

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2506357	Student Name	Mirela Anghel
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: - The homepage loads quickly and almost instantly you can get visible content and navigation reasonably soon. - On the downside, if you are using a mobile device and are on a slow network, there might be a slight delay.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: Yes - The website has multiple sub-pages. For example, it contains distinct sections for: - Classes - Shop - Vouchers - About Us - Blog/Recipes - Contact Us - A prospective customer can navigate the website via main menu bar at the top of the page. Additionally, they can use the search and filter system to narrow their results.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: Yes - The website supports bookings/purchases for classes, vouchers and shop items. - Under Classes there are More Info + Booking links for individual classes. the booking/purchase workflow is built into the site (for classes, vouchers, shop items). - Customers for the most part can complete booking/purchase online without having to phone, although for some bespoke or corporate events there may still be enquiry/phone contact.			
Question 1d - What improvements could be made to the usability of the website?			
Answer:			

- Improve accessibility: sufficient colour contrast and font sizes, provide text alternative for images, ensure keyboard only navigation, avoid flashing and blinking content. These can be implemented or adjusted to better meet accessibility standards. - Simplify the Homepage Layout. Rather than having several large sections and banners, a more concise layout with clear call-to-action would improve clarity and reduce scrolling. - Provide Availability in real time via Calendar. (Showing which classes have spaces left or when the next available date is could save customers time and encourage faster bookings).
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 Cooking Academy website looks professional and appealing. While testing both desktop version and the mobile phone version, I would say that: - Desktop version: has a better overall visual experience because of the wider layout, easy to navigate and reduced scrolling. - Mobile phone version: it might work better by simplifying the long vertical layouts and reduce the image size for an easier navigation.
Question 2b - How does the website use imagery, video and colour?
Answer: - The website focuses mainly on images that are high-quality/professional photographs. This is a great way to keep the users engaged and spark the interest. - The videos are quite limited. There are a few sections that include short promotional clips or events highlights, but they do not consist as a major feature of the website. - The colour scheme is effective, and it leaves the impression of a top-quality overall 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 has an ASK A QUESTION pop-up icon that says: 'Chat Now'. There you can ask questions like: <i>What cooking classes can I join?</i> For example. This way of enquiry can be useful when you are looking for a more precise and elaborate answer, depending on your area of interest regarding their products or service.
Question 2d – How effective are the social media links on the website?
Answer: - The links can be very effective on a website if you want to do more research and get more information about the cooking classes via customers experiences shared on their feed. Lakho, A., Rauf, S. & Khan, J. (2023)

- You can view lots of photographs and videos from the classes, read the customers' reviews, check for updates on events or join causes like 'Happy World Menopause Day' where you can support wellbeing through food by joining the Menopause Cookery Class for example.

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:

- By using the main navigation bar at the top of the site. There are sections and categories such as *Classes*, *Corporate Events*, *Gift Vouchers*, *Shop* etc. These include detailed descriptions, photographs and customers can easily identify what is on offer or what they want to choose.

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

Answer:

- There are **testimonial sections** that can be found on the **homepage and class pages**. Here customers can read short quotes and feedback from previous participants.
- The website has a link to **Google Reviews** and **TripAdvisor**.
- Up to date reviews can be found on the company's social media pages, especially **Facebook** or **Instagram**.

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 presents itself as **high quality** via its **website** and **content, visual branding, professional presentation and design**, using **expert instructors** and **personalised learning, diverse course options**, prioritising Health and Nutrition.
- The classes appear to be **interactive, well-organised** and suitable for all **skills levels**. I would recommend the service primarily looking at the friendly environment and supportive individuals and because it offers a good value for money in a welcoming atmosphere.

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, the prices are made clear to the customers as follows:
 - o Half-day or 3-hour class: approximately £125
 - o Full-day class: around £199
 - o Private or corporate experiences: from £1200 per group.
- The prices reflect high-quality for a premium and well-delivered service, especially for people looking for enjoyable yet professional cooking experience.
- Some companies might choose not to show prices because the cost varies depending on group size, venue or menu choices.

Section 4 – Searchability	
Question 4a - What three words would you type into Google to find this type of service?	1. <i>Local Cooking Workshop</i>
	2. <i>Learn to cook</i>
	3. <i>Cooking Classes Hertfordshire</i>
Question 4b - When you type these words into google, does the company's website appear in the top ten websites?	
Answer: - Only while typing in: Cooking Classes Hertfordshire. - The other two options do not show this website in the top 10 searches.	
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: - Upon navigating this website for its contents, evaluating the well-presented and detailed information, its professionalism, credibility, visibility I would argue that the website has a great relevance in modern UK business. - A website provides permanent information about products, the services they provide, listing prices and contact details. Growth Partners GPX (2024) - A well-designed website, apart from the pages on social media such as Instagram, Facebook or TikTok resembles credibility, accuracy, a trusted and legitimate organisation that customers can safely choose. - A professional website gives customers confidence to make secure transactions, by accessing clear privacy policies and benefiting from data protection. Luo, Y. (2025)	
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: - Moving forward from using solely contact by email, contact form or phone, the website could benefit having a Live Chat available where customers can ask real agents, rather than AI bots, about class dates and availability, dietary requirements or allergy concerns, events and so forth. - Most likely a live chat would make The Cooking Academy website more up to date with current times requirements, offering an engaging and responsive experience for their potential clients. - Communication is a very important aspect in building strong customer relationships, increasing the number of people joining the classes and higher chances of getting recommended further to friends, family, co-workers etc.	

Reference List

The Cooking Academy. (2025). *Cooking Academy*. [online] Available at: <https://www.thecookingacademy.co.uk/>.

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Luo, Y. (2025) *The Relationship between Data Privacy and Consumer Trust*, SHS Web of Conferences, 218.

Growth Partners GPX (2024) *Understanding the importance of a website to your business*. Available at: <https://growthpartnersgpx.com/blog/understanding-the-importance-of-a-website-to-your-business/> (Accessed: 15 November 2025).