

LCLM4002_BIRM Digital Skills Task 3 Website Evaluation			
Student Number		Student Name	
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Website Chosen	cocks 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?			
The Acocks Green Bowling website has a seemingly satisfactory load time, allowing users to access important information such as opening hours, location, contact information, and booking options fairly quickly. On stable and fast connections, pages load almost instantly, creating a very positive first impression for customers. The simple design and absence of overly cluttered elements contribute to this agility (Chouki et al., 2021). However, I also felt that optimization with images and additional features could further improve the overall navigation speed. The Acocks Green Bowling website generally has a faster load time than many similar leisure websites, such as those for bowling alleys or recreation centers. While some competitors take several seconds to display their information and images in full, Acocks Green Bowling typically delivers the main content almost immediately on stable connections. This speed ensures a more fluid and enjoyable experience, reducing wait times and increasing the likelihood of visitors staying on the site.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
I noticed that the Acocks Green Bowling website doesn't have many subpages; its structure is simpler and more straightforward, focusing on providing only essential information, such as opening hours, location, prices, events, and reservations. Potential customers typically access these sections through a basic navigation menu located at the top or side of the page. Because there aren't many layers of content, navigation is quite intuitive, requiring only a few clicks to access the information the customer needs, which greatly facilitates the user experience (Vu et al., 2021). I checked other leisure center or bowling alley websites, and Acocks Green Bowling has fewer subpages and more streamlined navigation. While many competitors offer extensive menus with multiple headings, photo galleries, blogs, and event pages, Acocks Green Bowling's website focuses on presenting only the essential information. For these potential customers, this means fewer clicks and less time searching, and it can limit access to additional content that could enrich the experience.			
Question 1c - Can a customer make a booking via the webpage?			
The Acocks Green Bowling website currently lacks a direct online booking system integrated into the homepage. While contact information such as phone number and address is provided for customers to make reservations, the lack of a form or digital platform for self-booking limits convenience for users who prefer to book online. In comparison, many similar websites already offer online systems that streamline the process, making the customer experience faster and more efficient (Bhambri, 2025). I compared it with other bowling websites and found that Acocks Green Bowling's website lacks an integrated online booking system, which is a disadvantage for customers seeking			

convenience. Many competitors offer digital platforms that allow users to book lanes, times, and events directly through the website, providing autonomy and convenience. This functionality reduces wait times and completely eliminates phone calls, undoubtedly improving the customer experience.

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

To improve the usability of the Acocks Green Bowling website, several actions could be implemented. First, creating an online reservation system would greatly facilitate users' lives, making the process faster and more intuitive. Furthermore, organizing the menu into clear, expandable categories would improve navigation, allowing visitors to easily find information about lanes, events, prices, and promotions (Cimpago and Kusuma, 2024). Including a responsive, mobile-friendly design would ensure a smooth experience on smartphones and tablets. It's also important to invest in more detailed text and compelling visuals, such as high-quality images and videos of the venue, to engage visitors. Moreover, implementing digital accessibility features, like keyboard navigation and image alt-text would make the site more accessible to everyone. I compared the website to other bowling and leisure center websites and I found that the Acocks Green Bowling website lacks in usability aspects. Online reservation system, well-organized menu with clear sections, and improved image and video content are already available at many competitors, and make the navigation process easier and the experience more appealing. Moreover, other websites of this kind are frequently fully functional, which means that they do not cause any difficulties with the use of mobile phones, as well as people with disabilities. I decided that the investment was worthwhile because it would make the site of Acocks Green Bowling more inclusive and interesting.

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?

The Acocks Green Bowling site is simple in its structure and setting, having a clear design that is not difficult to read and acquire the necessary information. The colors are mellow and in line with the sports and recreational theme, which makes it welcoming. The appearance is also simple and can be more contemporary and appealing to hook more visitors. On desktop, the design is clear and all the elements are structured. On mobile devices, the site is responsive, i.e., it adapts to the size of the screen but on the other hand, some elements may look less impressive or even squeezed because of the simplicity of the design. In comparison with the competing websites that usually provide more interactive and rich visual experience, Acocks Green Bowling might invest in the improvement of the visuals of the site to make it more engaging and convenient to use on all devices. I have visited other bowling websites and noticed that the site of Acocks Green Bowling has a rather simple and out-dated design. Other competitors I analyzed invest in much more attractive visuals, with sophisticated layouts, high-quality images, and interactive elements that make navigation much more engaging. I also found that these websites generally offer a more polished experience, adapting to different screen sizes, especially on devices like mobile phones. While Acocks Green Bowling maintains a functional appearance, it could adopt and implement a more contemporary design to better compete in today's online market.

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

The visual identity uses vibrant purple and bowling-themed graphics. Vibrant colors (pink, blue, and green) create a fun atmosphere. Strengths: - Vibrant colors match the natural atmosphere of the location. - Memorable logo. - Good color contrast for easy readability.

Areas for improvement: - Vibrant colors may not appeal to all audiences.

The website uses images sparingly, mainly to illustrate the club's ambiance and bowling lanes. Photos help convey the feel of the space, but they're rare and not always high-resolution, which can impact the perceived visual quality. There are no videos, which could enrich the user experience by showing the venue in action. As for colors, the website opts for a simple and sober palette, with soft tones that match the sports theme, conveying a sense of calm and organization. Overall, the use of these elements is functional, but there is room for improvement that would make the website more attractive and dynamic. I compared it to other bowling and recreation center websites and concluded that Acocks Green Bowling uses images more sparingly and doesn't include videos, unlike many competitors who invest in engaging visual galleries and promotional videos to better capture visitors' attention. I also concluded that, while some websites adopt more vibrant and modern color palettes to convey energy and fun, Acocks Green Bowling's website maintains an attractive palette, but compared to other websites, it can be considered more traditional, as it also conveys a sense of organization.

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?

The Acocks Green Bowl website lacks an online chat tool, which hinders real-time interaction with customers. Customer service is centered on traditional channels such as phone, email, and contact forms. This choice directly impacts the effectiveness of obtaining information about products and services. Unlike live chat, which allows for quick responses, communication via email or contact forms relies on staff response times and is subject to delays, especially outside of business hours. Phone calls offer immediate contact but require both the customer and the agent to be available simultaneously, which is not always feasible. In the entertainment services industry, where purchasing and booking decisions are often made spontaneously, the lack of an interactive channel can reduce customer conversion (Alam et al., 2025). Furthermore, customer reports of difficulties resolving operational issues (such as parking problems) indicate that existing channels are not always capable of providing a quick and effective solution. It is concluded that the absence of an online chat represents a gap in the website's customer service strategy, reducing the agility and convenience of the user experience.

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

The Acocks Green Bowling website provides visible social media links, but their effectiveness is limited. While links direct users to platforms like Facebook, they are not prominently highlighted or regularly updated with engaging content such as promotions, events, or customer interactions. This reduces their potential to attract and retain customers online. Compared with competitors that actively use Instagram, TikTok, or Twitter to showcase lively visuals and real-time updates, Acocks Green Bowling's social media presence feels underutilized. Strengthening these channels could significantly improve customer engagement, brand visibility, and overall communication with both new and existing visitors.

Section 3 – Perceived Value

(75 words maximum for each answer)

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

On the Acocks Green Bowling website, the services offered are presented clearly and directly, with information on opening hours, available lane types, special events, and options for members and visitors. The text is simple, making it easy for visitors to understand, and there are specific sections dedicated to explaining the club's operations and the activities offered. However, the website could be improved by including more detailed descriptions, illustrative images, and frequently asked questions to clarify common doubts, making communication more complete and attractive to potential customers (Sakas and Reklitis, 2021). Compared to other bowling alley and recreation center websites,

Acocks Green Bowling's website offers basic, straightforward information about its services, but with fewer details and visuals. Other competitors provide more detailed descriptions, containing explanatory texts, high-quality photos, videos demonstrating the product, and frequently asked questions that can address most common customer inquiries. Moreover, these websites often feature promotions, special packages, and testimonials of the users enhancing communication and creating customer trust. Hence, the site of Acocks Green Bowling can be improved by implementing these practices in order to make its services more appealing and transparent. On the whole, Acocks Green Bowl has mixed review pattern. The overall level of praise to the service is also consistent, especially when it comes to celebrations or party occasions, which shows a team that is able to construct personal and memorable experiences. Nevertheless, there are some of the same problems, which emerge regularly and affect general opinion about the service. In comparison, establishments like the Hollywood Bowl tend to maintain a more stable satisfaction rating, with fewer reviews focused on specific aspects like cleanliness or minor delays (Oakley, 2024). This suggests that, while not perfect, they offer a more predictable and consistent experience for most visitors. Venues like Tenpin Star City, on the other hand, present a more volatile scenario, with sharp swings between very positive and very negative experiences. This highlights that service is a key factor in satisfaction, and small glitches in customer interaction carry significant weight in the final rating.

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

I found that the Acocks Green Bowl website profile includes a summary with reviews categorized as "Excellent," "Very Good," and "Average." I also discovered that Acocks Green Bowl's customer reviews are primarily available on secondary platforms such as TripAdvisor, Yelp, and Google Reviews (Tripadvisor, 2024). The official website doesn't have its own system for collecting and displaying these reviews, meaning user feedback is accessed indirectly through these secondary sites. This practice allows for transparency, as the reviews are public, reflecting and displaying all customer experiences. I also discovered that the available reviews are updated frequently, with recent entries from users sharing their experiences over the past few months. This is very important because it provides new visitors with a baseline of the venue's potential, allowing them to get a sense of the services provided and the venue's conditions. I also concluded that, while reviews are easily found and updated on these secondary platforms, I believe it's not entirely positive that the platform doesn't have a dedicated, integrated mechanism for including these review comments on its own website; this can compromise the overall perception of the establishment's responsiveness.

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?

The Acocks Green Bowling website presents its service as high quality by emphasizing a friendly atmosphere, accessible location, and opportunities for both casual games and organised events. Information about family activities and group sessions highlights inclusivity, making the venue appealing to a broad audience. Although the design is simple, the descriptions suggest a welcoming community club rather than a purely commercial chain. I would recommend the service to friends or family who value an affordable, straightforward leisure activity in a relaxed setting. While the site could strengthen its image with richer visuals and testimonials, the service appears trustworthy, enjoyable, and well suited for social gatherings.

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?

The Acocks Green Bowling website does not clearly display prices for games, memberships, or events. This omission may discourage potential customers who prefer transparent cost information when planning leisure activities. A possible reason for not including prices is that the club wants flexibility to adjust rates for different groups, promotions, or seasonal events without constantly updating the site. However, many competitors publish detailed price lists, which helps build trust and allows customers to

compare value. Including clear, up-to-date prices would make the service appear more professional and reassure visitors that the costs match the quality of the experience offered.

Section 4 – Searchability

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

1. Bowling Birmingham
2. Tenpin bowling Acocks Green
3. Family bowling near me

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

When searching with terms such as "Bowling Birmingham," "Tenpin bowling Acocks Green," or "Family bowling near me," the Acocks Green Bowling website does appear within the top ten results on Google, particularly for location-specific searches. For example, when using the word "Acocks Green" alongside "bowling," the site ranks highly and directs users to the relevant homepage. However, for broader searches such as "Bowling Birmingham," the website is still visible but competes with larger national chains like Hollywood Bowl or Tenpin, which often dominate the top rankings. This suggests that while the site benefits from strong local search engine visibility, it has limited reach in more general searches. Overall, the business is well positioned for customers seeking bowling activities in the local area but could benefit from further optimisation to strengthen its ranking against bigger competitors.

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.

Yes, websites remain highly relevant in modern UK business because they serve as the primary digital presence for most organisations. A website enables customers to get important information about services, prices, contact information and opening hours at any time, and this makes businesses look professional and trustworthy. Websites are much easier to control in terms of content, branding and search engine optimization, although social media platforms are also useful in such a context. They are also a middle ground between the booking systems, reviews and promotional campaigns. In competitive industries such as leisure and hospitality, an effective web site can make a difference in the choices that customers make, boost credibility and distinguish smaller operations against chains. Therefore, websites are still a vital tool for attracting and retaining 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?

If I were to make one recommendation to improve the Acocks Green Bowling website, it would be to introduce an integrated online booking system. Currently, customers must rely on phone or email to reserve lanes, which is less convenient and may discourage spontaneous visits. A simple digital booking platform would allow users to check availability, confirm reservations instantly, and even pay online. This improvement would align the website with industry standards, enhance customer convenience, and reduce pressure on staff to handle manual bookings. It would also appeal to younger, tech-savvy audiences who expect quick and easy online solutions. Overall, this upgrade would modernise the website and directly improve customer experience and satisfaction.

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