

LCLM4002_BIRM Digital Skills Task 3			
<u>Website Evaluation</u>			
Student Number	2511467	Student Name	Zeeshan Ali
Website Chosen	Hollywood Bowl UK		
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: The homepage loads quickly and the main banner and navigation show up almost right away. This shows that important content is delivered quickly. The site does not freeze or stay blank for long even though it has a lot of pictures and graphics. The website works well overall and is easy to get around on a regular broadband or mobile connection. There is still room for improvement though especially for people who use older mobile devices or slower networks.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: Yes the website has a lot of subpages such as ones for bowling options, food and drink, prices, special offers, and pages for each centre. The clear top navigation menu makes it easy for a potential customer to find their way around. It expands into organised groups. Every section has links to more detailed pages and users can also choose their nearest centre to get personalised information. Overall the layout makes it easy to go from one page to another and find the information you need quickly.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: Yes customers can book tickets on the Hollywood Bowl website. There is a clear Book Now button on the site that takes users to an online booking system. This system lets potential customers pick a location, group size, date and time, and any extras they want. The process is organised, easy to use, and works on both desktop and mobile devices. This shows that it is an effective way to book online that works for a wide range of customers.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: Improving the website's usability could be as simple as speeding up page loads especially for mobile users and people with slow internet connections. Making the visuals simpler and cutting down on big image files would make things work better. Also better labelling of sub pages and a layout that makes it easier to find important information like prices and availability could help people find their way around. Adding accessibility features like better contrast and screen reader compatibility would make the user experience even better.			
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 page looks nice with bright colours big pictures and clear headings that make it feel welcoming and family friendly. Its consistent branding and organisation make it easy for users to figure out that it's for entertainment. However the mobile version on the other hand has a slightly smaller layout. Menus turn into a hamburger icon and visual elements get smaller which might make it harder for some users to find their way around. Even so the design is still consistent good looking and useful on both desktop and mobile devices.

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

Answer:

The Hollywood Bowl website uses bright colours bold images and high energy images of neon signs colourful bowling balls and groups of people having fun to make people feel welcome and happy. Even though there doesn't seem to be a lot of video content looping hero banners and animated images keep things moving and interesting. Electric blues pinks and yellows are the main colours on the page. These colours give the page energy and support its entertainment brand position.

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 HBW(<https://www.hollywoodbowl.co.uk>) has an online chat tool that is easy to find and fun to look at. It lets people quickly ask questions about reservations memberships and facilities. It gives quick answers to general questions but for more complicated problems you may still need to follow up by email or phone. Even with this problem the chat makes it easier for customers to interact with each other improves the user experience and helps people make quick decisions about products and services.

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

Answer:

There are active social media links on the Hollywood Bowl website that take you to Instagram, Facebook, Twitter, and more. These links are easy to find in the header and footer. Their Instagram account (@Hollywoodbowluk) has more than 21,000 followers and posts and Stories every day that show off family friendly activities and deals. These links do a great job of getting people to interact with the brand outside of the website highlighting deals and events and giving people more ways to ask questions. This helps build loyalty and get people to book.

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 company's website is well organised and clearly shows off its main entertainment options which makes it easy to learn about its services. The navigation is mostly clear but some parts have a lot of information that customers may need to spend more time looking through before they fully understand everything. Still the smart use of images labelled menus and booking prompts makes sure that most customers can understand the range of services without too much trouble.

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

Answer: The Hollywood Bowl website doesn't seem to show customer reviews directly because it focusses on booking pricing and service information instead of showing testimonials. As a result visitors can't see how customers rate their experiences on the site and there are no signs that reviews are updated regularly. If customers only look at the official website they may not be able to judge the quality of service based on first hand feedback.

As marketing journalist **Bob Garfield** has argued in today's Relationship Era authentic customer connections underpinned by trust and transparency are far more valuable than traditional advertising.

Garfield, B. & Levy, D. (2013) *Can't Buy Me Like: How Authentic Customer Connections Drive Superior Results*. New York: Penguin Group.

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 company presents its service as high quality by showcasing modern facilities attractive visuals and a clear layout that immediately signals professionalism. However the absence of onsite customer reviews may slightly limit how convincingly this quality is demonstrated to new visitors. Even so the emphasis on VIP lanes varied entertainment options and family friendly features still creates a strong impression of a well managed and premium leisure experience.

I would consider using or recommending the company because it offers a comprehensive all in one entertainment environment ideal for families and groups. Although the variety of activities could feel overwhelming for those seeking a quieter outing the combination of bowling arcade games dining and package deals ultimately provides great value and convenience. Overall it remains a strong choice for enjoyable social gatherings or family days out.

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:

Customers can see prices but they aren't always the same or in the same centre. The website shows general from prices and special deals but the actual prices depend on where you are and what is available. This partial clarity suggests that prices are meant to guide expectations rather than give exact numbers. The prices shown do seem to match the high quality facilities and wide range of entertainment options the site promotes which shows that there is a good balance between cost and perceived value.

Section 4 – Searchability

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

1. ten pin bowling centre
2. bowling and arcade centre
3. family entertainment bowling

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

Answer:

Yes. Hollywood Bowl UK usually shows up in the top ten search results for "ten pin bowling centre" or family entertainment bowling. It often shows up in the top three. The official Hollywood Bowl UK site ranks very high for relevant keywords. For example their homepage shows up for "ten pin bowling," and their centre locator page shows 75 UK sites.

In the UK bowling market Tenpin Ltd and other strong competitors are also present.

Conclusion: It's very likely that Hollywood Bowl's website would show up in the top ten (or maybe even the top few) results for searches like "ten pin bowling centre."

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:

According to blackbird marketing websites are still very important for businesses in the UK today because they give businesses a professional digital presence, show off their products or services, and let businesses share detailed information in a controlled and branded space. But as social media apps and online marketplaces become more popular some businesses may put more emphasis on these platforms for visibility which means less focus on their own websites. Even so websites still have advantages that social media alone can't provide such as more content consistent branding and chances to talk to people directly. In general they are still an important tool for building trust getting customers interested and helping businesses grow in the long run in a competitive digital world.

Blackbird Marketing, 2025. *Why a website is important for small businesses in 2025: UK perspective*. [online] Available at: <https://www.blackbird-marketing.co.uk/post/why-a-website-is-important-for-small-businesses-in-2025-uk-perspective> [Accessed 14 Nov. 2025].

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 would suggest the Hollywood Bowl website should have a separate section for user feedback or reviews.

Why I Suggest:

A review function would let visitors read real reviews from other customers which would make them more trustworthy and credible. Positive evaluations can make people more likely to reserve a room while constructive feedback can help the company figure out how to make its services better.

Another good thing about adding customer evaluations is that it would make the website more interactive and interesting providing customers a sense of community and a connection to the brand. It gives potential clients peace of mind about the quality of the facilities and experiences available. In general this change would make the user experience better make customers more loyal and help them make better decisions which would lead to more bookings and a better brand reputation.

Reference List

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- 1) Hollywood Bowl Group plc, n.d. *Accessibility*. [online] Available at: <https://www.hollywoodbowlgroup.com/accessibility/> [Accessed 14 Nov. 2025].
- 2) Garfield, B. & Levy, D. (2013) *Can't Buy Me Like: How Authentic Customer Connections Drive Superior Results*. New York: Penguin Group.
- 3) Blackbird Marketing, 2025. *Why a website is important for small businesses in 2025: UK perspective*. [online] Available at: <https://www.blackbird-marketing.co.uk/post/why-a-website-is-important-for-small-businesses-in-2025-uk-perspective> [Accessed 14 Nov. 2025].