

LCLM4002 BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2419277	Student Name	Bohdan Snyhyr
Website Chosen	Acocks Green Bowl		
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: This website opening in about one second.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: This website has 7 customer navigatess for general information for the client.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: Yes. The customer can mace the booking at the webpage.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: The design of the webpage the design of the site itself looks very boring and unattractive.			
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 very appearance of the site looks very banal, from the appearance of the visitor's hobby, the appearance of the site looks very cheap and does not carry confidence.			
Question 2b - How does the website use imagery, video and colour?			
Answer: Yes, this website is using the pictures			
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: No, the website does not use the online chat . Only one way to contact is the phone number			
Question 2d – How effective are the social media links on the website?			

Answer: The website has its own official page in social networks such as: Facebook

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: All information about the company can be found at the bottom of the page

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

Answer: The site does not have access to the site review from customers

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: From my point of view, I would not recommend this site. The design of the site is quite cheap

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: Yes, the prices are displayed when ordering the game.

Section 4 – Searchability

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

1.bowling club Birmingham

2.acocks green bowling Birmingham

3. Family Fun

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

Answer: Yes, when you enter the name of the site, it knocks it out first in the search

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: Most likely, this site will be used for young people. Since the site allows you to easily register a bowling game and shows full information about the site and all the legal policy of the site and the administration and the client as well

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: From my point of view, I would change the very design of this site. It looks very boring and does not show the capabilities of the company or the brand itself. thus, it will be of little appeal to customers

Reference List

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