

| LCLM4002_BIRM Digital Skills Task 3<br><u>Website Evaluation</u>                                                                                                                                                                                                          |                                                                                                           |                     |                          |
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|                                                                                                                                                                                                                                                                           |                                                                                                           |                     |                          |
| <b>Website Chosen</b>                                                                                                                                                                                                                                                     | Acocks Green Bowling                                                                                      |                     |                          |
| <b>Insert hyperlink to website</b>                                                                                                                                                                                                                                        | <a href="https://www.acocksgreenbowling.co.uk/bowling/">https://www.acocksgreenbowling.co.uk/bowling/</a> |                     |                          |
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| <b><u>Evaluation</u></b>                                                                                                                                                                                                                                                  |                                                                                                           |                     |                          |
| <b>Respond to each question</b>                                                                                                                                                                                                                                           |                                                                                                           |                     |                          |
| <b>Section 1 – Usability</b>                                                                                                                                                                                                                                              |                                                                                                           |                     |                          |
| <b>(75 words maximum for each answer)</b>                                                                                                                                                                                                                                 |                                                                                                           |                     |                          |
| <b>Question 1a</b> - How quickly and easily does the website load?                                                                                                                                                                                                        |                                                                                                           |                     |                          |
| Answer: The websites would take about 10 seconds to open and load.                                                                                                                                                                                                        |                                                                                                           |                     |                          |
| <b>Question 1b</b> - Does the website contain many sub-pages? How does a prospective customer navigate these?                                                                                                                                                             |                                                                                                           |                     |                          |
| Answer: The website does contain a decent number of sub-pages which are a little confusing because their names are Christmas, New Year's Eve, Bowling ,Lazer Quest, etc.(11 sub-pages) This might confuse customers because it looks like they entered a different place. |                                                                                                           |                     |                          |
| <b>Question 1c</b> - Can a customer make a booking via the webpage?                                                                                                                                                                                                       |                                                                                                           |                     |                          |
| Answer: Yes, Customers are able to make reservations/bookings via the website very easily, they only have to place in the day, time and number of games they want to play.                                                                                                |                                                                                                           |                     |                          |
| <b>Question 1d</b> - What improvements could be made to the usability of the website?                                                                                                                                                                                     |                                                                                                           |                     |                          |
| Answer: An improvement that I suggest is that they could be a small map on the website that shows where the location is. Another improvement could be that they don't set an amount for a certain game because some people might want to play more than 4 round.          |                                                                                                           |                     |                          |
| <b>Section 2 – Pleasure – Customer Experience</b>                                                                                                                                                                                                                         |                                                                                                           |                     |                          |
| <b>(75 words maximum for each answer)</b>                                                                                                                                                                                                                                 |                                                                                                           |                     |                          |
| <b>Question 2a</b> – How pleasant does the webpage look? Are there any differences in appearance on a mobile phone versus a computer?                                                                                                                                     |                                                                                                           |                     |                          |
| Answer: The website looks simple with a lot of colours which are inviting. There are no differences on the website when opening it from the phone or laptop.                                                                                                              |                                                                                                           |                     |                          |
| <b>Question 2b</b> - How does the website use imagery, video and colour?                                                                                                                                                                                                  |                                                                                                           |                     |                          |
| Answer: There are very basic images but only for the price list and the logo otherwise there are no images or video. However, the colours uses in the website its very bright, inviting and pleasant(it attracts the customers attention).                                |                                                                                                           |                     |                          |

**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: They are using Facebook messenger to chat if anything is wrong or customers want to enquire about something.

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

Answer: The website uses Facebook and the customers to share information about themselves.

### 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: In the Price list it makes it clear that they are providing the games only for that price. However, there are offers for children. An offer would be 7£ per child which include 1 bowling game and a kid's meal (hotdog or chicken bites with chips).

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

Answer: First the websites do not show us review about the service or business.

**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: Because the website didn't include any description/revies from the customers I would hesitate to go to this business. If I didn't have any choice or everywhere was occupied, I would use this bowling service.

**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: The prices are made very clear to customers. They might have chose those prices because of the location they are in (close to Birmingham).

### Section 4 – Searchability

|                                                                                                       |           |
|-------------------------------------------------------------------------------------------------------|-----------|
| <b>Question 4a</b> - What <b>three</b> words would you type into Google to find this type of service? | 1.Bowling |
|                                                                                                       | 2.Acocks  |
|                                                                                                       | 3.Green   |

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

Answer: Yes, if I type all 3 words the website with the location will pop up as the first thing.

### 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 website does have relevance but because it looks old and with not much effort (photos or videos or reviews) it might cause them to lose potential/untapped customers.

**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 recommend them to redesign the website and the way it functions such as not giving a limit of 4 games on the website and instead let the customer place the number of games they want to play, Include pictures, videos and reviews about the business and what customers said to attract more customers. Those changes would make the website look better and attract more customers to them along that they will also rise their brand image to the public which as a result it will increase revenue and popularity.

#### Reference List

[Bowling - Acocks Green Bowl](#)