

LCLM4002_BIRM Digital Skills Task 3			
<u>Website Evaluation</u>			
Student Number		Student Name	
2412035	Diane Mariny Bezerra Barros Scolari		
Website Chosen	Acocks green bowling		
Insert hyperlink to website	https://www.acocksgreenbowling.co.uk/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 doesn't take longer to load the principal page about 2 seconds, but when it needs to change to another menu option, it loads slowly, which is already a reason to lose interest.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: All sub-pages have essential details. Some sub-pages had a lot of visual information, causing discomfort to the eyes with strong colours and different designs together, making it me feel confusing to choose any option. On the CONTACT US page, don't have a chat online to get information in real time, or a phone number and on PARTY PACKAGES, don't have any information about prices or how many people can enjoy this package.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: It's possible to make a book, the page shows a calendar and time option, simple and easy to use, but takes between 4 and 6 seconds to load the next page, and once it stays longer processing, I needed to refresh the page to try to book again.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: There is no option for payment as Google Pay, Apple Pay, or PayPal, forms used, for example, by those who want to book by phone. Create an online chat to give information in real time, decrease the number of strong colours and combine information to make each option clearer and easier to choose, insert an option to go back to the home page website, create a modern, attractive design with different pictures and icons to help to find the options			
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: Visually, I really do not appreciate what I discussed before, many strong colours, and confusing information. I probably will not use it again. When I tried the mobile version,			

I could enjoy the website more. The mobile version still has the same confusing design in some sub-pages, but the first page has a different design, more attractive than the web version, but it still takes longer to load the pages.

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

Answer: The website appears old, outdated, with uninteresting pictures with poor resolution quality, mixing a lot of colours, shapes and icons. we can see is not a professional website.

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: The website doesn't have an online chat tool to help customers with quick inquiries about products or services.

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

Answer:
There on the website had only the Facebook social media, and when we clicked to open, the redirected us to the social media page.

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: It is confusing when we try to choose Game Bowling, we have many options without an explanation about it, and the party package doesn't have any information as price or number of people who can join the package.

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

Answer: only 3 feedbacks about the bowling experience, but I don't find on the website the option to leave feedback, the feedback found was on an external website, TripAdvisor.

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: creating different activities beyond bowling, as a basketball machine, a candy machine, popcorn, a trampoline, VR game to the whole family can enjoy.

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, clearly pricing on their website, but not in all options. These prices reflect the quality of service offered.

Section 4 – Searchability

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

1. Birmingham bowling
2. Birmingham bowling near me

	3. Cheaper bowling in Birmingham
Question 4b - When you type these words into google, does the company's website appear in the top ten websites?	
Answer: Yes, 2 searches it is between the top five, and one is at the top of the list.	
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: No, to be relevant UK business website needs to build a new website from the beginning. With a more professional appearance.	
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: because I am evaluated as a customer, trying to contract a service without difficulties.	

Reference List

Acocks Green Birmingham Bowl- https://acocksgreenbowl.com/ (accessed 20 April 2025) TripAdvisor Birmigham Acocks Green Bowl (2025) - All You Need to Know BEFORE You Go (with Reviews) (accessed 20 April 2025)
