

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
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Website Chosen	Acocks Green Bowling		
Insert hyperlink to website	https://www.acocksgreenbowling.co.uk/bowling/		

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Section 1- Usability

Q1a:

The Acocks Green Bowling web page is fast to load on desktop and mobile. Its basic interface contributes to performance, and it would benefit progressively, with some images to be compressed. Browsing is good with minimum latencies on accessing principal material. Faster websites make more customers feel satisfied since they claim that loading speed is an essential part of online practicality and attraction (Nielsen, 2020).

Q1b:

There are some subpages on the site with the information about club, membership, contacts. The navigation is easy to use as a top menu is clear. However, it does not have more under subpages like events or frequently asked questions, which could be of help to the potential buyers. The presence of proper navigation structures will play a crucial role in keeping people online as well as easy access to information (Krug, 2014).

Q1c:

With no online booking system, they allow their people to download the required documents to fill in to prevent the omission of information. Rather, users are referred to make contact by email or phone. This style could not attract customers of this age who want speedy online tools. The implementation of a booking feature would streamline the system and make its use popular. Online booking systems are more convenient and help increase the level of customer experience (Chaffey, 2019).

Q1d:

suggestion is to amend the usability experience with inclusion of online booking system, search bar, and drop down menus in the events as well as membership details. The optimisation should also be improved to scale better, on mobile. More coherent design lowers user frustration and encourages interaction since functionality is a crucial part of web performance (Nielsen, 2020).

Section 2 – Pleasure – Customer Experience

Q2a:

The site is simple but out-dated on both desktop and mobile and less polished on mobile, with alignment issues. A modern responsive design would improve usability and satisfaction. The usability research emphasizes the fact that, appealing, interfaced appearance on designs that are compatible across devices can boost reliance and customer relations (Garrett, 2011).

Q2b:

Imagery is limited, with only a few small photos. No videos are applied and there are opportunities to be filled with videos to demonstrate the facilities and the events. Colours are minimal, creating a plain look. Using the media is also significant, because the customer will view graphics and videos as a sign of professionalism and attractiveness (Rose and Pulizzi, 2011).

Q2c:

No online chat feature exists. Customers must rely on phone or email. Live chat would also make support more readily available by giving faster support. The studies indicate that live chat supports enhance customer satisfaction because they provide customers with an immediate response to their questions (Hill, Canniford and Mol, 2014).

Q2d:

Social media links are not displayed and this reduces interaction and restrains promotion capabilities. It would be of benefit to put in place active links with sites like Facebook and Instagram so that more people are reached. Social media when combined with websites helps businesses achieve greater visibility and interaction (Kaplan and Haenlein, 2010).

Section 3 – Perceived Value

Question 3a:

The Acocks Green Bowling site presents itself as a local bowling club and shows its facilities to both the members visitors. Although the descriptions are provided, services targeted at membership and social activities are mentioned briefly and are not described in a detailed way. A better structure that defines benefits, events, and opportunities would help the offerings to be easily understood. Online clarity is necessary in attracting and informing potential customers (Chaffey and Ellis-Chadwick, 2019).

Question 3b:

The site does not have reviews or testimonials by customers yet. This missing element is a drawback since consumer reliance on online feedback is a chief determinant of their trust and purchase decision-making (Flanagin et al., 2014). Potential visitors cannot access the reputation or satisfaction of the club members with old reviews. Including testimonials or case studies will add more credibility, illustrate positive experiences and aid in appeasing new customers who may be thinking of joining the club.

Question 3c:

The service is framed as reliable because of the heritage of the club and their placement in the community, but there is hardly any emphasis on quality signifiers such as awards, accolades, or professional design in the site. According to research, customer loyalty partially depends on good presentation (Parasuraman, Zeithaml and Berry, 1988). I would suggest the club to friends/ family due to its friendly nature and community-oriented aspects, although better presentation would allow attracting more people.

Question 3d:

Prices are not clearly displayed on the website. This can even be deliberate in order to prompt interested members to contact them. The lack of transparency could however scare the individuals who like open information on the cards. Clear pricing helps to develop trust and facilitates decisions that are informed (Kotler and Keller, 2016). Posting the costs would also be professional and help customers arrive at better judgments on the services of the club.

Section 4 – Searchability

Q 4a:

Bowling club Birmingham

Acocks Green bowling

Lawn bowling UK

Three of the most appropriate search criteria in finding such kind of service would be: bowling club Birmingham, Acocks green bowling, and lawn bowling UK. These key words contain the geographical position, the name of this particular club and the overall field. A combination of the branded with the local and generic search terms guarantees increased probability of locating the organisation within the Google searches.

Q4b:

The site ranks in the top ten when looking up the terms, such as, Acocks Green bowling, bowling club Birmingham, hence, effective with the local reach. More general enquiries such as lawn bowling UK may not bring it to the forefront because search engine optimisation is minimal. Better-focused keywords and content would consolidate appearance before broader audiences.

Section 5 – Reflection and Conclusion

Q5a:

Websites remain essential for UK businesses. They are credible, convenient and accessible to the customers who explore online initially. Even the smallest clubs can receive an advantage through offering information, contact details and a description of services digitally. Social media facilitates interaction whereas websites can be trusted as sources of information. Having a robust presence in the digital landscape is paramount in the current digital economy (Chaffey, 2019).

5b:

The best enhancement would be developing a booking and enquiry via internet. This would update the usability and minimize the utilization of email or the phone, as well as appeal to a younger membership. Online booking solutions have been known to increase comfort and satisfaction of the customers and facilitate engagement and retention (Nielsen, 2020).

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