

LCLM4002_BIRM Digital Skills Task 3

Website Evaluation

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

Respond to each question

Section 1 – Usability

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

Answer: The website loads quickly on most devices, with minimal lag or waiting time. Its simple design and low-resolution images help ensure fast loading speeds. Users can access the homepage and navigate to other pages smoothly, which is essential for maintaining engagement and providing a positive first impression for new or prospective customers (Karaim and Inal, 2019).

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

Answer: The website has only a few sub-pages so its structure remains uncomplicated. The website employs a clear top menu bar for navigation which enables customers to access

sections named “Bowling” “Find Us” and “Contact.” The page structure maintains simplicity which makes it accessible to users including new visitors or individuals with basic computer skills.

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

Answer: The website does not provide a booking system for customers to use. Contact with the venue must be done through the specified phone number or email. Many client users seek booking convenience accessed through online systems although this system works with some users. Users experience disappointment and decreased satisfaction rates because there is no booking form or online calendar (Díaz *et al.*, 2017).

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

Answer: A design overhaul is needed to improve the website for mobile users because its current appearance is outdated. A new option for online booking would increase accessibility by providing ease to customers. The website could achieve greater visitor engagement by integrating social media and adding photos as well as customer feedback and a better navigation system. The redesign would enhance website appeal to users while making it more informative and user-friendly which would increase customer loyalty and acquisition levels (NFI, 2021).

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 website features an operational layout yet possesses minimal visual attractiveness. Computers show the webpage with mild symmetry whereas the mobile platform shows a layout which becomes unresponsive leading to increased navigation complexity. Graphics and fonts work poorly on-screen sizes that are reduced in dimension. The webpage needs a contemporary redesign for mobile devices because it would optimise user experiences while making the content visually distinctive across platforms.

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

Answer: In fact, the website makes use of minimal imagery, which only includes some low-level resolution photos that don't exhibit the exact atmosphere or offerings that have been promised. Videos are non-existent and the colour scheme is very plain using white backgrounds with minimal visual contrast. Ways to make the website more engaging and visually appealing would be to add vibrant, high-quality images or short videos of the bowling experience, the events or customer testimonials.

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: In addition, there is no online chat tool to engage with real-time customers on the website. This feature serves as an alternative to phone or email, used by users, who should not need to wait or experience any inconvenience while asking a question. It would be easier to introduce live chat or a chatbot, which would be extremely helpful for potential customers to ask regarding bookings, prices, and availability (Shitkova *et al.*, 2015).

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

Answer: On the website, neither of the social media links seem to be functioning or visible. Because of this, it does not have the chance to connect with a larger audience and fewer chances for updates, engagement, and marketing. Customer comments adding active, clearly labelled social media buttons would help customers stay informed, share content and interact with the business more often which will be a must for building an online community and increasing brand visibility.

Section 3 – Perceived Value
Question 3a - How are the services offered by the company made clear to customers?
Answer: Through tabs ‘bowling’, ‘party packages’, ‘leagues’ and ‘food and drink’, the website clearly explains what services it offers. The brief descriptions, times and available options are included on each page. Layout is easy and when users know which service suits their needs. The clarity of this helps customers to understand and engage, especially as family bowling sessions, group events or competitive league games have their own sections (Klug, 2017).
Question 3b - How are customer reviews made available? Are these up to date?
Answer: The website does not show customer feedback and it fails to offer direct access to external sites including Google or TripAdvisor. New customers might have less trust because of missing customer reviews which reduces their ability to relate to the site. A section featuring modern reviews and testimonials should be added to showcase successful customer events along with establishing reliability and fostering trust in booking or visiting the venue for prospective customers.
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 demonstrates high-quality services by mentioning computerised scoring technology along with lane bumper systems and wheelchair accommodation features. Visitors can enjoy a snack bar while they drink at the licensed bar and organise private parties at the facility. The described features demonstrate professional operation alongside inclusive services. The venue should be recommended for birthday parties’ casual events and local league competitions because it offers friendly service (Kotler and Opresnik, 2018).

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 "Just Bowling" and "Families" sections present price information which includes gameplay rates together with group booking bundles and shoe rental costs. Customers find the current pricing moderate because it parallels the services offered and operational facilities. The venue provides a well-structured pricing display which enables customers to prepare their budget in advance. Customer understanding of prices creates increased perceived value which enables the venue to attract both individual casual players (Demangeot and Broderick, 2016).	
Section 4 – Searchability	
Question 4a - What three words would you type into Google to find this type of service?	1. Bowling in Birmingham
	2. Acocks Green bowling
	3. Tenpin bowling near me
Question 4b - When you type these words into Google, does the company's website appear in the top ten websites?	
Answer: The official website of Acocks Green Bowl can be found among the top ten search results when users search for "Acocks Green Bowling" and "Bowling Birmingham." The venue benefits from excellent local SEO performance which enables potential clients to locate it easily through online search (Adepoju <i>et al.</i>, 2020). The website's position varies in search results because users experience different variations in location settings when conducting broad queries such as "Tenpin bowling near me."	
Section 5 – Reflection and conclusion	

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

Answer: All indications suggest that websites still maintain critical importance for British businesses at this current time. Sites serve as my preferred information source since they offer both professionalism and reliability which surpasses the popularity of social media. I usually visit company websites to obtain information about local services such as bowling prices and schedules or reserve bookings. A website ensures my confidence in visiting the establishment but without it, I remain uncertain about participating. Companies maintain a permanent communication platform through websites since these platforms provide unrestricted contact with customers beyond social media restrictions (Brockbank *et al.*, 2017). A well-designed website strengthens business presence while creating conditions for confident customer interaction according to my experience.

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 recommend online booking as the primary change for Acocks Green Bowling's website because it would improve convenience for users. I find the existing practice of contacting by phone or email suitable for others but I consider it both inconvenient and time-consuming. Users in today's world rely on quick and straightforward online booking of services. An online booking system would modernise the site while improving user-friendliness, especially for younger users who prefer computer-based interaction. This change could attract more people to carry out spontaneous bookings (Rodgers and LaBoskey, 2016). The business needs to improve its booking process because it would enhance the complete customer journey while enabling better performance in meeting customer requirements.

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