

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2510324	Student Name	Iosif Stefan
Website Chosen	Hollywood Bowl UK		
Insert hyperlink to website	: https://www.hollywoodbowl.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: The Hollywood Bowl site loads fast with banners and menu items coming almost immediately. Images load fast and the site design is responsive to allow easy navigation, and the user is not frustrated. The site does not use heavy scripts which slows down its performance to enable it to run well even on slow networks. Generally, its loading speed creates a positive initial experience and keeps the users entertained Nielsen (2012).			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: Yes, the site has a lot of sub-pages like Locations, Offers, Games, Parties and Food and Drink. The customers use a distinct top menu and drop-down sections that have labels. Breadcrumbs and call-to-action buttons enable effective navigation in the site (Krug 2014). The structure is based on the accepted usability principles; it allows a user to find the information without any confusion or needless clicks.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: Yes, the customer can make online booking using the Book Now button or by clicking on an individual centre. The system takes one through the process of date selection, player numbers and payment. It can be done easily, and it has a step-by-step layout that is easy to follow, and which is based on intuition which lowers the cognitive load and thus enables online booking to be accessible to everyone, even new customers (Garrett 2011).			
Question 1d - What improvements could be made to the usability of the website?			
Answer: It should also add a live chat tool, which would enhance service during the booking process because customers usually want to receive real-time help when deciding. A search box would also assist the user to speedily locate pricing, deals or frequently asked questions (Nielsen, 2012). Lastly, it would be good to put all offers on a single page to save on unnecessary navigation. These solutions would make the experience of the customers easier to follow.			
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 site is joyful and contemporary with the use of bright colours, big pictures, and large fonts. The design is also the same on the mobile devices where the layout is simplified to a vertical scroll with a hidden menu. The responsive nature of this strategy results in creating a good user experience on all devices because it does not compromise on branding and visual quality (Chaffey 2020).

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

Answer: Hollywood Bowl makes use of the superior Snaps of bowling, food and arcade games to generate a buzz. These images are evocative of emotional involvement and assist the customers visualizing the experience even before the bookings. The colour scheme with bright colours such as pink and purple promotes the leisure brand (Lemon & Verhoef 2016). Regular visuals are also used to direct attention and assist the customers in making decisions.

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 web site does not incorporate a live chat. Rather, the customers use forms or phone contact, and this may slow down enquiries. It would provide quicker feedback by using a chat tool that would enhance trust and decrease booking drop-offs. Live chat is an added advantage because customers today want to have quick replies, particularly when booking a group or planning an event.

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

Answer: The social media connections are efficient as they result in active Instagram and Facebook accounts with actual customer experience (Chaffey 2020). The social content creates credibility and determines the perception of quality among the customers. It helps to increase the community interaction and to cement the entertainment orientation of the brand.

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: They have categorized their services well under their Bowling, Food and Drink, Parties and offers. The content of each page is in short explanations, images and good headings, which makes the customers comprehend what the venue has to offer. Clear signposting promotes comprehensiveness and improved message connotation. (Garrett 2011)

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

Answer: The most obvious reviews about customers are located on Google and social media connected to separate centres. These sites have the latest reviews that have been posted by actual customers (Laudon & Traver 2021). Although it works well, it would be better to post chosen reviews on the site and enhance the level of transparency and speedy decisions of 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: The service seems to be of high quality because the pictures are professional, the branding is clear, and the environment and information about the offers and facilities are clean (Lemon & Verhoef 2016). The site displays contemporary lanes, food choices and arcade games and it develops a high value. I would suggest Hollywood Bowl in that it provides all round entertainment package, which is family friendly, group and party friendly.

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 while booking and in the Offers section. Promotions like the kid's bowl and eat are simple to perceive. The prices are equivalent to the demonstrated experience, which combines bowling, food and contemporary facilities (Laudon & Traver 2021). Clear pricing instils confidence and facilitates decision making by customers.

Section 4 – Searchability

Question 4a - What three words would you type into Google to find this type of service?	1. Bowling
	2. Family bowling
	3. Bowling deals

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

Answer: True, the site shows on the first page of Google when one types such a query as bowling deals UK or Hollywood Bowl. This indicates high search engine success and performance in terms of visibility to new and repeating consumers.

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: Admittedly, websites are not going away as essential to the UK business (Chaffey 2020). They give quality information, enable customers to make their bookings online, generate customer confidence and enhance searchability. Despite the significance of social media, websites serve as the key point of reliable information and safe transactions. An effective site enhances the online presence of a brand and aids in decision making of the customer throughout the path.

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: The most valuable addition would be the addition of a live chat feature. Customers usually have urgent inquiries regarding the changes in booking, availability or party choices. The live chat is also an instant response, and this enhances reduced frustration and allows users to book more time. It also raises customer satisfaction and satisfies the current digital service demands.

Reference List

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