

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	Luis Plesca	Student Name	2505674
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: <i>The Hollywood Bowl UK website exhibits efficient loading performance, offering users rapid and seamless access to its content. However, this experience is contingent upon external factors such as device specifications and internet connectivity. For example, during this evaluation, the site was accessed using a laptop with 4GB RAM and a Wi-Fi speed of 325 Mbps, which exceeds the UK average. Consequently, while the site appears well-optimized, variations in hardware and network conditions may influence perceived speed.</i>			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: <i>The website features multiple sub-pages, including Locations, Offers, Parties, and Food & Drink. Navigation is facilitated through a persistent top menu, dropdown options, and a search function, complemented by call-to-action buttons for bookings. Footer links provide additional resources such as policies and contact details. This structured design reduces cognitive load and ensures users can efficiently locate relevant information, thereby enhancing usability and supporting a positive customer experience.</i>			
Question 1c - Can a customer make a booking via the webpage?			
Answer: <i>Customers can book directly through the website using an integrated reservation system. The process allows users to select dates, times, and additional options such as food packages or party bookings. Prominent “Book Now” buttons and a streamlined interface minimize complexity, encouraging engagement and improving convenience. This functionality aligns with best practices in digital service delivery, ensuring accessibility and supporting the company’s objective of providing a seamless online experience.</i>			

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

Answer: *Although the website is user-friendly, enhancements could improve inclusivity and engagement. Introducing accessibility features such as high-contrast mode or text-to-speech would benefit users with impairments. Optimizing mobile performance by reducing image load times and simplifying menus could enhance responsiveness. Additionally, personalized recommendations based on previous bookings and clearer visual cues for key actions would further streamline navigation and decision-making, aligning with established usability principles.*

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 Hollywood Bowl UK website presents a visually appealing design characterized by vibrant colours, high-quality imagery, and a modern layout that aligns with its entertainment-focused brand identity. On desktop devices, the interface appears spacious and well-structured, whereas the mobile version adopts a more compact format with collapsible menus to enhance usability on smaller screens. Although the aesthetic remains consistent across platforms, minor differences in navigation and image scaling are evident, reflecting responsive design principles.*

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

Answer: *The Hollywood Bowl UK website employs vibrant imagery and dynamic color schemes to reinforce its entertainment-oriented brand identity. High-resolution photographs of bowling lanes, food, and social experiences create an inviting atmosphere, while bright, contrasting colours highlight key actions such as booking and promotions. Although video content is limited, the visual design effectively conveys excitement and leisure. This strategic use of multimedia elements enhances engagement, supports brand consistency, and contributes to an overall positive user experience*

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 Hollywood Bowl UK website does not currently feature a live online chat tool for real-time assistance. Instead, customer support is provided through alternative channels such as email, telephone, and a callback request option. While these methods enable effective communication, they lack the immediacy and*

convenience associated with live chat systems. Implementing an online chat function could significantly enhance responsiveness, improve customer satisfaction, and align the website with contemporary digital service standards.

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

Answer: *The Hollywood Bowl UK website integrates social media links within its footer, directing users to platforms such as Facebook, Instagram, and X (formerly Twitter). These links are functional and provide access to promotional content, event updates, and customer engagement opportunities. While effective in extending brand presence beyond the website, their placement could be more prominent to encourage interaction. Enhanced visibility and integration of live social feeds could further strengthen customer engagement and digital connectivity.*

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: *The Hollywood Bowl UK website clearly communicates its services through well-structured navigation and descriptive content. Dedicated sub-pages outline offerings such as bowling sessions, party packages, food and drink options, and promotional deals. Each section includes detailed explanations and visual elements that reinforce the brand's entertainment focus. Prominent call-to-action buttons, such as "Book Now," further clarify available services and encourage engagement. This transparent presentation ensures customers can easily identify and access the company's core offerings.*

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

Answer: *Customer reviews for Hollywood Bowl UK are primarily hosted on third-party platforms such as Trustpilot, where the company maintains an active profile. These reviews are regularly updated, with recent entries reflecting experiences from the past few days, indicating ongoing engagement and transparency. Feedback covers service quality, pricing, and overall experience, providing prospective customers with credible insights. The presence of timely and authentic reviews enhances trust and supports informed decision-making for potential bookings.*

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 Hollywood Bowl UK website presents its services as high quality through professional design, clear branding, and detailed descriptions of offerings. High-resolution imagery and vibrant colour schemes reinforce a premium leisure experience, while structured content emphasizes safety and customer satisfaction. I would recommend the service to friends or family due to its convenience, engaging atmosphere, and comprehensive booking options. These features collectively position the brand as a reliable and enjoyable entertainment provider.***

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: ***Prices on the Hollywood Bowl UK website are clearly displayed during the booking process, ensuring transparency for customers. Costs vary based on factors such as location, time, and additional packages, which reflects the flexibility of the service. The pricing structure aligns with the quality presented through professional branding, modern design, and comprehensive offerings. This clarity supports informed decision-making and reinforces the perception of value, contributing to customer trust and satisfaction.***

Section 4 – Searchability

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

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

Answer: ***When the keywords "Bowling," "Entertainment," and "UK" are entered into Google, the Hollywood Bowl UK website consistently appears within the top ten search results. This strong ranking demonstrates the effectiveness of its search engine optimization (SEO) strategy, which likely includes relevant keyword integration, optimized metadata, and a well-structured site architecture. High domain authority and frequent updates further contribute to its visibility. Such positioning is critical for discoverability, as it ensures prospective customers can easily locate the website without extensive searching. Prominent placement also enhances brand credibility and trust, which are essential for driving traffic and increasing conversion rates in a competitive leisure market.***

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: **Websites remain highly relevant in modern UK business as they serve as a primary digital touchpoint for customer engagement, brand representation, and service delivery. Despite the rise of social media and mobile applications, websites provide centralized, authoritative platforms for detailed information, secure transactions, and integrated marketing strategies. They enhance credibility, support search engine visibility, and enable businesses to maintain control over content and user experience. Furthermore, websites facilitate accessibility across diverse devices and demographics, ensuring inclusivity and compliance with digital standards. In an increasingly competitive market, a well-designed website is essential for sustaining customer trust, driving conversions, and reinforcing brand identity.**

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: **One key recommendation for improving the Hollywood Bowl UK website would be the integration of a live chat feature. This enhancement would allow customers to receive real-time assistance, reducing reliance on email or telephone communication, which can be time-consuming. Live chat tools are widely recognized for improving user experience by providing instant responses, clarifying booking details, and resolving queries efficiently. Implementing this functionality would align the website with current digital service standards, enhance customer satisfaction, and potentially increase conversion rates by removing barriers to engagement during the decision-making process.**

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