

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2509847	Student Name	Denis Traian Colcer
Website Chosen	Hollywoodbowl.co.uk		
Insert hyperlink to website			
<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 Hollywood Bowl website loads quickly on both desktop and mobile devices. Pages generally load within a few seconds, and images and videos appear smoothly without major delays. Navigation between pages is responsive, which helps users find information easily. Overall, the loading speed supports a positive user experience and does not discourage customers from browsing or making a booking.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: The website contains several sub-pages, including bowling, food and drink, parties, deals, and locations. Customers can navigate these using the main navigation bar at the top of the page and dropdown menus. Clear headings and icons help users quickly identify relevant sections. A search and location finder also support easy navigation.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: Yes, customers can make a booking directly through the Hollywood Bowl website. The booking process is clear and accessible via the prominent “Book Now” buttons. Users can select their location, date, time, and number of players. This system makes booking quick and convenient without needing to contact the venue separately.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: Usability could be improved by simplifying some pages that contain a lot of information. Adding clearer step-by-step guidance during the booking process could help first-time users. Additionally, improving accessibility features such as text size controls or enhanced contrast options would make the website easier to use for a wider range of customers.			

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 is visually appealing, using bright colours and modern design that reflect the fun nature of bowling. On mobile, the layout adapts well with stacked sections and easy-to-tap buttons. While the desktop version shows more content at once, the mobile version remains clear and user-friendly, ensuring a consistent experience across devices.
Question 2b - How does the website use imagery, video and colour?
Answer: Hollywood Bowl uses high-quality images and videos showing bowling lanes, food, and people enjoying themselves. Bright colours such as red, blue, and purple create an energetic and entertaining feel. Visual content supports the brand identity and helps customers imagine the experience, making the service more attractive and engaging.
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 includes an online help or contact option rather than a constant live chat feature. While this still allows customers to ask questions, a live chat tool could improve instant communication. However, the existing contact options are clear and provide customers with a way to enquire about bookings, parties, or general information.
Question 2d – How effective are the social media links on the website?
Answer: The social media links on the Hollywood Bowl website are effective as they are clearly visible, usually located in the footer and sometimes within promotional sections. They link directly to active platforms such as Instagram, Facebook, and X, allowing users to view recent content and promotions. This helps strengthen brand engagement and encourages customers to interact with the company beyond the website.
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: Services are clearly explained through dedicated sections such as bowling, parties, food and drink, and special offers. Each service includes descriptions and supporting images, making it easy for customers to understand what is available. Clear call-to-action buttons guide users to book or find out more information.

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

Answer: Customer reviews are not heavily featured directly on the website but are often linked through external platforms such as Google reviews. These reviews are generally up to date and reflect recent customer experiences. Including more on-site reviews could further increase trust and transparency for potential customers.

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 presented as high quality through professional design, high-quality imagery, and clear descriptions of facilities. Emphasis on modern lanes, food options, and group experiences suggests good value. I would recommend Hollywood Bowl due to its easy booking system, clear information, and strong focus on fun and entertainment.

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: Prices are shown during the booking process rather than as a full price list. This allows prices to vary by location and time. While this means prices are not immediately visible, it reflects the flexible service offered. The pricing appears reasonable and matches the quality and experience promoted on the website.

Section 4 – Searchability

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

1. Bowling
2. Hollywood Bowling
3. Ten-Pin Bowling

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

Answer: Yes, when searching for terms such as “Hollywood Bowl” or “bowling near me,” the Hollywood Bowl website typically appears within the top ten results. This indicates strong search engine optimization and brand recognition, making it easy for customers to find the website quickly.

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 remain highly relevant in modern UK business. They act as a central source of information and allow customers to research, compare, and book services at any time. A well-designed website increases credibility and trust, especially for established brands like Hollywood Bowl. Even with social media growth, websites provide

more detailed and reliable information, making them essential for customer engagement and business 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: One key improvement would be adding a visible live chat feature. This would allow customers to receive instant answers to questions about bookings, prices, or events. Live chat could reduce confusion, improve customer satisfaction, and increase bookings by helping users make quicker decisions while browsing the website.

Reference List

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