

LCLM4002_BIRM Digital Skills Task 3			
<u>Website Evaluation</u>			
Student Number	2521096	Student Name	Mirabela Plesca
Website Chosen	Hollywoodbowl		
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 site is fast and allows the users to access the key options, namely, locations, games, offers, and book now at once. The homepage is heavy with images, which can be slow on a slow computer, but the main call to action can be immediately seen. This expedited access enhances the usability of the site where customers can confidently book immediately, which is a primary consideration to a good web experience (Jongmans et al., 2022).			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: Yes. The site has numerous sub-pages that address locations, games, offers, parties, groups, food and drink, frequently asked questions and contact. The top menu and location pages are the initial point of usage by the customers, then they can continue with centre specific booking options. The distinctiveness of the grouping of services lower confusion and enables users to find the information they need in the shortest period, enhancing the usability and interaction (Jongmans et al., 2022).			
Question 1c - Can a customer make a booking via the webpage?			
Answer: Yes. The site includes the links to online booking every time, including the homepage and the centre pages, and it is clear that the customer journey revolves around the portal of online booking. Promotions like 2 games and a drink and family packages are also directly connected to booking. This renders the site transactional and informative, which is one of the key strengths that promotes customer action and convenience now.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: The site could be made easier to use by adding the visibility of the search on the site, a better display of the specific price of the centre, and a live chat option in case of immediate questions. Although the homepage will urge numerous offers, there are customers who might require quicker assistance or more evidently obvious actions. The addition of instant smartness and easier filtering based on centre, activity, and price would help lessen the work and facilitate the faster decision-making process.			
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 webpage is appealing, colourful and entertaining which is in line with the fun leisure identity of the brand. There is excitement produced by bright images, huge headings and marketing banners. The comparable branding on mobile is probably maintained in a more vertical, stacked format, on desktop it is more wide and scannable. In general, the style is good and in line with a family entertainment business.

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

Answer: Hollywood Bowl expresses vitality, entertaining and sociality through the powerful imagery and bright colours. Photographs of bowling, arcade games, and groups of people having fun strengthen the tone being sold. The architecture is applied with colourful promotional tiles and visual focus instead of extensive writing that makes visitors grasp the mood quickly. This also favours pleasure and perceived entertainment value on the site.

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 home page does not have a visible live chat tool. Rather, the contact page contains the phone, email and free call back request. These proved handy, yet live chat would probably work better in the case of the fast-pre-booking enquiries as it gives immediate feedback. In a time-based leisure service requiring booking services, live chat may enhance conveniences and decrease indecisions of customers (Hollywood Bowl, 2026b).

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

Answer: The Instagram integration is also effective since it displays recent content with a branding in the homepage and promotes additional interaction with the account of Hollywood bowl UK. This helps in visibility, entertainment, and community building. Nevertheless, the wider connectivity to the rest of the platforms are not featured in the homepage, so the business could use more connecting with the social media hub. Instagram instructions also indicate that active social discovery helps reach and engage with the brand (Agorapulse, 2022).

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 communicates its services by use of menu labels and centre pages which include the menu bowling, VIP lanes, mini-golf, arcades, pool, darts, food and beverage, parties and corporate events. This wide but systematic arrangement assists the customers to comprehend that Hollywood Bowl does not just provide bowling services. The media through the web site is thus conveying an entire entertainment package as opposed to just one activity.

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

Answer: Customers reviews are not heavily promoted on the actual home page, but on such outside websites like Trustpilot. Trustpilot (2026) indicates recent reviews in the end of 2025 and the beginning of 2026, which indicates that the reviews have been active recently. This is good in terms of trust though the introduction of chosen new reviews to the site would enhance credibility and save customers the effort of searching in other sites.

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: It offers the service as of high quality using words like the state-of-the-art bowling alleys, polished imagery, wide range of activities choice, and powerful offers. Cleanliness, friendly employees and enjoyable family experiences are also referred to in Trustpilot reviews. I would suggest the service since it is made to seem to be convenient, affordable, and appropriate to families, friends and work groups making it a very appealing site (Hollywood Bowl, 2026a; Hollywood Bowl, 2026c).

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: Advertised prices are there, like £10 per person 2 games and a drink, £8.50 kids packages and £11.50 adult packages. Full pricing, however, is different in different centres, according to the site. This is the pricing strategy that is feasible since location based leisure pricing varies according to the place and time. The visible offers remain to allow the customers to give judgement on the value of booking.

Section 4 – Searchability

Question 4a - What three words would you type into Google to find this type of service?	1. Bowling
	2. Ten pin bowling
	3. Family bowling

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

Answer: Yes. For search terms related to bowling and ten pin bowling, Hollywood Bowl appears in the top results and often directly matches the search intent because it is a major UK bowling operator with many centres and strong search visibility. This suggests effective searchability and brand authority in its category.

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 remain highly relevant because they act as a central hub for information, bookings, offers and trust-building. For Hollywood Bowl, the website supports direct customer action through centre search, activity pages and booking links. Social media can build awareness, but the website is where customers complete higher-value tasks. Research also shows usability and visual design shape engagement and evaluation outcomes strongly (Hollywood Bowl Group plc, 2026).

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:

My main recommendation would be to add a visible live chat function across booking and offer pages. This would help customers ask quick questions about pricing, accessibility, centre facilities or party options without leaving the site. It would likely improve convenience, reduce uncertainty and support more conversions, especially for first-time users comparing entertainment choices online.

Reference List

Agorapulse (2022) How to Use Instagram for Business. Available at: <https://www.agorapulse.com/>

Hollywood Bowl (2026a) Ten Pin Bowling | Bowling Alleys | Hollywood Bowl. <https://www.hollywoodbowl.co.uk/>

Hollywood Bowl (2026b) Contact Us - Customer Service - Hollywood Bowl. <https://www.hollywoodbowl.co.uk/contact>

Hollywood Bowl (2026c) Ten Pin Bowling Near Me. <https://www.hollywoodbowl.co.uk/centres>

Hollywood Bowl Group plc (2026) Our brands and locations. <https://www.hollywoodbowlgroup.com/our-brands-and-locations/>

Jongmans, E., van der Veen, G., de Ruyter, K. and Wetzels, M. (2022) 'Impact of website visual design on user experience and website evaluation: the sequential mediating roles of usability and pleasure', Journal of Marketing Management, 38(17–18), pp. 2078–2113. Available at: <https://shs.hal.science/halshs-04159555/document>

Trustpilot (2026) Hollywood Bowl Reviews. <https://uk.trustpilot.com/review/www.hollywoodbowl.co.uk>