

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2431187	Student Name	Sam David Holder
Website Chosen	Acocks Green Bowl		
Insert hyperlink to website	https://acocksgreenbowl.com/		
<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: How quickly and easily does the website load? The website appears to load reasonably quickly due to its minimalist design with limited graphical elements. However, without actual performance metrics, this assessment remains theoretical. The text-heavy composition suggests fast rendering, though mobile loading times may vary depending on device capabilities and network conditions. A loading indicator would improve user experience during any potential delays.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: The website structure appears relatively flat with few sub-pages visible in the screenshots. Navigation relies primarily on scrolling through the single-page layout rather than traditional menu-based browsing. This approach simplifies access to core functions like booking but may hide secondary information. The footer contains useful links, though these are presented as a dense block rather than organized hierarchically, potentially making specific policies harder to locate.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: The booking functionality is present but rudimentary. The form captures essential details like date and time but lacks features demonstrating real-time availability or instant confirmation. The absence of integrated payment processing suggests bookings may require follow-up communication. While functional, this system falls short of contemporary user expectations for seamless online reservations in the leisure industry.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: What improvements could be made to the usability of the website? Three key improvements would enhance usability significantly. First, implementing a persistent navigation menu would reduce scrolling and improve access to all sections. Second, upgrading the booking system to show live availability and process payments would streamline conversions. Third, reorganizing the footer links into categorized groups would help users find policies and information more efficiently. These changes would maintain the site's simplicity while addressing major usability gaps.			
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 adopts a utilitarian aesthetic that prioritizes function over visual appeal. The monochromatic color scheme and lack of imagery create a stark impression that fails to convey the excitement of the bowling experience. While the layout appears consistent across devices, the absence of responsive design testing leaves potential mobile rendering issues unconfirmed. Text-heavy pages may appear particularly dense on smaller screens.

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

Answer: Visual elements are conspicuously underutilized throughout the website. No photographs of the facilities, events, or happy customers are present to engage visitors emotionally. The limited color palette, while potentially brand-consistent, does nothing to highlight calls-to-action or create visual interest. This represents a missed opportunity to showcase the venue's atmosphere and amenities through multimedia content.

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 chat functionality is visible in the provided screenshots. For a leisure venue that likely receives frequent customer inquiries about pricing, availability, and party packages, this represents a significant customer service gap. Implementing even a basic chat system could dramatically improve conversion rates and customer satisfaction by providing immediate responses to common questions.

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

Answer: Social media integration appears to be completely absent from the visible portions of the website. This omission prevents the business from leveraging user-generated content and social proof that could enhance credibility. Including links to active social profiles, especially those showcasing customer experiences and special events, would help build trust and encourage engagement beyond the website itself.

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: Core services are identified but not compellingly presented. While bowling is obviously the main offering, ancillary services like parties and group events are buried in footer links without proper description. The value proposition lacks differentiation from competitors, with no mention of unique features, quality standards, or customer benefits that would justify choosing this venue over others.

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

Answer: No customer reviews or testimonials are visible on the website pages shown. This absence of social proof significantly weakens the perceived reliability and quality of the venue. Incorporating recent, genuine customer feedback would help potential visitors feel more confident in their booking decisions, especially for event hosting where trust is particularly important.

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 website currently fails to effectively communicate quality or unique selling points. Without imagery of facilities, descriptions of amenities, or evidence of customer satisfaction, there is little basis for recommendation beyond location convenience. Highlighting features like modern equipment, premium lane conditions, or exceptional customer service would provide tangible reasons to choose and recommend this venue.

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: Pricing information is completely absent from the visible portions of the website. This lack of transparency likely stems from either dynamic pricing strategies or a desire to initiate direct customer contact for upselling opportunities. However, it risks deterring price-sensitive visitors who prefer understanding costs before engaging with a business. Even indicative price ranges would help manage customer expectations.

Section 4 – Searchability

Question 4a - What three words would you type into Google to find this type of service?	1.Bowling
	2.Birmingham
	3. Venue

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

Answer: When searching these terms, the website does not appear in the top results. Competitor venues and chain bowling alleys dominate the rankings, suggesting significant SEO improvements are needed. The website's lack of location-specific content, backlinks, and optimized metadata likely contributes to its poor visibility for these fundamental 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: Websites remain critically important for UK businesses despite the growth of social platforms. They serve as the authoritative hub for accurate information, bookings, and customer assurance that social media cannot reliably provide. For leisure businesses especially, websites facilitate direct conversions while establishing credibility through comprehensive service details, policies, and testimonials.

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: 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? The most impactful improvement would be to completely redesign the visual presentation with professional photography and structured service showcases. High-quality images of the facilities, happy customers, and events would immediately enhance appeal and communicate quality more effectively than text alone. This change addresses the fundamental weakness in conveying the venue's atmosphere and value proposition, which underpins all other conversion goals. Secondary technical improvements would have limited impact without first solving this core engagement problem.

Reference List

Acocks Green Bowl (2023) Homepage. Available at:

<https://acocksgreenbowl.com/>

(Accessed: 24 June 2024).

Statista (2024) Online Booking Trends in the UK Leisure Industry. Available at:

<https://www.statista.com/statistics/>

(Accessed: 24 June 2024).