

LCLM4002_BIRM Digital Skills Task 3			
<u>Website Evaluation</u>			
Student Number	2533212	Student Name	Wandercy Junior Dalla Pria
Website Chosen	Hollywood Bowl		
Insert hyperlink to website	https://www.hollywoodbowl.co.uk		
<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: User's point of view, the website seems to load promptly with no obvious delays, creating a favourable first impression of its performance. This perception is confirmed by data from Page Speed Insights, which shows that the Hollywood Bowl website has a loading time of around 1.2 seconds, reflecting a strong level of efficiency. (Google,2024) "According to recent research, website performance is commonly measured through metrics such as load time and visual rendering speed, which directly influence how users perceive responsiveness". (MDPI, 2024).			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: Webpage presents a robust complex site navigation structure, designed to support the visitor journey from locating a branch to booking events or corporate services. The navigation prioritises conversion and geographic search, including sections such as location search, service menus, offers, reservations, and self-service options. This reflects usability principles that emphasise clarity and task efficiency. "Well-designed interactive systems support users by making tasks straightforward and reducing unnecessary complexity", reinforcing the importance of structured navigation in usability design. (Preece, 2022)			
Question 1c - Can a customer make a booking via the webpage?			
Answer: When accessing the website, seven subpages are visible on the home page; however, a Google search reveals a broader site structure, with multiple sections such as services, events and support. The navigation prioritises the digital experience, highlighting promotions and events, with calls to action such as "book now" prominently positioned to encourage user engagement. "This aligns with research suggesting that well-structured navigation and clear calls to action enhance user engagement and overall usability". (Interaction Design Foundation, 2023).			

Question 1d - What improvements could be made to the usability of the website?

Answer: To optimise the usability of the digital platform, it is important to focus on system reliability and clarity of information. Suggested enhancements include refining booking and payment processes, increasing transparency of policies, and improving the overall user experience through personalised features, filters, and search functions. These recommendations are supported by research highlighting the role of usability in user satisfaction (Interaction Design Foundation, 2023). Furthermore, as stated by Yvonne Rogers, “well-designed interactive systems enhance both usability and user engagement”. (Roger, 2023)

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 provides an engaging user experience, featuring a contemporary design and dynamic visuals that effectively showcase the company’s events. There is a noticeable difference between browsing on mobile devices and on computers; on mobile devices, the interface is more responsive, prioritising vertical scrolling and simplified menus, whilst the desktop versions offer a wider layout and different interaction patterns. “Responsive interfaces improve accessibility and user satisfaction across platforms”. (Dix, 2022)

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

Answer: The company’s name, linked to a region of Los Angeles, influences its visual identity through vibrant design choices. Earthy and botanical colours, combined with Hollywood-inspired sunset tones, express energy, joy, and spontaneity, while video content enhances immersion in the digital experience. This reflects principles of user-centred design, where emotional engagement is essential for effective communication. “Users form first impressions within seconds”, highlighting the importance of clarity and visual impact in digital interfaces. (Krug, 2014)

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 company’s website, based in the United Kingdom, does not provide an online chat feature, meaning there is no direct digital customer service tool available. As a result, it is not possible to evaluate its effectiveness for Hollywood Bowl in terms of real-time user support. This limitation highlights the importance of interactive communication channels in modern web design. “Users should never have to wonder where they are or what to do next”, emphasising the need for clear support systems. (Krug, 2014)

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

Answer: Enterprise demonstrates strong activity on social media, using these platforms strategically to support growth and enhance audience engagement in the UK. Their digital presence is specifically targeted at key demographic groups, including families, young people, and Generation Z, reflecting a clear segmentation strategy. This approach aligns with digital marketing principles that emphasise audience targeting and engagement. “Understanding customer needs is the foundation of successful marketing”, reinforcing the importance of targeted communication in social media strategy. (Kotler, 2021)

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: Company uses a combination of digital channels, self-service options, customer support, and direct service, while maintaining transparency in pricing and offers. These integrated tools are designed to improve accessibility and simplify the planning of visits and events for customers. This approach reflects the importance of service integration in digital business environments. “Digital transformation requires rethinking how organizations deliver value”, highlighting the need for accessible and connected customer service systems. (Tapscott, 2019)

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

Answer: No customer reviews are available directly on the company’s website, suggesting limited on-site feedback management. However, external platforms such as Google and review sites like Trustpilot and TripAdvisor provide frequent and updated customer opinions. The company also encourages feedback through its “Did We Bowl You Over” platform. This reflects the importance of external reputation management in digital services. “Customer perception is shaped by multiple touchpoints across digital channels”, reinforcing the role of online reviews in brand trust. (Kotler, 2021)

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 quality offered by the company is based on several operational and customer-focused strategies, including VIP lanes, “Pins on Strings” technology that prevents interruptions during gameplay, lane-side assistance, and a clean, well-maintained environment. The overall experience is designed to be comprehensive, also including food services and a dedicated children’s area, which encourages customer satisfaction and recommendation. “Service quality is defined by the customer’s perception

of performance”, highlighting the importance of consistent service delivery. (Grönroos, 2015)

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 on the website are not fully transparent to customers, as the final cost varies depending on booking time, demand, and unit availability. This leads to different customer perceptions, where promotional periods are seen as fair value, while peak pricing is often viewed negatively. The company avoids fixed pricing to maximise revenue and manage operational costs. This aligns with pricing strategy theory, which emphasises dynamic pricing in service industries. “Pricing is the only element that generates revenue”, highlighting its strategic importance in business decisions. (Kotler, 2021)

Section 4 – Searchability

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

1. Bowl
2. Games
3. Hollywood

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

Answer: When searching for terms such as “bowl” or “games,” the company does not appear among the top ten results. However, when the term “Hollywood” is used, it ranks within the top ten, and combining all three keywords further improves its visibility in search results. This pattern highlights the importance of keyword strategy in search engine optimisation (SEO) and brand recognition. Research indicates that search rankings are strongly influenced by keyword relevance and user intent. “Search visibility depends on how well content aligns with user queries”, reinforcing the role of targeted keywords in improving online presence. (Amerland, 2022)

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: The company is considered relevant within the national business context due to its strong financial performance, continuous growth, and ability to adapt to current market demands. Its operational efficiency and strategic focus demonstrate that it is not only a traditional bowling venue but also a modern entertainment provider offering accessible leisure experiences. The organisation continues to expand in the national market by

investing in a technology-driven entertainment platform and consistently innovating its services. Even in a challenging economic environment, it maintains a leadership position within the experiential leisure sector. This aligns with service innovation theory, which highlights the importance of continuous adaptation and value creation in competitive markets. “Competitive advantage is increasingly transient”, highlighting the need for continuous innovation. (McGrath, 2021)

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: My first recommendation is that the company should implement a live chat feature to enable real-time communication between customers and service agents, rather than relying only on phone or email support. This would improve the booking process and provide immediate updates on lane availability and waiting times. Additionally, I recommend the development of an online review and feedback system, allowing customers to evaluate locations and services according to their needs and preferences. This aligns with research on digital service quality, which emphasises responsiveness and user interaction as key performance factors. “Technology-enabled service interactions enhance customer experience”, reinforcing the importance of digital communication tools. (Wirtz, 2021)

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