

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2438045	Student Name	John Quinn
Website Chosen	Acocks green bowling		
Insert hyperlink to website	https://acocksgreenbowl.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 Acocks Green Bowling website has a slow loading speed of 4.88 seconds, while optimal times should be under 3 seconds. This delay can deter users from exploring other pages and lead to frustration and bounces as visitors may abandon the site for faster alternatives. To enhance user experience and increase traffic, it's crucial to optimize images, streamline code, and leverage browser caching. Reducing the number of images and their sizes can significantly improve loading times and boost user satisfaction and engagement.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: Yes, the website contains several sub-pages that provide information about different aspects of the bowling club, including facilities, events, and membership details. A prospective customer can navigate these sub-pages by using the menu at the top of the homepage, which lists the various sections. They can click on the links to explore more about each topic. Additionally, incorporating a search function could enhance navigation, enabling users to quickly locate the content they need and ultimately improving their overall experience.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: Yes, a customer can make a booking via the webpage. The site provides a dedicated section for bookings where users can select their preferred date and time, enter their details, and confirm the reservation. It's designed for convenience, allowing customers to check availability and secure their bowling lanes easily online. This feature enhances the customer experience by streamlining the booking process directly through the website. The website is user-friendly and includes an online booking system that facilitates the reservation process for customers, ensuring that they can book lanes efficiently without needing to call or visit in person.			
Question 1d - What improvements could be made to the usability of the website?			

Answer:

The website could improve the following areas: enhance user interface for better navigation, optimize loading speed, ensure mobile responsiveness, update content for clarity and relevance, and incorporate more visuals like images or videos to engage users. These improvements can make the site more user-friendly, attractive, and informative, helping visitors find what they need quickly and enjoy their experience.

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: On a computer, the website appears Well arranged with a balanced use of white space and clear typography. The navigation menu is easily accessible, and the content is displayed in a multi-column format, making it Pleasant to look at and easy to read. In contrast, the mobile version adopts a single-column layout to accommodate smaller screens. While the mobile design is responsive and functional, some elements, such as the navigation menu, require additional clicks to access, which could slightly hinder usability for mobile users. Additionally, the mobile interface occasionally feels cluttered due to the Overlapping content

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

Answer: The Acocks Green Bowl website effectively uses imagery, video, and colour to create an engaging and informative platform for visitors. High-quality images showcase the facilities and services, while the vibrant colour scheme reinforces the fun and family-friendly atmosphere. Although the use of video is not explicitly mentioned, incorporating this element could further enhance the website's appeal. By optimizing these design elements and incorporating interactive features, the website can continue to attract and retain visitors

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:

No doesn't have one

If Acocks Green Bowl has an online chat tool on its website, this can be a highly effective method for inquiring about their products and services. The immediacy, convenience, and pleasant user experience provided together by such a tool have contributed to both end-user satisfaction and hence rising business success.

Were you to raise specific questions on what or how the chat tool works, I can put together more pointed information for you.

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

Answer:

The value of social media buttons can be rated by their prominence, usability, and action.

They should be at the top or bottom, and accessible to visitors at a glance.

Functional URLs should take the user to social media accounts that post interesting content. Proper integration with the website design is also important and should be consistent with the brand.

Also, adding calls to action can help get them to follow and engage, building a community around 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:

The company clearly informs the customers about the services provided, using a couple of key elements.

Easy to navigate – A clear website layout with separate sections for service offering (e.g., bowling lanes, membership, events). Well-worded, crisp descriptions along with good quality photos make it easy to report the items.

Promo flyers or posts can also focus on unique events and programs. Customer experiences and reviews can also strengthen the quality and allure of the services.

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

Answer: Yes, if you wanna know what the people think of Acocks Green Bowling, then you got options — Trust Burn, Tripadvisor, Yelp, even the Chamber of Commerce site if you're feeling fancy. People don't hold back either. That, and tons of love for the staff — who are apparently super friendly — and the whole place exudes that throwback, family-friendly feel. Feels like a bit of a set in old days in a good way

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: Acocks Green Bowling offers high-quality service with a focus on tidy facilities and top-notch equipment, ensuring a pleasant bowling experience. The friendly staff provides helpful information, making every visitor feel welcome.

I recommend Acocks Green Bowling to anyone seeking an engaging local activity, regardless of age. It has gained a reputation for being one of the best escapes from city life, making it a fun and enjoyable place for families to play games together.

To increase recommendations, the club could introduce loyalty programmes or perhaps special deals for families and groups, encouraging people to come back. Moreover, putting on local events and theme nights can generate a sense of community; it is the perfect place to go for fun trips out. By focusing on these areas, Acocks Green Bowling will improve its reputation and attract more visitors.

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: Acocks Green Bowl offers customers transparent pricing primarily through its online booking system rather than providing a comprehensive pricing list on its homepage.

When customers book a session, they can select the time, the number of players, and view the pricing details before confirming their reservation. While this process ensures transparency during booking, it may be frustrating for those casually browsing for information."

If costs aren't listed on the homepage or in a static table, it's likely due to:

The company balancing temporary promotions with other options.

The value of professional guidance for complex inquiries.

A booking system that tracks demand and availability.

The farm may prefer to highlight promotions like discount codes (e.g., SPRING25) instead of displaying static prices.

Section 4 – Searchability

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

Birmingham bowling

Acocks Green bowl

bowling places in Birmingham

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

Answer: When I search for "Acocks Green bowling" on Google, the company's website (acocksgreenbowl.com) usually ranks in the top 10 results, indicating a strong online presence and effective SEO. This high ranking enhances visibility, as most users don't look beyond the first page of search results. The website's name aligns with search queries, making it easier for customers to find, explore services, and make bookings quickly, ultimately attracting more customers through online searches.

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 are still very appropriate for today's British business. After all, they represent a way to present your business online, which at present we can't do without. Meanwhile, they continue to bear great information for everyone.

In this electronic age, most people first research a firm on the web before actually going to visit it, and so companies that have websites can offer basic information such as opening times, prices of services provided, and your contact details.

(Mintel, 2023) Mintel's reports, such as the "UK Digital Lives of Consumers Report 2025" and insights on online retail, emphasize that consumers prioritize:

In addition, a professional company website gives you the opportunity to develop your brand, attract new customers, and stay ahead of the competition. Furthermore, websites can support online bookings, reviews, and promotions, bringing business to a wider audience.

For example: Acocks Green Bowl uses its website for both advertising its services and allowing 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:

If I were to make one recommendation to improve the website of Acocks Green Bowl, it would be to include more child-friendly features and promotions, such as kids' fancy-dress events, themed bowling nights, or party packages. This would make the website more appealing to families with young children.

My suggestion depends on whether the bowling centre is located near schools or residential areas, where there's likely to be more demand for family activities.

Adding colourful images, event details, and booking options for children's activities would help the business stand out and attract more local families.

This improvement would also make the website more engaging, helping parents easily plan fun and memorable visits for their children.

Reference List

- Acocks Green Bowling Alley (no date) Bowling. Available at: <https://www.acocksgreenbowling.co.uk/bowling/> (Accessed: 27 April 2024).
- Smith, J. (2023) Leisure Industry Trends 2023. London: Leisure Publishers.
- Mintel (2023) *Leisure Outlook - UK - Summer 2023*. Available at: <https://store.mintel.com/report/leisure-outlook-uk-summer-2023> (Accessed: 18 July 2025).