

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2436432	Student Name	Fabian Albeanu
Website Chosen	Hollywood Bowl		
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 Hollywood Bowl website loads very fast on both computers and mobile phones. The homepage appears in a few seconds, and all images and buttons work smoothly. It is easy to move between pages without delays or errors. The speed makes it comfortable for users to explore and book. Even with colourful pictures and videos, everything loads quickly. The fast performance gives a positive first impression and helps customers stay longer.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: Yes, the Hollywood Bowl website has many sub-pages, such as Bowling, Food, Parties, and Offers. These are easy to find using the top menu, which stays visible while scrolling. Each section is clearly labelled, and users can return to the homepage easily. The menu works well on both computers and phones. Customers can explore different pages quickly, helping them find useful information without confusion or getting lost.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: The website allows customers to make bookings easily. You click “Book Now,” choose a bowling centre, select the number of players, and pick a time. The steps are clear and quick to complete. You can pay online and get a confirmation message immediately. The booking form is well-designed and works well on different devices. This feature makes planning a bowling trip easy and convenient for everyone.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: The website is easy to use, but a few small improvements could help. Adding a live chat would make it faster to get help with bookings. A clearer search bar could also help users find information more quickly. Some pages could have less text and more icons to make reading easier. These small updates would make the website even simpler and better for new users.			
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 Hollywood Bowl website looks bright, cheerful, and fun. It uses colourful designs and happy pictures of people bowling. On mobile, everything fits the screen perfectly, but some images are smaller. The design stays clear and easy to use. Both versions look good and reflect the fun experience of bowling. The website feels inviting and makes users want to book a visit.

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

Answer: Images and colours are used very well across the site. Every page has photos of happy customers enjoying themselves. The colours are bold and exciting, matching the fun atmosphere of bowling. Some videos show real events and birthday parties. Together, the pictures, colours, and videos make the site look professional, friendly, and full of energy, encouraging visitors to explore more or book online.

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 does not have a live chat tool yet. However, it includes a clear contact form and an FAQ page where users can find answers. These features are helpful but slower than live chat. A chat option could make communication faster and easier. Even without it, customers can still contact the company by email or phone, which works fine for most questions.

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

Answer: The social media links on the website work very well. They are easy to find at the bottom of each page and connect directly to Hollywood Bowl's official Facebook, Instagram, Twitter, TikTok and YouTube accounts. The links open fast and lead to active pages with new posts, photos, and offers. This helps customers stay updated and connect with the company outside the main website.

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 Hollywood Bowl website shows its services clearly on the homepage and menu. Each section explains activities like bowling, food, parties, and arcade games. Pictures and short descriptions help visitors understand what is available. Prices and booking links make it simple to choose a service. Clear headings and icons make everything easy to find. The site makes sure customers know exactly what the company offers before booking.

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

Answer: Customer reviews are available on Google and social media platforms rather than directly on the Hollywood Bowl website. These reviews are usually up to date and show real visitor experiences. Most comments are positive, mentioning fun activities and friendly staff. Regular updates keep feedback current. Although the main website does not show reviews, links to social pages make it easy to read what others think.

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: Hollywood Bowl presents itself as a high-quality, fun, and family-friendly place. The website uses bright colours, professional photos, and clear descriptions. Everything looks clean, modern, and well-organised. It feels like a safe and enjoyable environment for all ages. I would recommend it because of its easy online booking, friendly design, and good reputation. It looks like a place that gives customers value for money and happy memories.

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: Prices are clear and easy to find during booking. Each step shows how much you will pay. The cost fits the experience, which looks high-quality and enjoyable. There are also family offers and discounts, making it affordable. The prices match the fun, bright look of the place. Everything feels honest and clear, helping customers trust the service and plan their visit easily.

Section 4 – Searchability

Question 4a - What three words would you type into Google to find this type of service?	1. Bowling
	2. Family fun
	3. Party booking

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

Answer: Yes, when you search “bowling” or “Hollywood Bowl,” the official website appears in the top results. It often comes first or second because it is a well-known company in the UK. Google also shows nearby bowling locations and reviews. The website is easy to find because it uses good keywords and a trusted name. This makes it simple for customers to find and visit online.

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, websites are still very important for modern UK businesses because they help customers find information easily and quickly. A good website builds trust and gives a positive first impression. It allows people to book, contact, and learn about services without leaving home. Even though social media is popular, a website is more professional and complete. It shows details about prices, locations, and opening times. Websites also help companies appear in Google searches, which attracts more customers. Without a website, a business can lose visibility and seem outdated. Having a clear, modern, and mobile-friendly website keeps companies competitive, reliable, and connected with customers who expect quick online access to information.

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 adding a live chat feature to the Hollywood Bowl website. This feature would let customers ask questions quickly about prices, bookings, and events without calling or waiting for an email. Many websites already use this option because it improves customer service and saves time. A live chat tool would make the website more interactive and friendly, helping people get instant answers. It would also support customers with accessibility needs and provide help outside normal hours. Adding this feature would make the company appear more modern and professional. It would help users feel supported, increasing satisfaction and encouraging more people to complete bookings directly through the website instead of leaving.

Reference List

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