improve customer support and increase bookings by providing instant answers.

Reference List

The Cooking Academy (2024) <https://www.thecookingacademy.co.uk>
Google (2024) <https://www.google.com>
Nielsen Norman Group (2023) <https://www.nngroup.com>
Statista (2024) <https://www.statista.com>