

| LCLM4002_BIRM Digital Skills Task 3                                                                                                                                                                                                                                                                                                                                                    |                                                                         |                     |                      |
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| <u>Website Evaluation</u>                                                                                                                                                                                                                                                                                                                                                              |                                                                         |                     |                      |
| <b>Student Number</b>                                                                                                                                                                                                                                                                                                                                                                  | 2423969                                                                 | <b>Student Name</b> | Amanda Vieira Calais |
|                                                                                                                                                                                                                                                                                                                                                                                        |                                                                         |                     |                      |
| <b>Website Chosen</b>                                                                                                                                                                                                                                                                                                                                                                  | Acocks Green Bowl                                                       |                     |                      |
| <b>Insert hyperlink to website</b>                                                                                                                                                                                                                                                                                                                                                     | <a href="https://acocksgreenbowl.com/">https://acocksgreenbowl.com/</a> |                     |                      |
|                                                                                                                                                                                                                                                                                                                                                                                        |                                                                         |                     |                      |
| <b><u>Evaluation</u></b>                                                                                                                                                                                                                                                                                                                                                               |                                                                         |                     |                      |
| <b>Respond to each question</b>                                                                                                                                                                                                                                                                                                                                                        |                                                                         |                     |                      |
| <b>Section 1 – Usability</b>                                                                                                                                                                                                                                                                                                                                                           |                                                                         |                     |                      |
| <b>(75 words maximum for each answer)</b>                                                                                                                                                                                                                                                                                                                                              |                                                                         |                     |                      |
| <b>Question 1a</b> - How quickly and easily does the website load?                                                                                                                                                                                                                                                                                                                     |                                                                         |                     |                      |
| Answer: Load time: <b>906 ms</b> on my device. Evaluated at: “Pingdom Website Speed Test”. The ease of loading will depend on the user's internet speed.                                                                                                                                                                                                                               |                                                                         |                     |                      |
| <b>Question 1b</b> - Does the website contain many sub-pages? How does a prospective customer navigate these?                                                                                                                                                                                                                                                                          |                                                                         |                     |                      |
| Answer: The website has several subpages and an organized menu, separated by different topics. This makes it easier for customers to access the website. Navigation is simple and fast, allowing users to reach what they need with just one click.                                                                                                                                    |                                                                         |                     |                      |
| <b>Question 1c</b> - Can a customer make a booking via the webpage?                                                                                                                                                                                                                                                                                                                    |                                                                         |                     |                      |
| Answer: Yes, a customer can make a booking via the website. The booking is easily accessible as it is on the homepage, where you can choose the date and time for your game.                                                                                                                                                                                                           |                                                                         |                     |                      |
| <b>Question 1d</b> - What improvements could be made to the usability of the website?                                                                                                                                                                                                                                                                                                  |                                                                         |                     |                      |
| Answer: I would recommend adding an AI-powered online chat to enhance customer support, helping to handle customer inquiries faster and more efficiently.                                                                                                                                                                                                                              |                                                                         |                     |                      |
| <b>Section 2 – Pleasure – Customer Experience</b>                                                                                                                                                                                                                                                                                                                                      |                                                                         |                     |                      |
| <b>(75 words maximum for each answer)</b>                                                                                                                                                                                                                                                                                                                                              |                                                                         |                     |                      |
| <b>Question 2a</b> – How pleasant does the webpage look? Are there any differences in appearance on a mobile phone versus a computer?                                                                                                                                                                                                                                                  |                                                                         |                     |                      |
| Answer: The appearance and design of the website look amateurish. I would recommend a modern and professional design to give the site a more harmonious look. I would also suggest updating the website's logo to something that matches better. There is a small difference between a mobile phone and computer: the top section appears red on mobile, while it is blue on computer. |                                                                         |                     |                      |
| <b>Question 2b</b> - How does the website use imagery, video and colour?                                                                                                                                                                                                                                                                                                               |                                                                         |                     |                      |
| Answer: The website doesn't use videos, only images. The images are simple and generic, but they are in line with the theme. The colors however, are overloaded and very                                                                                                                                                                                                               |                                                                         |                     |                      |

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| vibrant on some subpages, such as the 'Latest Offers' and the 'Food & Drink' menu, which makes the visual experience a bit overwhelming.                                                                                                                                                                                                                   |                |
| <b>Question 2c</b> – 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, the website does not currently offer an online chat tool. Nowadays this tool is essential for both user experience and the business, providing a quick solution to any customer questions or suggestions.                                                                                                                                      |                |
| <b>Question 2d</b> – How effective are the social media links on the website?                                                                                                                                                                                                                                                                              |                |
| Answer: The link to Facebook on the website is working perfectly. When you click on the link, you will be directed to the Acocks Green Bowl page on Facebook. However, the sharing link on the website is not working, and it is currently not possible to share.                                                                                          |                |
| <b>Section 3 – Perceived Value</b>                                                                                                                                                                                                                                                                                                                         |                |
| <b>(75 words maximum for each answer)</b>                                                                                                                                                                                                                                                                                                                  |                |
| <b>Question 3a</b> - How are the services offered by the company made clear to customers?                                                                                                                                                                                                                                                                  |                |
| Answer: The services offered by the company are very well explained to customers. The displayed prices show transparency and make it easier for the customer to make a decision.                                                                                                                                                                           |                |
| <b>Question 3b</b> - How are customer reviews made available? Are these up to date?                                                                                                                                                                                                                                                                        |                |
| Answer: There are no customer reviews available. This could lead to a lack of credibility and trust for the company.                                                                                                                                                                                                                                       |                |
| <b>Question 3c</b> – 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: I wouldn't rate the service of this company as high quality based on their website. With so many other companies offering the same service but with better presentation of their offers, this one wouldn't catch my attention. I would only use the services of this company if recommended by a friend or family member.                          |                |
| <b>Question 3d</b> - 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 clear for customers. The displayed prices show transparency and make it easier for customers to make a decision. Yes, the prices reflect the quality of the service offered. The prices for food and drinks are below average for a bowling company, compared to other websites, such as "Hollywood Bowl", also in Birmingham. |                |
| <b>Section 4 – Searchability</b>                                                                                                                                                                                                                                                                                                                           |                |
| <b>Question 4a</b> - What <b>three</b> words would you type into Google to find this type of service?                                                                                                                                                                                                                                                      | 1. Bowling     |
|                                                                                                                                                                                                                                                                                                                                                            | 2. Cocks Green |
|                                                                                                                                                                                                                                                                                                                                                            | 3. Birmingham  |
| <b>Question 4b</b> - When you type these words into google, does the company's website appear in the top ten websites?                                                                                                                                                                                                                                     |                |

Answer: Yes, when I search those words on Google, the company's site shows up in the top results, it's even the first one

### 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: Yes, websites are extremely important for modern businesses in the UK. A well-structured website, with a good appearance, clarity, and ease of use, is essential and reflects professionalism. The potential to reach new customers can be limitless by using available tools, such as Google Ads, allowing businesses to expand across the country and even internationally

**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: I would recommend implementing an online chat system with AI support to improve customer service, providing quick and efficient responses. Additionally, I would strongly suggest hiring a professional designer to bring modernity, credibility, and professionalism to the company. I would also recommend a strategic price adjustment to align with the market average, as this could attract more customers. My suggestion focuses on enhancing the company's visual appeal, as good design attracts customers and can lead to higher profits.

### Reference List

Pingdom Website Speed Test. Available at: <https://tools.pingdom.com/>  
(Accessed 25.04.2025).

Hollywood Bowl (09/05/2006) 'Food and Drink Menu'. Available at:  
<https://www.hollywoodbowl.co.uk/>  
(Accessed 25.04.2025).