

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2439658	Student Name	Mervail Ekanga
Website Chosen	Acoks Green Bowl		
Insert hyperlink to website	https://acocksgreenbowl.com/		
<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: When I searched the website in google and pressed search from my calculation and observation it loaded in one second.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: The website contains 11 subpages which are Christmas – New Year’s Eve – Bowling – Laser Quest – Part Packages – Latest Offers – Food and drink – Leagues – Find Us – Jobs and Contact Us.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: Yes, the website offers a booking sector where you select given times and date that are there for you to book.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: I think the website should make the booking icon and category more visible on the main page, rather than making us scroll all the way to the bottom past offers and news to find it.			
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: I feel that the website is better and easier to use on the phone as it fits the screen well and requires less scrolling to find the booking section. In addition, I found that when comparing the images to the phone and the computer version that the images appear both big and zoomed in and could be resized to offer a more professional polished look across both platforms.			
Question 2b - How does the website use imagery, video and colour?			
Answer: I would say when it comes to colour the website does this well by using a specific set of colours which matches the websites’ overall theme. Then with video and imagery they follow this up well with usage of images that relate to the website that gives a warm inviting feel.			

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 does not offer an online chat service but offers a contact us now subpage which I believe can be very useful to those experiencing any difficulties or wanting to seek more information that may not be shared on the website.

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

Answer: The page does not offer social media links which I think is a missed opportunity for their exposure and marketing. I say this because if this was included it could send visitors of the website to more exciting content like videos of the bowling alley and the vibe the venue offers.

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 more you scroll down the more information on times they have available and different offers are revealed to you pricing gets revealed more when you proceed to book.

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

Answer: The website doesn't have a customer reviews sector. However, they do have a subpage where customers can put their name, email, phone number and a message to share concerns, feedback or review with the company.

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: I wouldn't deem this service to be presented as high quality because it feels like a standard local bowling alley website. If I was to recommend it to a friend living nearby in would say it would be because it's a convenient local option. But for anyone living far away I wouldn't recommend it because there are many bowling alleys with the same calibre as this one around the United Kingdom.

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: As someone who attends bowling quite often, I think that the prices are good and match the quality of the service. I would also say that the website does make pricing clear and customers shouldn't struggle to find them quick.

Section 4 – Searchability

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

1. Acoks Green Bowling
- 2 <https://acocksgreenbowl.com/>
3. Bowling In Acoks Green

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

Answer: When I typed in the 1st search Acoks Green Bowling the about acoks green bowl came up also giving links to the official website. When I typed in the 2nd search

<https://acocksgreenbowl.com/> this took me directly to the bowling website and last search Bowling in Acocks Green gave the same information as search number one that shared location, about and direct website link.

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: As someone who spends a lot of time online, I think websites are still important for businesses in the UK. Even though many would argue it's a waste of money especially for smaller businesses, but I think it worth it. Even if you start with small traffic your audience will grow over time this will lead to more visitors and can help boost potential customers. Also, websites help and play a big part toward credibility.

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 recommend that they add and review subpage so that it makes it easier for customers to find and leave reviews also because it would help eliminate confusion between the contact us page and review sector. If they could fix that the web site would go for a 6.5 to a solid 8 for me.

Reference List

<https://acocksgreenbowl.com/>