

| LCLM4002_BIRM Digital Skills Task 3<br><u>Website Evaluation</u>                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                               |                     |                    |
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| <b>Website Chosen</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Hollywood Bowl UK                                                             |                     |                    |
| <b>Insert hyperlink to website</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | <a href="https://www.hollywoodbowl.co.uk">https://www.hollywoodbowl.co.uk</a> |                     |                    |
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| <b><u>Evaluation</u></b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                                               |                     |                    |
| <b>Respond to each question</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                                               |                     |                    |
| <b>Section 1 – Usability</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                                               |                     |                    |
| <b>Question 1a</b> - How quickly and easily does the website load?                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                               |                     |                    |
| <p>Answer:</p> <p>The website opens and shows its information to the user in around 3 to 5 seconds. Willing users can type the bowling arena's name into the browser's homepage search box. They will be taken straight to the official website via the first hyperlink that appears. Additionally, the website may be accessed from any internet connected device, including smartphones and desktop computers. Customers may readily access the company's website in a matter of seconds, regardless of the device they are using.</p> |                                                                               |                     |                    |
| <b>Question 1b</b> - Does the website contain many sub-pages? How does a prospective customer navigate these?                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                               |                     |                    |
| <p>Answer:</p> <p>The company's main homepage hyperlinks to several subpages. To learn more about the organisation, particularly its development and historical background, customers can click on the "About" tab. The gallery page also features images of satisfied customers and their bowling experiences. The booking option is available on another sub-page, and links to its social media profiles can be found on several other pages.</p>                                                                                     |                                                                               |                     |                    |
| <b>Question 1c</b> - Can a customer make a booking via the webpage?                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                               |                     |                    |
| <p>Answer:</p> <p>Indeed, the company's official website allows customers to reserve a time slot. To access the booking page, customers must click on the "Book Online Now" section (Hollywood Bowl.co.uk, 2025). Customers must register and</p>                                                                                                                                                                                                                                                                                        |                                                                               |                     |                    |

enter their login information. They can choose a service, pick a time and date, and manage the booking system by clicking on the mentioned tab, which opens a separate booking page. Customers who make reservations online can also take advantage of special discounts and personalised offers.

**Question 1d** - What improvements could be made to the usability of the website?

Answer:

Hollywood Bowling can concentrate on enhancing the navigation and User Experience of its website. Making sure the website is aesthetically pleasing and responsive across all devices is crucial. The improvement and enrichment of the information on the website should also be prioritised. For example, it might include availability, any unique features, and the quantity and variety of bowling lanes. The website may also offer food and drink options.

## **Section 2 – Pleasure – Customer Experience**

**Question 2a** – How pleasant does the webpage look? Are there any differences in appearance on a mobile phone versus a computer?

Answer:

The organization's website is visually appealing and captivating across various devices. To keep willing customers informed, the business actively posts deals, updates, and promotional content. Designing a website for a desktop computer and a smartphone differs significantly. Customers primarily use taps and swipes to navigate when using a mobile device, so the interactive buttons stay significantly larger. When viewed from a desktop, there are also more elements on the screen.

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

Answer:

The colours pink, purple and yellow are prominently displayed on the website of the relevant organisation. The interiors of the bowling arena are the primary focus of the pictorial representations in the context of images and videos. The goal is to keep open lines of communication with willing customers and make sure they know what to anticipate when they visit the arena. As an alternative, there are pictures showing customers having fun in the arena.

**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 of the selected organisation does not have an online chat feature. Although users seem to find the website quite appealing, there isn't a chatbot to answer their questions or assist with navigation. In order to improve the customer experience, most bowling alleys and entertainment venues have recently installed chatbots on their websites (Miklosik et al. 2021). However, Hollywood Bowling guests must get in touch with customer service to receive answers to their questions.

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

Answer:

Customers can visit the company's Facebook, TikTok, YouTube and Instagram pages by clicking on the social media links on the website. The company's Facebook page is full of information and photos about events, family activities, and deals. The social media platform also features posts about the discounted games, special offers, and online booking procedures. The bowling alleys and other user-generated content are shown on the Instagram page. Customers are effectively informed about the deals and discounts by these social media pages.

### **Section 3 – Perceived Value**

**Question 3a** - How are the services offered by the company made clear to customers?

Answer:

Hollywood Bowling advertises its services to prospective clients using a mix of online and offline strategies. It includes using the website and social media platforms to advertise its bowling alleys, laser quest, mini golf and kid-friendly activities. Additionally, Hollywood Bowl tailors menus to various occasions, such as birthday celebrations.

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

Answer:

Social media sites and third-party apps like TripAdvisor and Google make the customer reviews accessible. The TripAdvisor reviews are current and provide a glimpse into the experiences of previous travellers. The quantity of likes, comments, and shares on Facebook and Instagram can also be used to create an impression of the high calibre of services the bowling company provides. These reviews are regularly updated by the company (TripAdvisor, 2025).

**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:

One can observe the use of contemporary facilities, inclusive policies, and a family-friendly range of services from the firm's website. The quality of service is promoted by using user-generated content and comprehensive package information. Additionally, it is possible to learn about the availability for various customers as well as the presence of amiable and helpful staff by considering the reviews on the various platforms. It increases the likelihood that friends and family will recommend the company.

**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:

Hollywood Bowl's website provides a range of prices for a number of services; however, some services may not have price information. The four levels of service provided at the arena are justified by the prices shown. Willing clients ask questions about the costs of services that are not available online. For example, the hourly rate at the bowling alley can reach £15.50 per person. Depending on availability and membership.

#### Section 4 – Searchability

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

1. Bowling at Hemel Hempstead
2. Family Bowling at Hemel Hempstead
3. Tenpin bowling spots

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

Answer:

Hollywood Bowl is the largest ten pin bowling operator in the UK, but its website Hollywoodbowl.co.uk is not typically listed among the top ten most visited websites in the entire country.

#### Section 5 – Reflection and conclusion

**Question 5a** - Do you feel that websites still have relevance in modern UK business? Explain your answer.

Answer:

Indeed, websites are still deemed useful for contemporary UK businesses. Websites continue to be the primary source of long-term stability, opportunities for in-depth information, and SEO, even though social media platforms have grown in popularity as information hubs (Hair et al. 2019). Social media is a powerful medium that may influence consumers' choices. On the other hand, websites provide more accurate information about the organization's policies, costs, and discounts. Additionally, websites are not responsible for the social media platforms' evolving algorithms and platform policies. Websites are better at safeguarding sensitive data, including customer payment descriptions, when it comes to transactions and payments. Businesses like Hollywood Bowl can build initial trust by utilising the official website. Websites continue to be the primary source of long-term stability, opportunities for in-depth information, and SEO, even though social media platforms have grown in popularity as information hubs (Hair et al. 2019). Social media is a powerful medium that may influence consumers' choices.

**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:

The business can concentrate on adding a chatbot to the website's home page to improve the chosen company's official website. In order to establish the first point of contact with potential customers, chatbots are crucial. It greatly reduces the amount of time needed to interact with customer support and have the questions answered. Customers can enter their questions to receive prompt answers from these chatbots, which are primarily available around-the-clock. The friction in the reservation systems can also be lessened by these digital live chat tools. Customers will be able to quickly make reservations and receive confirmation messages by simply entering the date, time, and purpose of the event. Chatbots are crucial, it greatly reduces the amount of time needed to interact with customer support and have the questions answered.

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