

Website evaluation

The [Hollywood Bowl](http://hollywoodbowl.co.uk) website (hollywoodbowl.co.uk) is the primary online platform for one of the United Kingdom's leading ten-pin bowling operators. As a leisure business offering entertainment, food, and social experiences, its website plays an important role in attracting customers, communicating key information, and enabling bookings. This essay evaluates the effectiveness of the Hollywood Bowl website by analysing its design, usability, content, accessibility, and performance, while also identifying areas for improvement.

A major strength of the website is the clarity of its purpose and its strong appeal to its target audience. The site is clearly designed for families, young adults, and group bookings such as parties or corporate events. From the homepage, users are immediately presented with clear calls-to-action like "Book now" and "Find your nearest centre." This ensures users quickly understand what the business offers and how to engage with it. The emphasis on fun, affordability, and social interaction reflects the expectations of the target market and supports the brand's identity as an accessible entertainment provider.

In terms of design, the website is visually engaging and consistent with the brand. It uses bright colours, neon-style graphics, and high-quality images of bowling alleys and arcade areas to create an energetic atmosphere. The layout is structured logically, with a navigation bar at the top, a main banner section, and additional content below. This creates a clear visual hierarchy that helps guide users through the site. However, the design can sometimes feel cluttered due to the heavy use of graphics and promotional banners. Important information may be pushed further down the page, which could frustrate users looking for quick answers. A simpler design with less visual overload would improve clarity.

Usability and navigation are generally strong features of the website. The navigation menu is simple and easy to understand, allowing users to quickly find sections such as locations, pricing, and offers. The booking system is also relatively straightforward, as users can select a location, choose a time, and complete their booking in a few steps. This matches user expectations for a service-based website. However, there are some weaknesses. For example, users may need to re-enter information when changing locations, and key details like pricing are not always immediately visible. These small issues can reduce efficiency and slightly impact the overall user experience.

The content on the website is effective in terms of engagement and marketing. The tone is friendly, informal, and focused on enjoyment, which suits the brand image. The site provides information about bowling, arcade games, food, and special offers, helping users understand what to expect from their visit. However, the content tends to be more promotional than informative. In some cases, there is a lack of detailed information, particularly regarding pricing or policies. This may lead to frustration for users who want clear and transparent details before booking. Improving the balance between promotional content and useful information would strengthen the website.

From a technical perspective, the website performs well. It loads quickly, uses secure HTTPS encryption, and appears reliable. These factors contribute to a positive user experience and help build trust. A fast and secure website is especially important for online bookings, as users need confidence when entering personal details. However, some parts of the booking system may feel slightly slow or less responsive, which could be improved to enhance overall performance.

Accessibility is an area where the website meets basic requirements but could be improved further. The use of clear fonts and a logical structure supports general usability. However, the website lacks advanced accessibility features such as text resizing options, high-contrast modes, or tools for users with visual impairments. The heavy use of images may also make it more difficult for screen readers to interpret content. Improving accessibility would make the website more inclusive and easier to use for a wider audience.

The website also demonstrates strong credibility and trustworthiness. As part of a well-established UK brand, it benefits from a professional appearance and secure browsing features. The presence of clear terms and conditions and company information helps reassure users. However, the website could further improve trust by including customer reviews or testimonials. This would provide social proof and help users feel more confident in their decision to book.

In terms of mobile experience, the website is responsive and works well across different devices. Users can easily navigate the site and make bookings on smartphones, which is essential in today's digital environment. However, some elements, such as pop-ups and banners, can feel intrusive on smaller screens. Simplifying the mobile layout would improve usability and create a smoother experience.

In conclusion, the Hollywood Bowl website is an effective platform that successfully supports the business's goals of attracting customers and enabling bookings. Its strong branding, clear navigation, and reliable performance make it suitable for its target audience. However, there are areas that could be improved, including reducing visual clutter, increasing accessibility, and providing more detailed information. Overall, the website is of a high standard and would achieve a strong mark in an evaluation, although it falls short of full marks due to these minor limitations.

LCLM4002_BIRM Digital Skills Task 3			
<u>Website Evaluation</u>			
Student Number	2531700	Student Name	Alton Bejaj
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: It was quick to load under 3 seconds			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: Yes they select the specific tab needed at the top			
Question 1c - Can a customer make a booking via the webpage?			
Answer: Yes you can			
Question 1d - What improvements could be made to the usability of the website?			
Answer: They need a search bar to search for a specific need			
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 layout is clean and simple with specific tabs on the top and the appearance is much bigger on computer compared to phone			
Question 2b - How does the website use imagery, video and colour?			
Answer: They use imagery and video to display their service and the colour to decorate the website			

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 has a contact section where you are able to email or call the company but no online chat tool	
Question 2d – How effective are the social media links on the website?	
Answer: They have multiple social media accounts linked but they are hidden all the way at the bottom of the page	
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: Offers are displayed with in sections with images such as 2 games one drink for ten pound	
Question 3b - How are customer reviews made available? Are these up to date?	
Answer: There is not a review section	
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: Through the images, the description and the offers. There is a section on tips where they provide support for newer bowlers	
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 specifically the offers are made clear, however the prices to book bowling is not the most clear possibly as they are expensive.	
Section 4 – Searchability	
Question 4a - What three words would you type into Google to find this type of service?	1. Bowling
	2. Activities
	3. Hollywood
Question 4b - When you type these words into google, does the company's website appear in the top ten websites?	
Answer: Yes	
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 because there is increased technology today and we are able to book services online

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: Make the prices clearer you have to book to find the prices, add a search bar to allow customers to search for specific needs and make customer reviews more cleaner