

Ozmen kuntay

2516437

HOLLYWOOD BOWL UK

<https://www.hollywoodbowl.co.uk>

1.0. Introduction

Nowadays, the role of websites in business and customer services cannot be overstated. A good website can improve the user experience, enhance engagement and eventually result in better sales. This report will review the Hollywood Bowl UK website which is used to promote the services of the business as well as provide an online platform for users to book for bowling activities. The report will assess the website based on a number of factors which include usability, design, content, accessibility and performance in general to establish how well the website serves the needs of the users as well as the business.

2.0. Purpose and target audience

The Hollywood Bowl website serves two main purposes. Firstly, the website enables users to book for bowling activities quickly and efficiently. Secondly, it provides useful information regarding the locations of the business, prices, offers and other services offered by the business which include food and arcade games. In this regard, the website combines the characteristics of both informational and transactional websites as it supports the user in the process of deciding whether to book for the bowling activities or not and actually booking for it.

The target audience of the website includes families who are planning to have fun, young adults who are planning to go out and socialize as well as business organizations planning to have a corporate event. As a result, the website should be simple and visually appealing at the same time to appeal to a wide range of audiences. In addition, the website should be simple for all categories of users to navigate through irrespective of the level of experience regarding digital technology. Generally, the website appeals to the needs of its target audience by providing them with convenience, entertainment and value.

3.0. Usability and navigation

The usability of the website is one of its strongest points. The navigation menu is well outlined and presented to enable users to access key parts of the website such as Book Now, Locations and Offers. In addition, the layout of the website is well arranged and organized logically to avoid confusing the users as they navigate through the website.

The process of booking for bowling activities is also simple and intuitive as users can select a location, a time and book within a few steps. This reduces the time and effort required by users to perform tasks using the website. However, there are some slight issues with the usability of the website. For instance, the home page of the website contains a number of promotional banners which make it look a bit cluttered. Additionally, the booking system

used does not provide the option to go back and change the details selected which might be inconvenient to some users. However, the general usability of the website is good.

4.0. Visual design

The visual design of the website is colorful and appealing which aligns well with the fun and social nature of bowling. The website uses bold colors and high quality images to create a lively atmosphere which is consistent with the identity of the brand. This enhances the appeal of the website to the target audience such as families and the youth.

The call-to-action buttons such as Book Now are also displayed prominently to encourage users to use the website. This is consistent with the purpose of the website of enhancing the number of bookings. However, the home page looks a bit busy as a result of displaying too many elements at the same time. This includes a number of banners and promotions which compete for the attention of the user which reduces the clarity of the website and distracts the user from performing the key tasks. Reducing the number of elements displayed can help improve the visual design of the website.

5.0. Content

The content of the website is relevant and useful as it includes information regarding the prices, locations, food and FAQ among others. The language used to present the information is also simple and friendly which makes it easier for the users to understand. For this reason, it is important to get the information you want as quickly as possible.

Strengths Weaknesses In terms of weaknesses, there is a lack of customer reviews or testimonials that would help to instil trust amongst users. Furthermore, there is also a lack of storytelling and description of the individual locations that would help to bring the locations to life for the user. To improve this, there could be addition of videos or user generated experiences of the locations that would help to entice users to book.

Accessibility In terms of accessibility, it is important for websites to be designed to be accessible to all users. This is particularly true in this case where users may have a disability that require specific considerations to be taken into account. The Hollywood Bowl UK website shows some consideration for accessibility by laying out the website in a clear and easy to read manner. This will help to ensure that users are able to access the information they want quickly and efficiently. However, I suspect that the website may not meet all accessibility considerations. For example, I suspect it may not be fully accessible to users with screen readers and other assistive technologies. To improve this, there could be a larger focus on ensuring the website is accessible to all users, regardless of ability.

Performance and Mobile Responsiveness The website is generally well performing and has good loading times. The website is also responsive, meaning it can be accessed on a range of different devices, from desktops to mobiles. The reason this is important, is that a lot of users will access the website on their mobile. For this reason, it is important that the website is able to perform well on a smaller device. Specifically, the booking system is well performing and allows users to book locations quickly and easily on their mobile device. This will help to improve the user experience for users who are likely to want to book a location on the go. Furthermore, there may be some occasion where the website is a little slow to load. For example, this may happen during peak periods. However, generally the website performs well.

Strengths and Weaknesses Overall, the website has a number of strengths. The first is that it is easy to navigate. Secondly, it is visually appealing and engaging. Finally, the booking process is easy to complete. It is also mobile friendly which is important in this digital age. All of these factors will contribute to providing a positive user experience for users. In terms of weaknesses, there are a number. Firstly, the homepage is a little cluttered and could be simpler. Secondly, the booking process could be more flexible. Finally, there is room for improvement in terms of engagement and accessibility. To improve the effectiveness of the website, these issues should be addressed.

Recommendations There are a number of improvements that could be made to the website. Firstly, simplifying the homepage would help to reduce clutter and allow users to focus on the key actions. Secondly,

improving accessibility would help to ensure that the website is accessible to a larger number of users. Finally, improving engagement with the addition of customer reviews and videos would help to improve the user experience. Recommendations for improving the user interface include making the booking system more flexible. This would help users who may need to change their booking at short notice. Conclusion In conclusion, the Hollywood Bowl UK website is effective at meeting its primary purpose of driving bookings. This is through a combination of clear navigation, good visual design and well performing functionality. However, there are some areas for improvement. Specifically, improvements could be made in terms of accessibility, engagement and visual simplicity. Improving these areas would help to create a better user experience and improve the overall effectiveness of the website.