

LCLM4002_BIRM Digital Skills Task 3			
<u>Website Evaluation</u>			
Student Number		Student Name	
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: The website is fast to load on computers and mobile phones. Web pages load in just a few seconds because of efficient image compression and code organization. Links and transitions between pages are seamless and fast. The home page content loads gradually, enabling instant user interaction. In general, the speed of the website contributes to a good user experience and potential drop-out rates.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: website has several sub-pages such as booking, offers, locations, food and events. It is easy to navigate with the top menu and drop-down menu. Information is accessible via categories. The site also features a search and location finder. The sensible structure allows easy navigation between pages.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: Customers can also make bookings online. Customers can choose the venue, date, time and the number of players. It's user-friendly and step-by-step. It is safe and easy to use, allowing customers to make bookings without the help of an agent.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: While the website is very user-friendly, it could be improved by streamlining the booking process to fewer steps. Increasing the speed of the booking process by adding a quick-book button to the homepage would be helpful. Finally, faster page load times on lower speed networks and more intuitive call to action buttons could also improve the 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:

The site has a contemporary and attractive design with vibrant colours and stimulating displays. It is energetic and playful, as is appropriate for entertainment. The website is responsive on mobile, ensuring it's easy to read. Certain features are streamlined for mobile, but consistency is preserved.

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

Answer:

The site employs quality images and colourful design. Photos of bowling and other entertainment add eye-catching content. Colours like blue and neon convey excitement and energy. Videos are used sparingly to keep load times short but still provide visual stimulation. In general, media support branding.

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 site offers customer support, but there is a lack of live chat or a chat is not easily accessible. It provides contact forms and frequently asked questions (FAQs). This is beneficial, but a live chat feature would provide better customer experience and enable real-time responses, contributing to more efficient customer service.

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

Answer:

There are social media links like Facebook and Instagram on the website. These links are prominently displayed and enable users to find extra content and news. Social media links increase user trust and brand awareness. But more interactive integration, like feeds, should be considered.

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:

Services are well organised via discrete sections for bowling, parties, food and offers. The descriptions, pictures and information are provided for each service. The organisation makes it easy for customers to comprehend the services offered. Headings and navigation are clear for visibility and ease of understanding.

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

Answer:

The site does not prominently display reviews. Customers are instead redirected to sites like Google reviews. Although this keeps reviews genuine, they should also be included on the website for greater consumer confidence. Reviews are only available on the site if provided by an external source.

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 service is marketed as quality through well-designed site, branding and service descriptions. Pictures of high-tech facilities and activities add value. Customers may select this service for its convenience, reputation and activities. It is appropriate for social gatherings, so it is recommendable.

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 price is partly hidden during the booking process. This helps drive bookings. The price is reasonable given the entertainment and amenities provided. But more transparent pricing would enhance confidence.

Section 4 – Searchability

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

1. Bowling near me

2. Bowling UK

3. Family entertainment bowling

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

Answer:

Yes, the website usually ranks in the first few pages of search results, thanks to its high search engine optimisation and brand awareness. It is ranked highly due to its keyword research, domain authority and online presence. This allows customers to quickly locate the website online.

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 continue to be important for UK businesses today as they are the main online platform for a business. They offer comprehensive information, allow for online reservations and establish business credibility. Social media is crucial, but websites provide more control. Websites are crucial for businesses to engage with customers, market products, and conduct business.

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:

A major improvement that could be made is to implement a chat system. This feature would provide customers with real time answers to questions, enhancing customer satisfaction. It would also help boost the number of bookings by providing real time support. This would enhance customer engagement and user experience.

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