

LCLM4002_BIRM Digital Skills Task 3
Website Evaluation

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Website Chosen	Acocks Green Bowl
Insert hyperlink to website	https://www.acocksgreenbowling.co.uk/bowling/

Evaluation

Respond to each question

Section 1 – Usability

Question 1a - How quickly and easily does the website load?

Answer:

The website quickly opened in 2 seconds to load, bringing all the information to attend to customer desires. The website has pages and subpages with welcomed warm colours, price tables, opening times, arcade venue, accessibility, food and drink, party venues and few more details about their services. Available at <https://acocksgreenbowl.com/>

Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?

Answer:

The website has approximately about 10 subpages such as Christmas, New year's evening, Bowling, Laser Quest, amusement and a few more. Customers are always looking for clear information about their services and easy tools to navigate can help them to find whatever they are looking for, as suggested by <https://www.acocksgreenbowling.co.uk/bowling/>

Question 1c - Can a customer make a booking via the webpage?

Answer:

Yes, the customers can find booking pages immediately after clicking two subpages, "Bowling" and "Laser Quest". These named sub-pages both have booking pages with opening times and interactable calendars but are for different services that Acocks offer. Available at: <https://www.acocksgreenbowling.co.uk/bowling/>

Question 1d - What improvements could be made to the usability of the website?

Answer:

- At first, I would recommend the opening hours be more clear for visitors.
- The website could provide the same quality services on phone devices as well as on computers.
- They could expose them to more digital platforms and social media, which I believe could facilitate the interaction between the company and visitors by their services.
- The website should provide photos and videos of the amusements venues, bowling center, food and drinks. As suggested at: Jongmans, E. *et al.* (2022) 'Impact of website visual design on user experience and website evaluation: the sequential mediating roles of usability and pleasure', *Journal of marketing management* 38(17–18), pp. 2078–2113.

Section 2 – Pleasure – Customer Experience

Question 2a – How pleasant does the webpage look? Are there any differences in appearance on a mobile phone versus a computer?

Answer:

The pages are harmonious and smooth, making it easier to view for those who wear glasses. When accessing the page from the mobile phone, a cookie appears informing you that your data and privacy will be kept safe, as mentioned by

<https://www.acocksgreenbowling.co.uk/bowling/ng.co.uk/bowli>

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

Answer:

The website looks pleasant and matches the colours. Unfortunately, there weren't any videos available for visitors.

Video – The website does not use videos currently at the moment but they are arguably important because customers are able to look into the bowling/laser experience before actually booking them.

Colour – Acocks Bowling uses different palettes of colours e.g. colder, more neon colours for laser quests whilst utilising more warmer and brighter colours for bowling events. They utilise different bands of colours to attract customers to certain services.

Imagery - It's bold and very colorful and that makes me wonder if I should go and visit the place and have fun.

As mentioned by Jongmans, E. *et al.* (2022) 'Impact of website visual design on user experience and website evaluation: the sequential mediating roles of usability and

pleasure', *Journal marketing management*, 38(17–18),pp. 2078–2113.

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:

No, the website doesn't provide any online chat for the customers. Not having this tool positively affects the customers and negatively affects the communication between customers and the company's service. Suggested by: <https://www.acocksgreenbowling.co.uk/bowling/ng.co.uk/bowli>

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

Answer:

Social media allows visitors to navigate on their platform, making it easy for customers to connect, like or share the website with others and it helps them to reach more visibility. As proposed by Jongmans, E. *et al.* (2022) 'Impact of website visual design on user experience and website evaluation: the sequential mediating roles of usability and pleasure', *Journal of marketing management*, 38(17–18), pp. 2078–2113.

Section 3 – Perceived Value

Question 3a - How are the services offered by the company made clear to customers?

Answer:

The services aren't complicated to be accessed by the customers. The company is using their advertising on the subpages to show the customers their services as Laser Quests. Christmas and New Year packages also have good deals on food and drinks and that can be affordable for big families.

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

Answer:

Customers can make reviews on platforms like Triadvisor, MapQuest and on their own website or digital pages. Unfortunately, the website needs to be updated, bringing improvement on their website, so the visitors could see the latest news. As suggested https://www.tripadvisor.co.uk/Attraction_Review-g186402-d242873-Reviews-Acocks_Green_Bowl-Birmingham_West_Midlands_England.html

Question 3c – How is the service presented as high quality? For what reasons would you use the company's service or recommend it to a friend or family member?

Answer:

They are committed to providing to all visitors safety, including those with Special Education Needs (SEN) and also for Social, Emotion and Mental Health needs (SEMH). They have accessibility, safety measures, music and lighting policy. I would recommend them to family and friends, because they are showing care to customers and providing privacy and making the venue more enjoyable and pleasant for everyone. As mentioned at <https://www.acocksgreenbowling.co.uk/bowling/ng.co.uk/bowling/>

Question 3d - Are prices made clear to customers? If yes, do the prices reflect the quality of service shown? If not, why do you think the company has chosen not to include prices?

Answer:

Yes, the price list can be seen in all the pages quite clearly to the visitors and guests. The price could be reflected on the quality of the services provided by the place.

Section 4 – Searchability

Question 4a - What **three** words would you type into Google to find this type of service?

1.Ten

2.Pin

3.Bowling

Question 4b - When you type these words into google, does the company's website appear in the top ten websites?

Answer:

Yes, the website appears on Google as 3rd place on the top 10 best places in Birmingham Bowling

[Alleys.https://www.tripadvisor.co.uk/Attraction_Review-g186402-d242873-Reviews-Acocks_Green_Bowl-Birmingham_West_Midlands_England.html](https://www.tripadvisor.co.uk/Attraction_Review-g186402-d242873-Reviews-Acocks_Green_Bowl-Birmingham_West_Midlands_England.html)

Section 5 – Reflection and conclusion

Question 5a - Do you feel that websites still have relevance in modern UK business? Explain your answer.

Answer:

- Initially, I believe if the website keeps up-to-date on their services, that would be so relevant in the UK modern business field, and could bring more information, such as highlighting the positive reviews, potentially it could help bring more customers to their venues. Open an online chat box that will help visitors engage more and get direct access with staff. A customer's visit to a retail website is a critical "moment of truth" during which contemporary retailers attempt to simultaneously, during a single web navigation, capture customers' attention, build rapport, and prompt them to act. As mentioned at: [website visit: a model of website customer engagement](https://doi.org/10.1108/IJRDM-08-2015-0124), *International journal of retail & distribution management*, 44(8), pp. 814–839. Available at: Demangeot, C. and Broderick, A.J. (2016) 'Engaging customers during [https:// doi.org/10.1108/IJRDM-08-2015-0124](https://doi.org/10.1108/IJRDM-08-2015-0124).

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:

- I would strongly recommend they could expose more by posting photos and videos, so the visitors would have an idea of the interaction between visitors and staff. The website doesn't show much about their history as it was mentioned being in the industry for more than 50 years. They could highlight their traditional bowling league, so they could know the history behind the trophies.

Reference List:

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