

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2512379	Student Name	Waldemar Kozłowiecki
Website Chosen	Hollywood Bowl UK		
Insert hyperlink to website	https://www.hollywoodbowl.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: This Bowl UK website with just one click opens very fast, in less than 3 seconds, in addition to this it is very easy to find this site and browse it freely with ease.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: This page contains many sub-pages that can be read clearly and are visible immediately on the main page, the general sub-pages are: ➤ Contact: • Tel. number- 01442 768760 • Email- customerservice@hollywoodbowl.co.uk • Vip lines number- 0203 305 8522 What surprised me a lot in the contacts on this website is that they have VIP lines number. ➤ Location: • Address/post-code Easily and quickly find localization. ➤ Offers: • Discount deal available • Family deal • And a lot of other good offers ➤ Food and Drinks: • Menu • Food and Drinks order online • QR code with menu in table to scan ➤ Social Media:    As for me personally, it is easy to navigate and search all the given subpages. Just click on one of the options above.			

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

Answer:

Yes, the customer can make a reservation via the website by clicking on the **Book Now** and follow the instructions given on the website.

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

Answer:

In my humble opinion, such small improvements could be made as:

Number and schedule of buses to the nearest location, stop number or name.

Maybe more options and information for disabled people in wheelchairs or on crutches to be sure that place is for them.

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:

According to the Hollywood Bowl (2025) website it looks professional, but the colours of this site and photos with various party or family gathering themes are the most eye-catching, which will certainly attract people to visit the venue. However, when it comes to the mobile version, I only noticed that everything is smaller, because I didn't observe anything else particularly special.

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

Answer:

A website uses photos, videos, and colours to attract the user's (*client's*) attentions and convey information. The site's visualisation is a great success. Background colours, short videos with food, or photos all of this arouses interest and emotions, which is the strategy of every website for attracting a client.

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:

This website supports a modern online chat. You can also contact them via applications such as **Facebook** or **Instagram**, whose icons are visible on the page. I believed this is the fastest method of communication (*contact*).

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

Answer:

According to Neti (2011), the role of social media for companies is to use them for marketing purposes, to establish a dialogue between the company and consumers who are already interested in the product and with consumers who do not yet know the products. In my opinion this is very effective and practical. Links to social media are visible and usually placed at the bottom of the website. Clicking the icon, which is an image,

redirects you to the specific application or page. This way, you build easy contact and trust, as well as use a marketing trick.

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 contains a number of services. They are listed on the first page, and the offer is clear and specific, for businesspeople and students alike, as well as for families and for special events. It is evident that the website provides entertainment for the whole day.

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

Answer:

Opinions are shared primarily on social media through comments or the posting of emotes, likes, and hearts, as well as the posting of videos by costumers. These are current opinions, positive or negative, which means the website 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:

Because the service offered by this company is transparent, well executed and on time. I recommend it to my friends. Vibrant colours and high resolution of the photos ensure excellent service quality.

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:

“Pricing is the last mile of trust” (Lee, E. 2023).

The price list is available on the website, but the final price depends on the customer’s criteria. For examples, they offer discounts for students, and family passes entitle the holders to a discount on games and drinks. Generally speaking, all prices are transparent and adapted to specific offers and needs of customers.

Section 4 – Searchability

Question 4a - What three words would you type into Google to find this type of service?	1.hollywood
	2.family
	3.fun

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

Answer:

After typing these three words, the website is even in the top three websites, is one of the most well-know entertainment companies in the UK.

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:

I believe that website are very important for today's business in the UK, especially since the country is a leader in online trade (e-commerce). A website is like a digital business card that builds trust in the company. 92% of British use Google to search for information, which gives companies a great opportunity for advertising and marketing. This also makes it easy to quickly access necessary data about the company and more. A good website is essential for gaining customers. Without one, companies lose the chance to reach people looking for service online, which is necessity today.

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:

In my opinion, this website is not lacking anything, but if I were to suggest an idea for its improvement, I would focus on expanding how to get to the company and what means of transport are available (e.g., detailed maps, timetables, parking options). I recommended this improvement to ensure customers can find our location easily, witch will boost their experience and save time.

Reference List

Hollywood Bowl. (2025). About. Available at: <https://www.hollywoodbowl.co.uk> (Accessed 13 November 2025).

Neti, S. (2011). *Social Media and Its Role in Marketing*. Available at: <https://ijecbs.com/manuscripts/index.php/vol-1-issue-2-july-2011> (Accessed 14 November 2025).

Lee, E. (2023) Pricing is the last mile of trust: turning value into actionable commitment. Available at: <https://www.sbs.ox.ac.uk/oxford-answers/pricing-last-mile-trust-turning-value-actionable-commitment> (Access 13 November 2025).