

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2435669	Student Name	Robert Ilie Rusnac
Website Chosen	Acocks Green Bowl		
Insert hyperlink to website	https://www.acocksgreenbowling.co.uk/bowling/		
<u>Evaluation</u>			
Section 1 – Usability			
Question 1a - How quickly and easily does the website load?			
Answer: The website takes approximately 5 seconds to open and display its contents to the visitor. Willing visitors can put the name of the bowling arena over on the search bar of the browser's homepage. The first hyperlink to appear will take them directly to the official webpage of the arena. The website is further accessible from both desktops and smartphones, or any other device with an internet connection. Irrespective of the device customers are using, the company's website opens easily within a few seconds.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: The company has multiple subpages hyperlinked on its front homepage. Customers can click on the 'About' tab to know more about the organisation, mainly its evolution and historical context. Customers also get the option to view the gallery section, where there is a display of the interiors of the arena. Pictures of happy customers and their bowling experiences are			

also displayed on the gallery page. Another sub-page offers the booking option, while several other pages are linked to its social media profiles.

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

Answer:

Yes, the customers get the option of booking a time slot through its official website. Customers have to click on the 'Book Online Now' section to navigate to the booking page (Acocksgreenbowling.co.uk, 2025). Customers have to create an account and log in using their credentials. Clicking on the mentioned tab will open a separate booking page where they can select a service, choose a date and time, and manage the booking system. Booking online also offers customers specialised deals and customised offers.

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

Answer:

In order to enhance its website, Acocks Green Bowling can focus on improving the UX (User Experience) and Navigation. It is essential to ensure that the website remains responsive and visually appealing on all devices. Focus should also be brought towards the enhancement and enrichment of information present on the website. For instance, it might include the number and types of bowling lanes present, any special features, and availability. Food and beverage options can also be included on the website.

Section 2 – Pleasure – Customer Experience

Question 2a – How pleasant does the webpage look? Are there any differences in appearance on a mobile phone versus a computer?

Answer:

The website of the concerned organisation looks quite appealing and engaging on different devices. The company is actively engaged in posting updates, deals, and promotional content to keep willing visitors informed. There is a significant difference between designing the website for a smartphone and a desktop. When accessed from a mobile phone, the interactive buttons remain much larger as customers mainly navigate through taps and swipes. The number of elements appearing on the screen when opened from a desktop is also more.

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

Answer:

On the website of the concerned organisation, the presence of green and black colours is prominent. For highlighting the texts on the website, a vibrant yellow colour is used by the company. In the context of imagery and videos, the pictorial representations mostly highlight the interiors of the bowling arena. It is to maintain transparency with the willing customers and to ensure that customers are aware of what to expect when visiting the arena. Alternatively, videos of customers enjoying their time in the arena are also present.

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:

There is no online chat tool present on the website of the chosen organisation. Despite the fact that the website appears to be quite appealing to users, there is no chatbot to support their queries or to help them navigate. In recent times, most bowling areas and entertainment zones are installing chatbots on their website to effectively boost customer experience (Miklosik *et al.* 2021). However, in order to get answers to the queries, customers of Acocks Green Bowling have to contact the customer support.

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

Answer:

The social media links present on the website take customers to the Facebook and Instagram pages of the organisation. The Facebook page of the company is filled with deals, family fun, and events' information and pictures. Posts regarding the special offers, discounted games, and online booking processes are also present on the social media platform. The Instagram page depicts the bowling alleys and various other user-generated content. These social media pages are highly effective in making customers aware of the offerings and discounts.

Section 3 – Perceived Value

Question 3a - How are the services offered by the company made clear to customers?

Answer:

Acocks Green Bowling uses a combination of both online and offline methods to make potential customers aware of its services. It encompasses the promotion of its bowling alleys, laser quest, and activities for kids through the website and the social media channels. The company also participates in local community events and partners with local schools to promote its services and available facilities. Acocks further caters to different events like birthday parties and customises menus accordingly.

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

Answer:

The customer reviews are made available through social media platforms and third-party applications like TripAdvisor and Google. The reviews available on TripAdvisor are up-to-date and offer an insight into the experiences witnessed by prior visitors. The number of likes, comments, and shares on Facebook and Instagram can also help in drawing a possible image of the quality services being offered by the bowling company. The company ensures that these reviews are updated frequently (TripAdvisor, 2025).

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:

From the website of the firm, one can witness the use of modern facilities, inclusive policies, and a family-friendly range of services. The use of user-generated content and detailed package information advocates for the quality of service. Furthermore, considering the reviews on the different platforms, the presence of friendly and supportive staff and the accessibility for different customers can also be learned about. It enhances the possibility of recommending the business to friends and family.

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:

The website of Acocks Green Bowl offers the price range of several services; nonetheless, the price information of some services might be missing. The depicted prices justify the

quality of service offered at the arena. The prices of services that are missing online trigger queries among the willing customers. For instance, the bowling alley can charge up to £17.67 on an hourly basis. The price of entry fees per individual can reach up to £4.05, depending on the availability and the membership (Superbowl, 2025).

Section 4 – Searchability

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

1. Bowling at Birmingham

2. Tenpin bowling spots

3. Family bowling in Birmingham

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

Answer:

The TripAdvisor list appeared after searching with these keywords, has depicted Acocks Green Bowl in the third position among the most famous bowling arenas (TripAdvisor, 2025).

Section 5 – Reflection and conclusion

Question 5a - Do you feel that websites still have relevance in modern UK business? Explain your answer.

Answer:

Yes, websites are still found relevant for modern-day UK businesses. Although social media platforms have gained popularity for serving as an information hub, websites still remain in the central position for long-term stability and opportunities for in-depth information and SEO (Hair *et al.* 2019). Social media is an influential platform that potentially shapes the decision-making of customers. In contrast, websites offer better information regarding the policies, prices, and discounts offered by the organisation. Websites are also not liable for the changing algorithms and platform policies of the social media platforms. In terms of payments and transactions, websites are more secure in protecting the sensitive information,

including the payment descriptions of customers. Leveraging the official website, companies like Acocks Green Bowl can establish initial trust with their potential customers.

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 order to enhance the official website of the chosen business, the company can focus on installing a chatbot on the front page of the website. Chatbots are essential in establishing the initial point of contact with potential customers. It significantly brings down the time involved in communicating with customer service and getting the queries addressed. These chatbots are mainly active 24*7, and customers can enter their queries to get quick solutions. These digital live chat tools can also reduce the friction present within the booking systems. Just by entering the date, time, and the purpose of the event, customers will be able to make reservations efficiently and get confirmation messages in no time. It can also be beneficial in attracting customers who opt for quick online interactions.

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