

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2427976	Student Name	Davlatsho Davlatshoev
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: The website loads straight away and once you press the link it takes you directly onto the home page where you can see a slideshow of families/friends smiling and a big sign saying 'BOOK NOW 'with arrows pointing either side. It loads quite fast and brings you right onto the home page and it is easy to see the contents of the website and to scroll up and down for more information and services provided.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: Yes, the website does contain many sub-pages, for example on the homepage, there is a navigation drop down list which helps the prospective customer find exactly what they are looking for. The structure helps to cover all the usual needs such as finding a centre, choosing a game/activity, planning parties/groups etc. Also, in their accessibility statement, it is good that the site is built in such a way so that text size can be adjusted.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: Yes, a customer can make a booking directly via the webpage as when going through the webpages, there are visible 'Book Now' buttons and are on the header navigation. When you want to book for events/parties, your encouraged to book online plus in FAQ's, it mentions how on peak times for example weekends, it is best to book in advance online to avoid any disappointments when showing up at the centre and getting turned away.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: The improvements to be made to the usability of the website includes making the navigation simpler as there is an overload of choices to pick from. Also, to have better pictures and to have a 360-degree video or a virtual tour of whichever centre location			

picked out. For example, if wanting to book a party room, it can help the customer be immersed into what they could be experiencing if they decide to book it.

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 looks quite pleasant with images of happy families and people enjoying themselves while being at the centre. However, the homepage does feel overwhelming with the deals and images from their social media. There are clear differences in appearance on the phone vs the computer such as it is easier to see the drop-down options on the side and looks way neater, but you have to scroll down a lot to see more information.

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

Answer: The website uses imagery from the homepage onwards with bright big photos used, even with their social media page showing images of what goes on at the centre and to keep updated by following them. No video was shown embedded on the homepage, only pictures but on their social media, there may be some. The site mainly uses still photography and images from social media and the colours used convey a lively, fun feel environment.

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 an online chat tool on their website however you can get a free callback instead or email them which you can find under their contact page. There was no sign of a clear icon for chat-widget and also no mention of a live chat option on their FAQ's/ contact page. It is essential to have when needing fast, helpful answers and avoids customers waiting for answers and being put off.

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

Answer: Social media links on the website help brand awareness and engagement, for example receiving updates on what is happening in the centre and current offers. However, Instagram seems like their main social media which it has the link for but no other links to their other social media accounts like with Facebook, TikTok etc and getting redirected to the social media pages can make customers forget to book or make an enquiry on the 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: There are clear headings on the homepage navigation menu on top and this is good for customers to easily be directed to what they are looking for and it is good to see that prices and offers are visible and enough information is provided within the visuals and descriptions to know what the centre is about. Also, putting out all deals on the homepage makes it easy to pick the right one for the customer.

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

Answer: There was no page on their website showing any reviews even when checking the other pages, for example 'Contact' there were no comments made by users or any links to see reviews on third-party websites. However, when checking for reviews, Trustpilot had up to date reviews, some even being made a few hours ago/ day ago but having reviews on the website itself will let customers hear real feedback and share views on the centre.

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: The centre caters for everyone including friends, families, events etc and has a wide selection of locations and activities for people to come and find something there which they will like or willing to try out or if not, they have food/drink. Also, with their deals making it seem good value for money which is great for people that are on a budget like companies/families. Plus, great for covering different occasions like birthday parties/corporate events.

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 shown depending on activity/package, but it is good that they have a disclaimer whereby depending on centre's location, the price can vary whereby other centres can be more expensive but at least you can make out roughly what your likely to be spending. Some deals combine bowling and food/ drink, which is better in price than going out elsewhere but also factoring if the food and drink quality was worth the price paid.

Section 4 – Searchability

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

1. Bowling
2. Family
3. UK

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

Answer: Yes, the company's website appears in the top ten websites as generic terms were used such as 'Bowling' and 'UK' as the website has several keywords which are linked to bowling in the uk and for families too. On the website, the locations are UK based and depending on area, it will show the nearest bowling centre.

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: Websites still have relevance in modern UK business as they provide clear information regarding services, location, prices as well as contact details. For example, Hollywood Bowl relies on their website for customers to make bookings, to enquire about prices and to be given an overview of what the centre offers. In relation to the question, ‘a retail website constitutes an important touchpoint and a first online navigation can determine the future of a customer’s relationship with retailers and their offerings’ (Demangeot and Broderick, 2016). With Hollywood Bowl, customers use their website to navigate through what is being offered and if customers have a positive and easy experience with this, coming back to it again in the future will be guaranteed.
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: One recommendation to improve the Hollywood Bowl website would be the homepage, to introduce a tool for all centres to have real-time pricing/availability. The reason for suggesting this improvement is because currently, when viewing the website, you get general prices and deals however these prices fluctuate depending on centre chosen and the time. You can only see the exact cost at the end of the booking after going through the different pages and it is making the whole booking process time-consuming and frustrating, which can cause incomplete bookings and drop-offs. Having clear communication with customers, for example with pricing builds trust as you do not want to see dishonesty in pricing/ communication which can prevent customers from ever coming back.

Reference List

Demangeot, C. and Broderick, A.J. (2016) ‘Engaging customers during a website visit: a model of website customer engagement’, *International journal of retail & distribution management*, 44(8), pp. 814–839. Available at: <https://doi.org/10.1108/IJRDM-08-2015-0124>.