

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2511655	Student Name	OSKAR LEWICKI
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 quite quickly on both my phone and laptop. I didn't notice any major delays when switching between pages, which made it easy to use straight away. This is important because if a website is slow, people are more likely to leave. Overall, it feels smooth and responsive.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: There are quite a few sub-pages, like locations, offers and booking. However, they're organised clearly in the top menu, so it doesn't feel confusing. If I was a new user, I'd still be able to find what I need without struggling because everything is labelled properly.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: Yes, you can book directly on the website. The process is simple as it guides you step by step, asking for location, time and number of players. This makes it easy for customers and reduces the chance of them leaving before completing the booking.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: One improvement could be making the booking process slightly shorter, as it has a few steps. Also, having a "Book Now" button visible on every page would make it even easier to access quickly.			
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 modern and colourful, which matches the fun nature of the business. On mobile, it still works well but some sections feel a bit more compact compared to desktop. Overall, the design is consistent across both.
Question 2b - How does the website use imagery, video and colour?
Answer: The website uses bright colours and images of people bowling, which helps show what the experience is like. This makes it more engaging and gives users a better idea of what to expect. The visuals also help guide attention to important areas like booking.
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: There isn't a clear live chat feature on the website. Instead, it uses FAQs and contact pages. While this still provides help, a live chat option would be better for quick answers.
Question 2d – How effective are the social media links on the website?
Answer: The social media links are available and easy to find, which helps users connect with the company outside the website. However, they're not very noticeable, so some users might not click on them.
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 services are explained clearly through headings and images. It's easy to understand what the company offers, including bowling and events. This helps customers quickly decide if it's something they're interested in.
Question 3b - How are customer reviews made available? Are these up to date?
Answer: Customer reviews are not clearly shown on the website itself. This could be improved because reviews help build trust. Users may need to check external sites, which is less convenient.
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 website presents the service as high quality through its design and branding. Everything looks professional, which gives a good impression. Based on this, I would recommend it.
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 available but not always immediately visible. Once you find them, they seem reasonable for the type of activity. Making them easier to find would improve transparency.

Section 4 – Searchability

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

1. Bowling near me

2. Bowling UK

3. Family bowling activities

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

Answer: When searching these terms, the website appears near the top results. This suggests the company has good visibility online, which is important for attracting customers.

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 are still very important for businesses in the UK. They give customers a place to find information and make bookings at any time. In this case, the website plays a key role in attracting customers and supporting the business.

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 improvement would be adding a live chat feature. This would make it easier for customers to get quick answers and could improve overall experience.

Reference List

Hollywood Bowl Group (2026) *Hollywood Bowl UK*. Available at: <https://www.hollywoodbowl.co.uk> (Accessed: 23 April 2026).

Chaffey, D. and Ellis-Chadwick, F. (2019) *Digital Marketing*. Pearson.

Krug, S. (2014) *Don't Make Me Think*. New Riders.