

LCLM4002_BIRM Digital Skills Task 3
Website Evaluation

Student Number	2516266	Student Name	Nicoleta Guthier
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 opens very quickly and easily. It opens almost immediately after you click the hyperlink and logging without any problems. Or I Very fast and not complicated at all			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: Yes, the Bowling website has a lot of sub-pages on the very top of the website. They are visible and easily accessible. there are in Total 13 sub-pages and some of them had even more subpages to go to. even Tho there are a lot of them they are clear and easy to understand and necessary for the service Hollywood bowling has to offer for their customers			
Question 1c - Can a customer make a booking via the webpage?			
Answer: Yes, customers can make bookings via the webpage without any Problems. The customer will be asked about the Location that want to book the service in and is able to choose one of many locations in the Uk. After that they will be asked how many games and at what date and time they would like to have a booking. In the End the buyer can choose if they want any extras like food, drinks or sweets.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: they also sell souvenirs under "finishing touches" which is not a very clear name, and most people probably won't click it. It would have been a lot better if they would separate this from the Refreshments like food, drinks and Confectionery			
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 Website looks visually very pleasant with a lot of Colour that is inviting to click the website and not get bored easily of its appearance. The only difference is that hat appears on the mobile phone that is not on the computer when you open the website is the menu bar in the right corner with the tree lines. By clicking those you can see the sub-pages that are already visible on the top of the website on the computer
Question 2b - How does the website use imagery, video and colour?
Answer: The website uses Colour and Pictures to attract Customers. The colour's that pop out the most are blue, pink and yellow which creates a big contrast but makes the colours look alive and the website fun. The Pictures show happy People playing Bowling, mini-Golf and Arcade games. They mainly show Families with children but only groups with only adults. Because it's Christmas time a few people in the Pictures are wearing Christmas hats. In total the Images and colours used create a welcome and festive feeling for the customer.
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 the Webpage does not have an online chat tool on the Website but by clicking on "contact" on the menu the buyer gets access to the customer service phone Number, email address and is even able to request a free call back from a Team member.
Question 2d – How effective are the social media links on the website?
Answer: The social Media links on the contain tik Tok, Instagram, you tube, x, and Facebook. The social media page loads fast and brings you on their account immediately. the links can be opened by clicking the app icon on the very bottom of the home page and are very effective and visually appealing.
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 Services offered by the Company are made clear to the customer in the menu under "Games" where they offer different types of Bowling, Mini golf, Pool, Interactive Darts and Arcade Games. It is made very clear that Bowling is their main Service they should advertise their other services more on their Homepage.
Question 3b - How are customer reviews made available? Are these up to date?
Answer: There are no Customer reviews available on the Hollywood bowl website, but there are a lot of Reviews on Google some of those are older, but a lot are up to date. The Online Reviews are mostly positive, about 70% of the Reviewers gave 5 stars and claimed to be very satisfied with the Service. The negative Reviews complained about poor customer service and expensive Prices.
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: Yes, the Service is presented as high quality because of the professional

webpage that is visually appealing and informative. I would use the Company's service and recommend it to my Family and Friends because of the Fun activities, and a variety of food and Drinks the Place offers. I did visit the Hollywood bowl before and I am planning to do so again.

Question 3d - Are prices made clear to customers? If yes, do the prices reflect the quality of service shown? If not, why do you think the company has chosen not to include prices?

Answer: Yes, the Prices are made clear to customers the expenses depend on the Service chosen as well as the date and time of the Booking. I would say that even if Hollywood bowl is more expensive compared to other Places that offer Bowling it does reflect the Price of the Quality and the service provided.

Section 4 – Searchability

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

1. Hollywood
2. Bowling
3. Arcade

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

Answer: When you write Hollywood or Bowling the company's Webpage does appear almost immediately which shows how Popular Hollywood bowl is and that a lot of People are searching it up online. It does not appear when you search up Arcade, probably because it's just a Part of the offered Service and not the main thing part or what the Website is known for.

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, I do feel that Websites are still relevant in the modern Uk business because they are easy to Understand, informative and very usefully as well as timesaving for the business and the customer. Purchases can be done a lot faster and more effective this way. Websites present the Service and give potential customers a first look into the company's offered service.

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 i would improve the way to contact the Company over the Phone. And make the Company's Phone number to free and not charge guests extra money for making bookings on the phone. Bowling is already expensive enough it is unnecessary to add extra cost for the Booking especially without mentioning the hidden phone fees on the Website. The website does have a button where you can request free calls this is probably something especially older people will overlook often.

Reference List

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