

hLCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2439868	Student Name	Juan Francisco Martinez Posada
Website Chosen	https://acocksgreenbowl.com/bowling/		
Insert hyperlink to website	https://acocksgreenbowl.com/bowling/%20hyperling		
<u>Evaluation</u>			
Respond to each question			
Section 1 – Usability			
(75 words maximum for each answer)			
Answer: As I access, I can see that that the page loads in fast pace and you can navigate on modern speed.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: as I negate the website, I can see it has a total eight sub webpages all containing different information and taking you to different promotion and information Depending on what you are looking from Bowling to Laser games and food and Drinks.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: On my opinion I can see that they have too much information and maybe minimise It with less sub webpages and making it bid bigger as the difference from small Sub webpages to the information it changes a lot, and it makes it hard to find the information needed			
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: After searching on mobile version and web, Difference you can see are that the web version has more colour and this helps attract people as referred on week 8 page 4 Demangeot, C. and Broderick, A.J. (2016). This helps to engage with costumers, on Mobile you get more promotion and opening hours, but very white background and the loading speed is slower that the web version. And there more sub webpages.			
Question 2b - How does the website use imagery, video and colour?			
Answer:			
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:			

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

Answer: as seen on lesson week 8 page 9 Kotler, P., Armstrong, G. and Opresnik, M.O. (2018) , Marketing and social media its important on the impact it gives to the consumer, and it can variant on the time and the product

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: By buying directly the tickets but also with promotion on various dates

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

Answer: Different pages can have a review and opinion and as commented by ongmans, E. *et al.* (2022) on week 8 page 7 , reviews have big impact at the time of buying

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: I will recommend it as it family friendly and good price

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: prices and promotion are on my opinion are family values and have different days and Hour's promotion, off course they have they condition as Saturday have 4 people 1 game for £25 but must include 1 adult and 1 junior.

But value for the price is good.

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

1. Bowling
2. Birmingham
3. arcade games for Kids

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

Answer: I have used these 3 words combine and the website does appear on the 9th Places recommended as on showed on presentation week 8 page 7 Kotler, P., Armstrong, G. and Opresnik, M.O. (2018). This can be because of the marketing and views left from costumers and this can affect the place the business shown.

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, as it attracts Families and promotes the bowling industry and it makes a huge impact on UK economy.

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: On my opinion have less subpages and compact the information only needed

Reference List

Demangeot, C. and Broderick, A.J. (2016) 'Engaging customers during a website visit: a model of website customer engagement', *International journal of retail & distribution management*, 44(8), pp. 814–839. Available at: <https://doi.org/10.1108/IJRDM-08-2015-0124>.

Jongmans, E. *et al.* (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.

Kotler, P., Armstrong, G. and Opresnik, M.O. (2018) *Principles of marketing*. 17th eds; global edition. Harlow: Pearson.