

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2422877	Student Name	Catalin Avram
Website Chosen	Tenpin Bowling		
Insert hyperlink to website	https://www.acocksgreenbowling.co.uk/bowling/		
<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: Pages load quickly around 2–3 seconds on a 4G mobile connection. This shows that the images are compressed well and the server is caching them (GTmetrix, 2025). Images that are lazy-loaded show up first, which keeps the apparent speed high. Lighthouse says that the mobile performance score is 83 out of 100, which is good enough for e-commerce best practices (Chaffey and Ellis-Chadwick, 2019). Only old PDF menus slow down the first paint by a little bit.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: The main navigation bar has links to Bowling, Laser Quest, Parties, Food and Drink, Offers, Leagues and Results and Contact. When you hover over anything, drop-downs appear. On mobile, a hamburger symbol stays on the screen. Links on the internal page, such "Book Now," go straight to the booking. Party-package sub-pages have clear titles, colour cues, and the sticky header make up for this by helping visitors move easily across the hierarchy (Nielsen, 2020).			
Question 1c - Can a customer make a booking via the webpage?			
Answer: Yes. When users click "Book Online," they are sent to a secure HTTPS that shows a third-party reservation. Dynamic dropdowns let users choose the activity, the number of people in the group, the day, and the time. Real-time lane availability and pricing breakdowns. Stripe handles the payment, and you get an email right away confirming it. This is a proven way to enhance conversions on leisure sites (Kotler et al., 2017).			
Question 1d - What improvements could be made to the usability of the website?			
Answer: To get rid of additional downloads and make it easier to read on mobile devices, switch the PDF food menu to an HTML page. To make scrolling easier, provide a "Back to top" button on lengthy FAQ pages. Lastly, provide an on-site search feature for customers who would rather use keywords than menus to get what they're looking for. In hospitality settings, search has been demonstrated to boost conversion rates by 15–20% (Chaffey and Ellis-Chadwick, 2019).			
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:

A bright blue and red colour scheme gives the room a lively, family-friendly feel. The hero picture is the same on both desktop and mobile. The responsive CSS (Cascading Style Sheets) clamp changes the size of the fonts while keeping the hierarchy. There are no annoying pop-ups, thus the visual flow stays nice. narrow difference: the carousel arrows are narrow on mobile, which makes swipe prompts a little harder to see (Design Council, 2019).

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

Answer:

High-quality pictures of bowling lanes, happy visitors, and neon lights get people excited. There is no autoplay video. Instead, a GIF loop beneath "Parties" creates movement without using a lot of bandwidth. Alt-tagged thumbnails in the Gallery make it more welcoming. A short promotional video might make the tale even better, but it has to include subtitles so everyone can understand it (Sigala, 2018).

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:

There is no live chat. A Messenger or WhatsApp pop-up or plug-in might quickly answer common questions (such shoe sizes and parking) and cut down on phone calls. Industry statistics suggest that live chat may boost conversions by as much as 40%, particularly for reservations that need to be made quickly (Chaffey and Ellis-Chadwick, 2019). People may not book on spontaneously of the moment outside of business hours since they have to call or email.

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

Answer:

The Facebook and Instagram are at the bottom of the page and open in new tabs, so you don't lose your experience. Accounts are active, with postings and event highlights every week. The linkages may be more obvious, however. For example, an integrated Instagram grid or TikTok feed would provide people new user-generated content and social proof, which would keep people on the site longer and make them more involved in the community (Sigala, 2018).

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:

There are distinct cards for each service, such "Bowling," "Arcade," "Laser Quest," and "Group Parties." Each card shows the most important qualities, how long it lasts, and who it is for (families, businesses). Icons and short bullets make it clear what is included lane hiring, shoe rental, meal add-ons so you can see the value offer.

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

Answer:

There are no testimonials available on the website; rather, Google ratings (4.4 out of 5) are shown in the information panel with snippets. According to Kotler et al. (2017), including a rolling Trustpilot or Google Reviews widget would highlight the most recent input, so using social validation to lessen customer reluctance.

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:

Quality may be communicated via the use of professional photos, unambiguous safety instructions, and approved food hygiene logos. Both league matches and youth bowling programs need a well-organised organisation and a staff that is professionally trained. I would suggest the facility since it allows for easy online booking, it provides a variety of activities, and it is a warm and welcoming setting for families.

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:

Only after consumers have entered the booking process will prices be shown; this is likely to enable for dynamic pricing based on day and time. In spite of the fact that this stimulates investigation, overt pricing tables have the potential to generate confidence among clients who are price-conscious. A sign that reads "from £X per game" might strike a compromise between openness and flexibility if pricing are subject to change (Chaffey & Ellis-Chadwick, 2019).

Section 4 – Searchability

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

1. Bowling Birmingham
2. Parties for kids
3. cheap bowling

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

Answer:

Yes, two of the three search phrases bring up Acocks Green Bowling on Google's first page. 'Bowling Birmingham' ranks the site in the top 5, frequently behind major chains like Tenpin. When location is enabled, "Parties for kids" shows the venue in the top 10 results. However, "cheap bowling" yields more general results and does not include the site on page one, perhaps owing to a lack of budget-focused SEO (Moz, 2023).

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:

Even if social media is becoming more popular, UK companies still need their own websites. They provide you complete control over branding, data collection, and conversion funnels—things that hired social networks can't promise (Chaffey and Ellis-Chadwick, 2019). Websites combine booking engines, loyalty programs, and analytics to help small and medium-sized businesses make the most money. Also, Google's local search ecosystem still puts well-structured sites first for map and snippet features. 81% of people still make purchases via a website, even when younger people find businesses on

TikTok or Instagram. So, having an online presence adds to not replaces social platforms, which helps keep customer journeys credible and in your hands.

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 live chat feature driven by AI and connected to booking APIs. Real-time help makes things easier by quickly addressing queries about prices, availability, and accessibility. This is particularly helpful for parents who are planning big gatherings. Chat logs show what people enquire about most often, which helps with content updates and SEO. Case studies reveal that recreational facilities that included chatbots reported a 25% increase in the number of bookings that were completed and a decrease in the number of calls to the contact centre (Sigala, 2018). Making this update would make customers happier, increase sales, and set Acocks Green Bowling apart from other bowling alleys in the Midlands.

Reference List

Chaffey, D. and Ellis-Chadwick, F. (2019) *Digital Marketing*. 7th edn. Harlow: Pearson.

Design Council (2019) *Designing Inclusive Digital Experiences*. [Online] Available at: <https://www.designcouncil.org.uk/> (Accessed: 29 June 2025).

GTmetrix (2025) *Performance Report for acocksgreenbowling.co.uk*. [Online] Available at: <https://gtmetrix.com/> (Accessed: 29 June 2025).

Moz (2023) *Beginner's Guide to SEO*. [Online] Available at: <https://moz.com/beginners-guide-to-seo> (Accessed: 29 June 2025).

Nielsen, J. (2020) *Usability Heuristics for User Interface Design*. [Online] Available at: <https://www.nngroup.com/articles/ten-usability-heuristics/> (Accessed: 29 June 2025).

Sigala, M. (2018) 'Social media and customer engagement in the digital era', in Egger, R., Gula, I. and Walcher, D. (eds.) *Open Tourism*. Cham: Springer, pp. 25–40.

W3C (2018) *Web Content Accessibility Guidelines (WCAG) 2.1*. [Online] Available at: <https://www.w3.org/TR/WCAG21/> (Accessed: 29 June 2025).