

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2516666	Student Name	Difuntorum, Katelynne
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 website loads very quickly. Pages open within a second.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: Yes. The Cooking Academy website features numerous subpages. It is easy and straightforward. Prospect clients and customers can navigate them easily by clicking each link or option.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: Yes they can. Simply choose a class from the upcoming course calendar, select a date, and book through our website. They will receive a confirmation email with details after booking.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: The Cooking Academy website could improve usability by adding a Search Bar for it to be more user-friendly and when they cannot find what they looking for, they can always type and search. Particularly, for the Customers who have less knowledge of using technology. Aside from that, Everything is perfect.			
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 well-designed and easy to use. It looks clean and professional, and mostly the images they used say a lot about the information they want to tell the audience. The only difference in appearance on a mobile and a computer is the colour and image size.			
Question 2b - How does the website use imagery, video and colour?			
Answer: It looks very appealing to the audience's eyes. The photos they used seem to be taken professionally. The colour used grabs attention and connects well with their			

purpose. The food looks fresh and appetising. The resolution is crisp, they used warm light, props and it looks very natural and raw which gives a homely vibe.	
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 online chat that is located on the bottom right. The chat box can answer any inquiries and help with issues regarding the website.	
Question 2d – How effective are the social media links on the website?	
Answer: The Cooking Academy social media links are real and active on Major platforms such as Facebook, Instagram, LinkedIn, X and YouTube. May need to sign in to get there but it is quite effective. The content includes Photos/Videos & Tutorials and recipes.	
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 Cooking Academy made the service clear to customers by giving out information in a simple and approachable way through the website. Each service has its own detailed page that explains what is included and who is the service for. The way they use Photos and Videos to make it easy to understand. More options for different kind of customers that has very detailed description.	
Question 3b - How are customer reviews made available? Are these up to date?	
Answer: The Cooking Academy provides reviews in different platforms. They have it on the website in every class and testimonials. I checked the YouTube post and only the old uploaded videos that's been posted years ago has comments and reviews, and the video they uploaded months ago, they turned off the comment section. On the other hand, Trustpilot is up to date.	
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 website is well Organised and combining professional images/photos they used, raw but full information tutorial videos, the Instructors has a culinary background and achievements and shows their expertise which helps strengthen the credibility.	
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: The prices are clear and visible. Customers can see the price instantly and understand what is included to the package. The Academy is giving professional class and I think the price is alright because they are getting what they are paying for.	
Section 4 – Searchability	
	1. The Cooking Academy

Question 4a - What three words would you type into Google to find this type of service?	2. Academy for cooking
	3. Cooking class
Question 4b - When you type these words into google, does the company's website appear in the top ten websites?	
Answer: Yes	
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: The Website offers Quality services in- person or Online (with recipes, tutorials, and guides). It attracts audiences such as beginners, stay at home/work from home people, food enthusiasts and even professionals. Based on the reviews I read from the audience and previous customers, the class they took was very satisfying. It is flexible and makes it even more relevant especially for the people today. There are Variety of options of classes, there are Vegetarian and Vegan for the customers who does not consume any kinds of meat or dietary. Mix Cuisine to learn and Corporate/ Team- building services and work place wellness. People appreciate convenience that enjoys being at home and still participate but also enjoy hands-on experience would be really grateful to have this kind of website.	
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: First, Pricing transparency. It Just need to show the full breakdown and what is included in each class or voucher. For social media, more cooking posts like videos highlights on the way they prepare and cook food just to keep it more alive. Show the current reviews, for example on YouTube. Some people checks reviews before availing the product. Consumers need help finding out if the item or website is real and they are now relying to their comments and reviews. Add forums like Q&A to interact with instructors and can ask and suggest ideas. Lastly, the search engine might help people to find what they are looking for easily especially for the one who does not have the patient scrolling and lost.	

Reference List

The Cooking Academy. (n.d) The Cooking Academy.Availbale at <https://www.thecookingacademy.co.uk/product/beginners-cookery-class/> (accessed:02/12/2025)