

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2437840	Student Name	Husein moahammed Abdulrazzaq altekreeti
Website Chosen	https://www.acocksgreenbowling.co.uk/bowling/		
Insert hyperlink to website	Acocks Green Bowling		
<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: The website features a clean, organised layout with primarily written content. This tends to load quickly,			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: The Acocks Green Bowl website has a small number of well-organized sub-pages. Navigation is simple, with a top menu that guides users to key sections like Bowling, Parties, and Contact. Each section is clearly labelled, and dropdown menus help users find specific information quickly. It's easy for customers to find prices, book sessions, or to get in touch. A retail website constitutes an important touchpoint and a first online navigation can determine the future of a customer's relationship with retailers and their offerings, (Demangeot and Broderick, 2016).			
Question 1c - Can a customer make a booking via the webpage?			
Answer: Yes, customers can make a booking directly through the website using the online booking system.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: the most important improvement to the website is adding more pictures of the place. Rather than an empty white background. Also adding more information about opening times and information to how to get there. Also adding offers for students would make a good improvements .Improving website usability by simplifying navigation and design can help users find information more easily and increase satisfaction (Nielsen, 2019; Krug, 2014).			
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Answer: The website looks clean and easy to read but feels a little outdated. On a computer, the layout is clear and well-spaced, while on a mobile phone, it adjusts to fit the screen, but some parts feel small and less smooth.			

Question 2b - How does the website use imagery, video and colour?	
Answer: The website uses a few photos to show the bowling lanes and facilities, but no videos. The colours are simple and mostly dark blue and white, which makes the text easy to read but the site looks basic.	
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: No, the website does not have an online chat tool, so customers cannot get instant answers through chat. They need to call or email for questions, which might be slower.	
Question 2d – How effective are the social media links on the website?	
Answer: The website has social media links, but they are not very easy to find and don't show up. Making them clearer could help customers connect and get updates more easily. Using social media as a form of direct marketing, offers businesses and brands a range of advantages. (Kotler et al 2018)	
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 services are clearly explained through separate pages and sections for bowling, leagues, parties, and youth clubs, making it easy for customers to find what they want.	
Question 3b - How are customer reviews made available? Are these up to date?	
Answer: Customer reviews are not shown directly on the website, so visitors have to look on external sites like Tripadvisor or Yelp to read feedback. The website doesn't display recent reviews.	
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 service is shown as high quality by highlighting friendly staff, a clean and safe environment, and easy-to-use bowling facilities. I would recommend it because it's family-friendly, has good prices, and offers leagues and youth clubs for all skill levels.	
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: Yes, prices are clearly shown on the website with details for games, lane hire, and shoe rental. The prices seem fair for the friendly service and good facilities they offer.	
Section 4 – Searchability	
Question 4a - What three words would you type into Google to find this type of service?	1. Acocks
	2. Birmingham

3. bowling
Question 4b - When you type these words into google, does the company's website appear in the top ten websites?
Answer: When searching Google for terms like "Acocks" or "bowling" or " Birmingham", the Acocks Green Bowl website does not consistently appear in the top 10 search results.
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: Yes, Websites play an important role in helping customers find information and trust a business (Chaffey, 2022; Smith and Anderson, 2020)., websites are still very important for businesses in the UK today. They give customers a place to learn about the company, see what services or products are offered, and find important information like prices and opening times. Websites also let customers book services or get in touch easily. Having a website helps a business look professional and honest. It also helps more people find the business online, which can lead to more customers and sales. Even with social media and apps, a website remains a key part of a business's success.
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 utilizing the website by using the empty area covered in white to add more options on the background, rather than having to scroll three pages to reach the end of the website. Also adding the booking next to the price list images it would make a big different. Adding pictures or videos with the reviews would make the website more interesting and encourage more people to book.

Reference List

Acocks Green Bowling https://www.acocksgreenbowling.co.uk/bowling/ Demangeot, C. and Broderick, A.J. (2016) 'Engaging customers during a website visit: a model of website customer engagement', International journal of retail & distribution management, 44(8), pp. 814–839. Available at: https://doi.org/10.1108/IJRDM-08-2015-0124. Chaffey, D., 2022. Digital Marketing: Strategy, Implementation and Practice. 8th ed. Harlow: Pearson. Nielsen, J., 2019. Usability Engineering. Cambridge, MA: Morgan Kaufmann. Kotler, P., Armstrong, G. and Opresnik, M.O. (2018) Principles of marketing. 17th eds; global edition. Harlow: Pearson.
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