

Task 3 – Website Evaluation Report

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Website Selected: Hollywood Bowl UK

Website URL: <https://www.hollywoodbowl.co.uk>

Section 1 – Usability

1a. How quickly and easily does the website load?

The Hollywood Bowl website loads quickly and efficiently on both desktop and mobile devices. Pages open within a few seconds, and images and text load smoothly without noticeable delay. This creates a positive first impression and allows users to access information easily, even when using mobile data or slower internet connections.

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

The website contains several sub-pages, including bowling, locations, food and drinks, parties, offers, and bookings. Navigation is clear through a well-organised menu at the top of the page. Dropdown options and clearly labelled sections make it easy for users to find information without confusion.

1c. Can a customer make a booking via the webpage?

Yes, customers can make bookings directly through the website. The booking option is clearly visible and easy to access. Users can select their preferred location, date, time, and group size. The process is simple and user-friendly, making it convenient for customers to complete their booking online.

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

Some pages contain a large amount of information, which may feel overwhelming to some users. Breaking content into shorter sections or using more icons could improve clarity. Adding a live chat feature could also help customers who need quick support during the booking process.

Section 2 – Pleasure (Customer Experience)

2a. How pleasant does the webpage look? Are there differences on mobile versus computer?

The website is visually appealing, using bright colours and high-quality images that reflect a fun and social atmosphere. On desktop, the layout feels spacious and engaging. On mobile devices, the content adapts well and remains easy to scroll through, although images appear more compact.

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

The website uses strong imagery and video content to show bowling lanes, food options, and people enjoying the experience. Bold colours support the brand identity and create an energetic feel. This visual approach helps users understand what the business offers and encourages engagement.

2c. Has the website made use of an online chat tool? How effective is this?

The website does not clearly include an online chat tool. Instead, it provides an FAQ section and contact details. While these are helpful, a live chat feature could improve customer experience by offering instant support, especially for users who have quick questions.

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

Social media links are easy to find and connect users to platforms such as Instagram and Facebook. These platforms show recent posts and customer interactions, which helps build trust. The links encourage engagement and allow users to explore the brand further outside the website.

Section 3 – Perceived Value

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

Services are clearly presented through separate sections for bowling, food, parties, and events. Short descriptions and visuals explain what is available. Clear buttons guide users toward booking or learning more, making the services easy to understand for new customers.

3b. How are customer reviews made available? Are they up to date?

Customer reviews are mainly available through external platforms such as Google Reviews and social media. These reviews appear recent and provide insight into real customer experiences. This helps potential customers feel more confident about the quality of the service.

3c. How is the service presented as high quality? Would you recommend it?

The website presents the service as high quality through professional design, modern facilities, and clear information. Images show clean venues and enjoyable experiences. Based on the website, the service appears reliable and well-organised, making it suitable to recommend.

3d. Are prices made clear to customers?

Prices are clearly displayed during the booking process. Customers can view costs before confirming their booking, which helps avoid confusion. This transparency allows users to make informed decisions and increases trust in the business.

Section 4 – Searchability

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

1. Ten-pin bowling UK
2. Bowling alley near me
3. Family entertainment bowling

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

Yes. When you type these words into Google, the company's website, hollywoodbowl.co.uk, appears within the top ten search results. This is because the website is well-known and optimized for searches related to ten-pin bowling and family entertainment in the UK.

Section 5 – Reflection and conclusion

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

Yes, I think websites are still really important for businesses in the UK. Even though people use apps and social media a lot, websites give all the important information in one place, like services, prices, and locations. They also let people book online, see promotions, or learn more about the company. A good website makes a business look professional and trustworthy. For example, if I want to go bowling, I can check Hollywood Bowl's website to see all their centres and book a lane quickly. So I think websites are still a main tool for attracting customers and helping them make decisions.

5b – If you were to make one recommendation about how to improve the website of Hollywood Bowl, what would it be? Why have you suggested this improvement?

I would suggest making the website easier to use on a phone. Many people, including me, search and book things on our phones, so it's really important that it works fast and is simple to navigate. For example, the booking process could be quicker, and the menu easier to understand. If the website is more mobile-friendly, people would probably spend more time on it, book more lanes, and have a better experience. I think this is really important because if it's too slow or confusing, people might go to a different company instead.

Hollywood Bowl UK (2025) *Hollywood Bowl Official Website*. Available at:
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