

LCLM4002_BIRM Digital Skills Task 3			
<u>Website Evaluation</u>			
Student Number	2429575	Student Name	Jineth Andrea Brinez Rico
Website Chosen	The Acocks Green Bow		
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 loaded very quickly and easily, but we need to consider that I have a high-speed connection to Internet, according to Virgin Media Broadband test (Download 293 Mbps & Upload 185 Mbps).			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: The website features several sub-pages, covering information such as bowling, party bookings, prices and contact details. Navigation is clear, typically via a top menu or clear links on the homepage, allowing potential customers to easily find relevant sections.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: Customers can book bowling sessions online through the website or associated booking platforms. There are clear instructions for online pre-booking, and booking links provided for simplicity.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: User experience could be improved by updating the site design for a more modern look, and ensuring all booking and contact information is easily accessible. Enhanced mobile optimization and clearer parking information would also benefit users.			
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Answer: The Acocks Green Bowl website has a basic and considerably out of date appearance, prioritising functionality over modern aesthetics. On mobile devices, the design is simple but may require some zooming or scrolling, as it is not fully optimised for smaller screens. The experience is similar on both platforms, although navigation may be less smooth on mobile devices.			
Question 2b - How does the website use imagery, video and colour?			
Answer: The website uses a limited number of static images to promote the venue and facilities. There is minimal use of video, and the colour scheme is simple, focusing on clarity rather than vibrancy. This practical method is informative but it does not offer much in terms of visual interest.			
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 absence of an online chat tool on the Acocks Green Bowl website means customers must depend on phone or email for enquiries, which could lead to slower responses and less convenience for those requiring immediate help.			
Question 2d – How effective are the social media links on the website?			
Answer: The website advises visitors to check its Facebook page for updates, but the social media links are not clearly visible, and integration is limited, reducing the effectiveness of social media as a channel for customer engagement and timely information.			

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 offered by Acocks Green Bowl are clearly detailed on the website and partner pages, covering bowling, party packages, a snack bar, arcade games, and a licensed bar. The descriptions highlight options for family outings, birthday parties, and group events, ensuring customers can easily understand what is available before their visit.	
Question 3b - How are customer reviews made available? Are these up to date?	
Answer: Reviews from customers are available on external platforms such as Tripadvisor, with recent feedback from 2024. These reviews cover aspects like service quality, staff friendliness, facilities, and pricing, offering current perspectives on customer experiences.	
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 described as high quality in reviews with commendations for the friendly and accommodating staff, clean facilities, and personalised touches for parties. The venue is highlighted as family-friendly and accessible, making it suitable for group celebrations and children's events. Recommendations are often based on positive staff interactions and enjoyable experiences.	
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: Partner sites make prices clear, with adult and child rates prominently listed. Some reviews note that bowling prices are reasonable, though food and extra services can be expensive. Overall, the prices generally reflect the quality and variety of services offered, particularly for family and group activities.	
Section 4 – Searchability	
Question 4a - What three words would you type into Google to find this type of service?	1. Bowling lanes Birmingham
	2. Tenpin centre Birmingham
	3. Family bowling centre Birmingham
Question 4b - When you type these words into google, does the company's website appear in the top ten websites?	
Answer: Yes, the company's website does appear within the top ten Google results for each search. Using the first search term, the site is listed eight. For the second is listed seventh and third is listed third on search terms.	
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 continue to be highly relevant for contemporary UK businesses. They act as a central hub for information, bookings, and customer engagement, providing credibility and accessibility to a broad audience. Even with the growth of social media, a professional website enables businesses to manage their brand image and offer essential details such as services, prices, and contact information. For local businesses like Acocks Green Bowl, a website is vital for attracting new customers, facilitating online bookings, and sharing up-to-date information, thereby enhancing competitiveness and customer trust.	
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 recommend updating the website's design to be more modern and fully mobile-responsive. Currently, the site looks out of date and is not ideally formatted for smartphones, which can negatively affect user experience and brake bookings. A refreshed design with intuitive navigation, vibrant imagery, and clear calls-to-action would	

make the site more appealing and accessible. Given the increasing number of users browsing and booking via mobile devices, this improvement would likely increase customer engagement, satisfaction, and overall business success

Reference List

Beyond Your Brand (2024) *15 Benefits of a Website for a Small Business in 2024*. Available at: <https://beyondbeyondyourbrand.co.uk/15-benefits-of-a-website-for-a-small-business-in-2024/> (Accessed: 19 April 2025).

Global Reach (2024) *Mobile Responsive Design Improves SEO and User Experience*. Available at: <https://www.globalreach.com/blog/mobile-responsive-design-improves-seo-and-user-experience> (Accessed: 19 April 2025).

Kadence (2024) *The Importance of Mobile Responsiveness in UX Optimization*. Available at: <https://www.kadencewp.com/blog/the-importance-of-mobile-responsiveness-in-ux-optimization/> (Accessed: 19 April 2025).

Mailchimp (2024) *The Impact of Mobile Responsiveness on UX*. Available at: <https://mailchimp.com/resources/mobile-responsiveness-ux/> (Accessed: 19 April 2025).

Orbit Web Solutions (2024) *Top Business Websites in the UK: A Comprehensive Guide for 2024*. Available at: <https://orbitwebsolutions.co.uk/top-business-websites-uk-2024/> (Accessed: 19 April 2025).

Soapbox Digital (2024) *Do I need a website for my business? 5 reasons you do (2024)*. Available at: <https://www.soapboxdigital.co.uk/blog/do-i-need-a-website-for-my-business-5-reasons-you-do-2024/> (Accessed: 19 April 2025).

Tripadvisor (2025) *Acocks Green Bowl (2025) All You Should Know*. Available at: https://www.tripadvisor.co.uk/Attraction_Review-g186402-d2667872-Reviews-Acocks_Green_Bowl-Birmingham_West_Midlands_England.html (Accessed: 19 April 2025).