

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2430784	Student Name	Liliana Patricia Da Cruz Furtado
Website Chosen	Acocks Green Bowling		
Insert hyperlink to website	https://www.acocksgreenbowling.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: Before I pressed on website link the assignment brief, I opened the phone timer and clicked on the timer and website link at the same time to see how fast it loaded. After timing the estimation of how long it takes to load is 1second and a half. Knowing this shows the website loading speed is good as it loaded straight away and was easy to proceed. Same way as i typed the name of company in google once clicked on the link it was the same speed process.			
Question 1b – Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: The website has 6 excluding home page. Customer navigates by clicking on the collapsed menu icon when using website on phone or click on the top tabs when using on computer. The subpages are useful for the customer to search deeper on the variety of services the company offers giving the costumer the ability to interact with the information displayed in each subpage section which also aids the costumer to make bookings see activities in detail and know what is on special to add more to their experience.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: Absolutely. On the menu tab the customer has option to make a booking online by filling a form which requests the date in which is planning to attend, start time that wants to do the activity and amount of people will be included for the activity chosen. The other option is offered to the costumer is to call the company number to make a booking. Filling online form shows to be efficient for those who may find calling daunting as for those who are more confident and prefer phone service or due to different circumstances having a phone number to call helps these costumers find their needs to be fulfilled successfully and easier.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: Food menus should occur easier to access due to being displayed at website instead of being in links as not every customer may be able to know how to access it. Make tabs to be more engaging to click; by making use of typography could be bolder and pop out more so it is easier for customers who have visual impairment conditions to be able to see better. Use of pictures could be used when presenting food menus.			
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:

It has a simple aesthetic; lacks attraction of customers eyes at first glance. When using webpage on phone to search for key information is on the right side when click on collapsed menu and user can find more things as it scrolls down the page, information on the page seems shrunk where as if webpage used on computer information is more spread out and user has the ability to zoom in and out better.

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

Answer: Images were used to make words more attractive for the eyes such as (bowling), when user clicked on what wanted to get a vivid presence before knowing more details. Colour was used to bring contrast and bring user's attention on exclusive offers or deals to get a cheaper purchase. Additionally colour if user uses webpage on mobile colour is used to divide different sections as user scrolls down on mobile and bowling prices were highlighted with colour to be seen clearly.

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: Function of online chat was disregarded; any further information needed the user must phone call the company. Based on Pison (2018) "Having a chat tool is very crucial if company wants to use costumer's queries in chat tool to make a turnover in sales. As a result, helping costumers needs be accomplishes will allow the company not to miss out on the chance of estimate of 63% who may have used the services to come back and enable a costumer relation to be built."

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

Answer: Facebook was applied as the only social media link so the effectiveness will be moderate as if webpage had other social links more people would be aware of the offers it is giving, more exposure the user would be well updated on what there is on offer more effectively.

Although the customers that have Facebook will benefit well as company demonstrates to present what is on offer well and show enthusiasm through use of imagery and text.

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: Bullet points were used to key show essential information once costumer clicked on the hyperlinked image of what wanted to know about such as "parties" mentioned in section tabs or as user scrolled down on phone.

The use of links after costumer clicked on the menu tab, some descriptions were placed but to know the prices links were listed and able to be downloaded.

Services are also separated by age, for example there is different prices for kids and additionally by time.

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

Answer:

Customer reviews were not displayed on webpage.

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: Services are shown clearly from the bowling section most importantly and is easy to book online or by phone contact. Secondly information is listed with no spelling mistakes showing the information to be reliable and true. Thirdly services have been presented simple to navigate. Would recommend to a friend for the reasons of webpage seem genuine and safe to use, services are well presented and shows the company's location well. Overall service process is very easy to understand, and prices are affordable.

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: Cost are bolded to help be visible additionally use of colour was also made so the costumers can see clearly the cost of the games displayed and the quantity of games allowed to play for that price. However, when it comes to school bookings it is not well listed as it may vary from the number of children and may be negotiable depending on circumstances. Other reasons could be because it may vary from what are the needs of each student and if amount previous booked for is less on the day due to unforeseen event.

Section 4 – Searchability

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

1. Bowling

2. Westley

3. Road

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

Answer: Indeed, it pops up as primary. By being first to appear it increases the chance to be clicked straight away also be given as a first suggestion if the customer lives near the specific area targeting a population of area to potential customers. Having a specific location also allows company (Acocks Green Ball) to have an easy accessibility to those near it and be highly recommended by those that visit from that specific area. Being in top ten once is typed in google increases company visibility and if is rated by all costumers experience it will boost chance to always remain at the highest ten list.

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:

Definitely "Webpage is still used as one of the foundations to represent what the company and allow potential customers to buy its services." (Profile Tree Web Design and digital Marketing,2024). If companies do not have social media, they will 99% have a website where will list all its products or services. According to Forbes (2025) an estimation of 4.5 billion visits in Google which reflects on the importance and relevance websites have in modern Uk business, demonstration the value company online presence is crucial to succeed in today business. As a result, if a company makes an online website there's a positive chance to be looked at depending also on how it places itself out in the online marketplace when searched in Google as an example and making it user friendly if potential and retained customers look at the websites on computer or phone.

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: Webpage could become more mobile friendly from enabling the customer or potential one to be able to see its services better. As when the user clicks at one of the services it provides it still must click another time to see the detail, meaning company should enable user to just click once on hyperlinked service and things should appear in full detail in one page. Additionally, instead to just having the text flat on image could add hyperlinked square buttons on a pop out colour to engage with user efficiently. To conclude making information easier to access on the second page once clicked on image with selected service will enable customers and potential ones to make quick decisions whether will go ahead with services, find the company to be more transparent and see the thought on how to present information in faster and straightforward way.

Reference List

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