

| LCLM4002_BIRM Digital Skills Task 3<br><u>Website Evaluation</u>                                                                                                                                                                                                                                                                                                                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                     |                 |
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| <b>Student Number</b>                                                                                                                                                                                                                                                                                                                                                                     | 2422022                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | <b>Student Name</b> | Tetiana Kovenia |
|                                                                                                                                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                     |                 |
| <b>Website Chosen</b>                                                                                                                                                                                                                                                                                                                                                                     | Acocks Green Bowling–<br><a href="https://www.acocksgreenbowling.co.uk/bowling/">https://www.acocksgreenbowling.co.uk/bowling/</a>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                     |                 |
| <b>Insert hyperlink to website</b>                                                                                                                                                                                                                                                                                                                                                        | <a href='https://www.bing.com/search?pglt=299&amp;q=Acocks+Green+Bowling+https://www.acocksgreenbowling.co.uk/bowling/&amp;cvid=80b1503217d845bd940007f7b3b7085e&amp;gs_lcrp=EgRIZGdlKgYIABBFGDkyBggAEEUYOdIBCDE5ODNqMGoxqAIAAsAIA&amp;form=EX0050&amp;pc=HCTS&amp;filters=local_ypid:"YN998x196631497"&amp;shtp=GetUrl&amp;shid=86bee79c-58b6-4db6-bf4f-151e22ed437b&amp;shtk=QWNvY2tZlEYdZWVulEJvd2w%3D&amp;shdk=VGVucGlulEJvd2xpbmculEZvb2QgJiBEcmLuay4gTGljZW5zZWQgQmFyLiBDaGlsZHJlbidzIFBhcnRpZXMgLiBHcm91cCBCb29raW5ncy4gU2Nob29scy4gRnJlZSBDYXlglUGFyayBmb3lg4oCm&amp;shhk=bXSMGmdlWSwPqRip9zu6bTebhrozPiNMtseR2asw2uU%3D'>https://www.bing.com/search?pglt=299&amp;q=Acocks+Green+Bowling+https://www.acocksgreenbowling.co.uk/bowling/&amp;cvid=80b1503217d845bd940007f7b3b7085e&amp;gs_lcrp=EgRIZGdlKgYIABBFGDkyBggAEEUYOdIBCDE5ODNqMGoxqAIAAsAIA&amp;form=EX0050&amp;pc=HCTS&amp;filters=local_ypid:"YN998x196631497"&amp;shtp=GetUrl&amp;shid=86bee79c-58b6-4db6-bf4f-151e22ed437b&amp;shtk=QWNvY2tZlEYdZWVulEJvd2w%3D&amp;shdk=VGVucGlulEJvd2xpbmculEZvb2QgJiBEcmLuay4gTGljZW5zZWQgQmFyLiBDaGlsZHJlbidzIFBhcnRpZXMgLiBHcm91cCBCb29raW5ncy4gU2Nob29scy4gRnJlZSBDYXlglUGFyayBmb3lg4oCm&amp;shhk=bXSMGmdlWSwPqRip9zu6bTebhrozPiNMtseR2asw2uU%3D</a> |                     |                 |
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| <b><u>Evaluation</u></b>                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                     |                 |
| <b>Respond to each question</b>                                                                                                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                     |                 |
| <b>Section 1 – Usability</b>                                                                                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                     |                 |
| <b>(75 words maximum for each answer)</b>                                                                                                                                                                                                                                                                                                                                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                     |                 |
| <b>Question 1a</b> - How quickly and easily does the website load?                                                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                     |                 |
| Answer: It took me a few seconds to load the page of this site, and I got instant access to the necessary information.                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                     |                 |
| <b>Question 1b</b> - Does the website contain many sub-pages? How does a prospective customer navigate these?                                                                                                                                                                                                                                                                             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                     |                 |
| Answer: The Acocks Green Bowl website has a broad structure and consists of many pages. It covers many aspects, each of which is presented in detail on separate pages. Thanks to its multi-page structure, the site provides comprehensive information about bowling. On the website, you will find detailed information about various topics, each of which has its own separate page.  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                     |                 |
| <b>Question 1c</b> - Can a customer make a booking via the webpage?                                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                     |                 |
| Answer: On this site, the client can easily book the date and time of their visit. You just need to go to the page, book online, choose the date, time, number of people, book now, choose the number of games, specify whether you need additional equipment, enter your discount code, if you have it, and pay for your data ( first name, last name, email, phone, birth certificate). |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                     |                 |
| <b>Question 1d</b> - What improvements could be made to the usability of the website?                                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                     |                 |
| Answer: The developers work hard on creating this website, it is clear and easy to use, but when you first go on vacation to this institution, you want to read customer reviews, so you need to add a page where everyone who wants left their reviews.                                                                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                     |                 |
| <b>Section 2 – Pleasure – Customer Experience</b>                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                     |                 |

**(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: The quality of the site's visual design is at a high level. A well-thought-out website design looks very professional. The convenient location of elements makes the site not only beautiful, but also functional. Photos and traffic on the site add a special appeal to it.

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

Answer: The site is very bright and exciting where a lot of visual content is presented, including high-quality photos. The site is filled with vivid and informative photos, puts considerable emphasis on the visual component, using a large number of photos. Visual materials help you better understand the information provided on the site. The site uses photos to tell stories and convey emotions. Photos serve as visual cues and make navigation easier.

**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: Online chat is not used on the site, but it can be very useful and effective for getting information about products and services. Therefore, there are several reasons why this is necessary. Instant responses: customers can quickly get answers to their questions without calling or waiting for an email response. Convenience: for many users, it is much more convenient to quickly ask a question in a chat than to make a call. Increase customer satisfaction: fast and effective chat support can significantly increase customer satisfaction. By providing instant information about services, promotions, or special offers via live chat, you can encourage customers to book tickets, order food or drinks, or purchase a subscription. Ability to ask clarifying questions.

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

Answer: This website uses links to Twitter and Facebook. Links to social networks on a website can be very effective for achieving various goals. Links make it easier for users to find your social media profiles, which can lead to an increase in the number of followers and visits to your site from social networks. When users share content from your site on their social networks, it also creates valuable backlinks to your site, which can improve your visibility in search engines.

### **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: There are many ways to convey information about the company's services to potential customers. Here are some of them:

Company website: serves as a central hub for information about services, prices, contacts and customer reviews;

Search Engine Optimization (SEO): optimize a website's content to improve its position in search engine results (such as Google) so that customers can more easily find a company based on relevant queries.

Social networks: activity on platforms where the target audience is located, publishing information about services, interacting with subscribers, conducting contests and advertising campaigns.

Facebook Instagrammed ads (PPC): placing ads in search engines (Google Ads), social networks (Facebook Ads, Instagram Ads, LinkedIn Ads, etc.) and other websites to attract the target audience.

Printed materials: brochures, flyers, business cards, catalogs, advertising in newspapers and magazines. Outdoor advertising: billboards, CityLights, advertising on transport.

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

Answer: On this site, customer reviews are published in social networks, namely Facebook.

**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: Using this site, I can say that it is easy to find the necessary information (Prices, opening hours, location, contacts). All necessary information about services, tracks, equipment, and Special Offers is provided. There is a possibility of online booking, viewing the availability of tracks, and payment. The site looks modern and pleasing to the eye. It is adapted for different devices (computer, tablet, smartphone). I can recommend this site to my friends and acquaintances

**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 prices are quite fair, given the quality of the roads and the number of people on it.

#### **Section 4 – Searchability**

|                                                                                                       |          |
|-------------------------------------------------------------------------------------------------------|----------|
| <b>Question 4a</b> - What <b>three</b> words would you type into Google to find this type of service? | 1.Acocks |
|                                                                                                       | 2.Green  |
|                                                                                                       | 3. Bowl  |

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

Answer: So this site entered the top ten in the bowling rating because the hard work and dedication of the team was not long in coming.

#### **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: Of course, websites remain very relevant and even critical for modern British businesses, because a professionally designed website increases the trust and credibility of businesses. It provides potential customers with important information about the company, its products or services, contact details, customer reviews, and more. The lack of a website can raise doubts about the legitimacy and seriousness of the business.

**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: The Website is made efficiently and clearly, the only thing I would suggest is to create a page of reviews and suggestions to better understand what the client needs.

## Reference List

Kenny Wood (2020): Confident web design: master the fundamentals of website creation and supercharge your career; Kogan Limited

Rennie, F., Smyth K. (2020) Digital Learning: the key concepts. 2nd ed.; Roitledge

Available [UK - Website Builders](#)