

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2406661	Student Name	Hiba Benachour Taleb
Website Chosen	The Cooking Academy		
Insert hyperlink to website	The Cooking Academy: 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 Cooking Academy's homepage and key pages load quickly on desktop. Image-heavy pages can take longer, especially on slower connections or mobile devices. Overall performance is adequate for a small business site.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: Yes, the site has several sub-pages, including "Cookery Classes," "Corporate Events," "Wellbeing," "Shop," "About Us," "Blog," and "FAQs." A top menu bar makes it easy and logical to find your way around. Users can use drop-down menus or submenus to find specific types of classes, event information, and voucher options. There is also a footer with links that are helpful.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: The "Classes" page lists class details and prices, including half- and full-day options. The Academy of Cooking doesn't appear to have an automated booking system—many classes use an "Enquire" button, requiring manual follow-up.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: 1- Add a calendar view that shows when classes are available in real time so that users can easily choose dates. 2- Set up a booking and payment system that works with everything else to make the customer journey easier. 3- Add search or filtering options (like by cuisine, class length, or health focus) to make it easier for users to find classes that are relevant to them. 4- Let users make accounts so they can manage their bookings, see past classes, and rebook or send gift cards.			
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 is aesthetically pleasing due to its clean, contemporary design and cozy, welcoming atmosphere, which is enhanced by food photography and delicate colour schemes. The desktop layout is roomy and well-structured. Although some image-heavy sections may require more scrolling, the menu collapses nicely and images scale appropriately on mobile devices, which somewhat impairs navigation ease.

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

Answer:
The website's culinary and wellness brand is reinforced by the use of professional, high-quality photos of food and cooking. A health-conscious cooking school is reflected in the subdued and organic colour choices. The visuals alone successfully convey the experiential, hands-on nature of the classes, even though there isn't much video content.

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's no live chat only inquiry forms. This works, but a chat feature would improve responsiveness and help answer quick questions about classes.

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

Answer:
Although they could be more noticeable, the website has social media links (for example, probably in the header or footer). Though somewhat subtle, these connections foster a sense of community and trust. Increasing their visibility or incorporating recent feeds (such as class photos on Instagram) could boost social proof and engagement.

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 provides a clear description of its services, including a "Corporate" area for team building, a "Wellbeing" section for nutritional workshops, and a dedicated "Classes" section with various class types (beginner, wellness, and cuisine specific). The company's mission and approach to health-based cooking are explained on the "About Us" page.

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

Answer:
Reviews from customers are gathered on a special "Testimonials" page. The Academy of Cooking, These include comments from both corporate clients and participants in public cooking classes. Reviews can also be found on third-party review sites like Trustpilot (the website has a Trust Score of 3.9/5). Trustpilot There aren't many reviews, even though some of them are recent.

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: With small class sizes, expert instructors, and a science-based wellness approach, the Cooking Academy positions itself as high-quality. It's ideal for serious healthy-cooking learners or as a gift, and its corporate team-building options are also appealing.	
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: Some class costs are shown on the page—half-day £125, full-day £199—which seem reasonable for professional instruction and wellness focus. Private classes start at £1,200, reflecting a high-end, personalized service.	
Section 4 – Searchability	
Question 4a - What three words would you type into Google to find this type of service?	1. Cookery classes London
	2. Wellness cooking course
	3. Corporate cooking event
Question 4b - When you type these words into google, does the company's website appear in the top ten websites?	
Answer: The Cooking Academy effectively targets key search terms like "cooking classes London," corporate cooking, and wellness classes, though exact Google rankings aren't confirmed.	
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 small UK businesses like The Cooking Academy, providing information, credibility, and booking options. A well designed site attracts clients, showcase expertise, and allow full control over branding and messaging.	
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: Implementing a real-time, integrated booking calendar and payment system is my top recommendation. Currently, some classes require users to "make an enquiry," which could reduce conversions and discourage impulsive bookers. A calendar with integrated checkout and visible available dates would streamline the booking process, lower friction, and probably boost sales. Because users can instantly confirm spots instead of waiting for manual responses, it would also increase user trust.	

Reference List

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