

Website Evaluation

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Website Chosen	Hollywood Bowl
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Insert hyperlink to website	https://www.hollywoodbowl.co.uk
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Evaluation**Respond to each question****Section 1 – Usability****(75 words maximum for each answer)****Question 1a** - How quickly and easily does the website load?

Answer:

This website loads very quickly giving the user satisfaction conversions and search engine rankings. It has several subpages and takes you directly to whichever option you want to choose which is very much straightforward

Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?

Answer:

Yes, the website has many subpages where you can access different information and facilities. Also, it has many tabs where you can access different sectors and categories that may help you easily access what you are looking for.

Question 1c - Can a customer make a booking via the webpage?

Answer: Yes, the customer can make a booking through the webpage as the organisation has made it very clear on where to book. For example, once you have accessed the subpage, it is easily accessible seen throughout the website's information. Furthermore, the category "Book Now" is easily sighted and very straight forward. Once you have clicked the correct option, you will find all the information you will want to, as well as questions such as which location is the most suitable for you? What activity you would like as this website offers a different variety of packages.

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

Answer: One improvement would be to add a more simplified navigation system and to tidy up the menus a bit more, so the website is more welcoming to users. Another improvement could be to make it more responsive for mobile devices so its is fully accessible to all types of devices/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 looks very lively and colourful. On desktop, everything looks spacious and there is less navigation required to get where you need to go. However, on mobile all the components stack onto each other vertically which requires more scrolling to be done and menus collapse. It still is functional and engaging.
Question 2b - How does the website use imagery, video and colour?
Answer: This sight uses bright and playful colours to promote current offer/promotions. It also uses images of food, bowling and people enjoying themselves to make the website feel welcoming. Additionally, this creates a fun family friendly atmosphere.
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 does not include an online chat tool service. This limits quick and real time enquiries as users must rely on forms or phone contact. Adding it could improve customer support effectiveness.
Question 2d – How effective are the social media links on the website?
Answer: The websites social media links are safe, trustworthy and functional. However they lack greater visibility and embedded content which makes them not very effective
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: Hollywood Bowl clarifies services with clear bowling focus, clear pricing and seasonal offers. It also has family/corporate packages and easy booking buttons.
Question 3b - How are customer reviews made available? Are these up to date?
Answer: You can see the reviews from Trustpilot. These are updated frequently and automatically so you can see current feedback.
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 presents a high quality service through clear offers, modern venues, family-friendly packages. I would recommend it for fun, food and games which most families seek

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, the website shows clear prices. Costs match quality as it shows fun, modern venues and entertainment.

Section 4 – Searchability

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

1. Bowling

2. Family

3. Entertainment

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

Answer: Yes when those words are typed it appears in the top 10.

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 are highly important for UK businesses as they make services easier to find and answers a lot of questions without contact,

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: Add a dedicated reviews page to build customer trust and improves credibility

Reference List

Reference 1: [Ten Pin Bowling | Bowling Alleys | Hollywood Bowl](#)

Reference 2: [Hollywood Bowl Reviews | Read Customer Service Reviews of www.hollywoodbowl.co.uk](#)