

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2440232	Student Name	Jacob Wray
Website Chosen	Acocks green Bowling		
Insert hyperlink to website	https://www.acocksgreenbowling.co.uk/bowling/		
<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 up quick and easy. There was no delay in the process and no buffering occurred.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: Yes, the website contains many sub pages for topics potential customers would want information about. The website has a very simple but easy way to navigate these sub pages. The main one is the navigation bar which if you click will make a drop down menu appear with different page titles that best for the customers needs. The second way to navigate these sub pages are the hyperlinks in the form of images for example, a large title "Tickets" with imagery and colour and in rectangle shape making it clear it is most likely clickable.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: yes they can, it is very simple to make a booking on the website as the opening and closing hours and dates are visible on the first page of the website. A few inches lower is a booking form for the customer to fill in.			
Question 1d - What improvements could be made to the usability of the website?			
Overall I would the website is already very easy to use, but I would say visually it could do with some rejuvenation. .			
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Answer: the website does have a outdated feeling and look, although it is very simple to use it they forgot to add some creativity on the visual end. It could do with a modernised revamp. There is also a slight difference visually from the computer to the phone with the computer version looking slightly newer.			
Question 2b - How does the website use imagery, video and colour?			
Answer: It is quite dull and does not feel exciting, clickable images with some movement and a better, brighter colour scheme would make it a more pleasurable experience.			

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 online chat tool, but they do have a form you can fill out on the 'contact me' page with your contact details and write a message including your inquiry.

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

Answer: the website seems not to have any social media links on there website. In age we live in having social media links on your website it's important.

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: it is very clear to see the services offered by this company, when navigating the website the word 'Bowling' is on the first page in big colourful letters. Their company name also includes what they offer along with imagery making it easy for the customer to recognise.

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

Answer:
The customer reviews are not directly on the website but can be views on serval other websites, the main one being google. The reviews are up to date and past reviews are made available also.

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: on the first page of the website a few inches down it has a section of bullet points listing the the company's perks. The use of the bullet points really makes it stand out and easy to see there best qualities are. I am not quite sure if I would recommend this company to a friend based off there outdated look of website.

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: upon opening the website the prices are not clearly on display for potential customers. I think the company has chose to do this because the prices differentiate for different customers based on factors like: Age, booking type, (for example: family package, game type) .

Section 4 – Searchability

Question 4a - What three words would you type into Google to find this type of service?	1. Bowling
	2. Acocks green
	3. Arcade

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

Answer:

No

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 I do, although social media has made a climb to the top in terms of accessibility to potential customers. I still feel it is important for company's to have one for the population of people that still use them. It also gives a professional look to the company and earns the trusts of people skeptical about the legitimacy of your company. (Hill 2024) While social media platforms can come and go or change drastically over time, your website is a long-term asset. Investing in building and maintaining your website ensures a stable online presence regardless of the evolving social media landscape.

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 to give it a more modern, up to date look and feel. I would achieve this by changing the website set up to a more exciting one so potential customers get excited before they have even made a choice yet. My reason for suggesting this improvement to the website is that in these times we live, having a modern up to date look and feel to your company gains the trust of customers and shows them that you innovative and care about customer experience.

Reference List

Hill, C. (2024). *Are websites still relevant in 2024?* Furthermore Marketing. Available at: <https://furthermoremarketing.co.uk/blog/> [Accessed 15 July 2025].