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CertHE in Business

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Course Name: Digital Skills LCLM4002

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LCLM4002_BIRM Digital Skills Task 3
Website Evaluation

Student Number	2518165	Student Name	MELINDA HERNANDEZ
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: It took me a minute			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
A YES, The website many sub-pages [9] by clicking the pages			
Question 1c - Can a customer make a booking via the webpage?			
Answer: Yes, there a booking pages on their website			
Question 1d - What improvements could be made to the usability of the website?			
Answer: their website is great but maybe they can add more on relevant information and update the review pages.			
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 its very pleasant' I think the look and the function is same in both mobile and to the other devices.			
Question 2b - How does the website use imagery, video and colour?			
Answer: they use a eye catching colour in the high-definition video is very clear and their logo is unique.			
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: yes, they use an online tool, it is very effective because the customer can have the answers to their queries quick and clear.			
Question 2d – How effective are the social media links on the website?			

Answer its very effective because now a days a lot of people is on social media, its increase the visibility of your website, through shares, likes and comments making site more dynamic.	
Section 3 – Perceived Value	
(75 words maximum for each answer)	
Question 3a - How are the services offered by the company made clear to customers?	
they use a clear visual, a video that support the images, they use a simple level to their menu, a guide to the costumer to the next step. they highlight the benefits of what they are offering, they state all the essential information.	
Question 3b - are customer reviews made available? Are these up to date?	
Answer: there is a page you can read the reviews, but it's not updated.	
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 they presented their services in a unique and very professional way, I will recommend their cooking with the family for Christmas I think its seasonal.	
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 price is clear on every class that they offer, including. the dishes you will learn.	
Section 4 – Searchability	
Question 4a - What three words would you type into Google to find this type of service?	Cooking class venue
	Function hall
	3. party venue
Question 4b - When you type these words into google, does the company's website appear in the top ten websites?	
Answer: yes, when you type the cooking class venue the cooking academy is in top 5.	
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, I think it's still relevant because its still demonstrate and continuous the adaptation of the UK market changes and meet the customer needs, for me to say that the business is still relevant if the company is Stand Still and if they a strong connection to the customer.	
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: If I will make a recommendation how to improve website, I will suggest two things only to make the price clearly, noticeable and the quality of what they offer because I think that's most people are just interested on those things when they looking to a product or services.

Reference List

The Cooking Academy (2025) The Cooking Academy. Available at: <https://www.thecookingacademy.co.uk/> (Accessed: 07.12.2025).