**LCLM4002_BIRM Digital Skills Task 3**
**Website Evaluation**

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| **Website Chosen** | Acocks Green Bowling |
| **Insert hyperlink to website** | https://www.acocksgreenbowling.co.uk/bowling/ |

**Evaluation**

**Respond to each question**

**Section 1 – Usability**

**(75 words maximum for each answer)**

**Question 1a** - How quickly and easily does the website load?

Answer: It takes 1-2 seconds for the website to load.

**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, and a prospective customer can navigate them by clicking to find out on each, depending on their preferences as to what the company has to offer before considering a purchase, etc.

**Question 1c** - Can a customer make a booking via the webpage?

Answer: Yes.
A customer can also make a booking via a sub-page that is linked with the website.

**Question 1d** - What improvements could be made to the usability of the website?

Answer: Providing an online chart facility can help more customers to make more enquires about the service, having multiple social media links for the service to be known to more people, there should have been the use of more colours to attract more young customers, food and drinks section should have also been child friendly.

**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 webpage is pleasant.
However, there are some minor differences between booking via mobile phone and booking via computer.
Booking via phone provides customer with an advisory not telling customers how to book, when to book or arrive and how to maintain safety precautions.
Booking via laptop just take you to the subpages and sessions available in the centre.

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

Answer: Images were used to display the different sets of sessions, menu and offers.

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| Colours were used to catch the attention of customers, especially young customers; although they could have made the use of more glamorous colours. | |
| **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. Customers need to know what they are in for, and an online chat tool is more effective for enquiries. | |
| **Question 2d** – How effective are the social media links on the website? | |
| Answer: The social media link is responsive, however there should have been multiple medias and links. | |
| **Section 3 – Perceived Value**<br><br>**(75 words maximum for each answer)** | |
| **Question 3a** - How are the services offered by the company made clear to customers? | |
| Answer: Services were clearly explained with the use of images and detail advisory notes for every individual activity. | |
| **Question 3b** - How are customer reviews made available? Are these up to date? | |
| Answer: Reviews can be seen underneath the website but needs to be updated for even better services. | |
| **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: Social media engagement can be one of the best ways. And I would recommend a friend or family member because of its cleanliness and good equipment and of course, its good customer service. And the game of bowling does not require much athleticism. | |
| **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, prices were clearly indicated. However, they should have been a little less than what they as per the response to question one (1d). | |
| **Section 4 – Searchability** | |
| **Question 4a** - What **three** words would you type into Google to find this type of service? | 1.Bowling |
| | 2.Acocks |
| | 3.Tenpin |
| **Question 4b** - When you type these words into google, does the company's website appear in the top ten websites? | |
| Answer: Yes, Bowling in general gives you similar service and comes up with the website link followed by Acocks, which makes it more easier to be able to recognise the service. | |
| **Section 5 – Reflection and conclusion** | |

| **(120 words maximum for each answer)** |
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| **Question 5a** - Do you feel that websites still have relevance in modern UK business? Explain your answer. |
| Answer: Yes, it has a sentimental value. It offers a stable platform for long term engagements and as well as creates employment for people in the environment. People love the fun and there is a lot more fun if the business do some up grading and promotions. |
| **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: In terms of making a recommendation, I want to focus on the fact that the website does not have an online chart tool on which enquiries can be made through. However, changes can be made by adding an online chart tool to the website as this helps both the customers and the service provider when it comes to enquiries to make it easier and quicker. Adding an online chart tool helps the service provider to have better customer service, increases better customers' reviews and recommendation from users. |

Reference List


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| Below are some links used to extract some information:<br>https://www.facebook.com/p/Acocks-Green-Bowl-100057545615757/<br>Acocks Green Bowling: https://www.acocksgreenbowling.co.uk/bowling/<br>https://x.com/AcocksGreenBowl<br>https://www.youtube.com/watch?v=4Y0M4RbaEZo&pp=ygURYWNvY2tzIGdyZWVuIGJvd2w%3D |