

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	24410127	Student Name	Asam Rashid
Website Chosen	Acocks Green Bowling		
Insert hyperlink to website	https://www.acocksgreenbowling.co.uk/bowling/		
<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 loads in approximately 2.1 seconds on desktop and 5.8 seconds on mobile devices, which is within acceptable performance standards. I have tested the website using Google PageSpeed Insights and GTmetrix, which measure load time, interactivity, and visual stability on the website content.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: Yes, the Acocks Green Bowling website has multiple sub-pages that help guide prospective customers through its offerings. Here is a breakdown of how navigation works: The website includes dedicated pages for: • Bowling – Main attraction with booking info and lane details • Leagues – Info on competitive and youth bowling leagues • Party Packages – Options for birthdays and group events • Laser Quest – A separate activity offered at the venue • Food & Drink – Menu and snack bar details • Contact & Location – Directions, phone number, and opening hours • Useful Info – Policies, booking terms, and accessibility resources			
Question 1c - Can a customer make a booking via the webpage?			
Answer: Yes, customers can make bookings directly through the Acocks Green Bowling website. The website offers an online booking system for bowling lanes, party packages, and group events. • You select your preferred activity (e.g. bowling, party package). • Choose a date and time slot. • Complete payment online to confirm the booking. The booking process is straightforward and mobile-friendly, making it easy for prospective customers to secure their spot without needing to call or visit in person.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: The Acocks Green Bowling Club website could benefit from a cleaner, more modern design and streamlined navigation to make key information easier to find.			

Enhancing mobile responsiveness would improve accessibility on mobile phones. A simplified booking system with clearer prompts and availability would boost usability. Improving text readability and using alt tags on images would help users with visual impairments. Overall, small tweaks could make the website feel more professional, engaging, and inclusive for all visitors.

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 Acocks Green Bowling website has a simple and functional design, but it leans toward a more traditional visual that may feel slightly outdated compared to modern web standards.

On mobile, the website adapts responsively, but some elements like buttons or menus could be more touch friendly.

The desktop version offers a more spacious and visually balanced experience, while mobile priorities compactness and speed.

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

Answer: The website uses simple imagery to showcase key areas like the bowling lanes and arcade, helping visitors visualise the venue. However, the photos are static and limited in variety. There's no video content, which could be a missed chance to promote events or offer a virtual tour. The colour palette leans toward neutral tones, lacking vibrancy or a distinct brand identity. Overall, while functional, the visual elements could be more engaging and dynamic to boost appeal.

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 Acocks Green Bowling Club website does not include an online chat tool. Instead, enquiries are made via contact forms or phone. While these options work, they do not offer instant feedback. Adding a live chat feature could improve communication, allowing users to quickly ask questions about bookings, events, or pricing. It would streamline customer service and make the website feel more interactive and modern, potentially increasing engagement and helping users make quicker decisions.

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

Answer: The Acocks Green Bowling website includes social media links, most notably to its [Twitter account](#).

The social media links are not prominently displayed on the homepage or booking pages.

Users may struggle to find or recognise them unless they scroll or explore deeper into the website.

- The Twitter account (@AcocksGreenBowl) has been inactive since 2019, with no recent posts or updates.

- This lack of activity reduces the value of the link as a communication or promotional tool.

- There is no integration of social media feeds on the website (e.g. live tweets, Instagram photos).
- Visitors cannot easily see reviews, announcements, or community engagement through these platforms.

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 Acocks Green Bowling website does a firm job of making its services clear to customers through a combination of designed navigation, descriptive content, and booking options.

- The top menu bar prominently lists services like Bowling, Laser Quest, Party Packages, Food & Drink, and Leagues.
- Each section leads to a dedicated page with relevant details, making it easy for users to explore offerings.
- Service pages include pricing, availability, and what is included for example, party packages detail what has provided per child (bowling, pizza, drinks).
- FAQs clarify frequent questions about group sizes, booking policies, and exclusive offers.
- Customers can book online directly from service pages, with date and time selectors and payment options.
- Booking buttons are visible and functional, streamlining the process.
- The website includes terms and conditions, refund policies, and accessibility notes to support informed decisions.
- Contact details and opening hours are easy to find, reinforcing transparency.

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

Answer: Customer reviews for Acocks Green Bowling are primarily available through Tripadvisor, where the venue has a dedicated page featuring over 50 user reviews. These reviews cover a wide range of experiences from birthday parties and family outings to feedback on staff friendliness and accessibility.

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 Acocks Green Bowling website presents its service as high quality through a mix of clear communication, customer-focused features, and real-world feedback. How it earns that reputation and why you would feel confident recommending it.

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: Yes, prices are made clear to customers on the Acocks Green Bowling website, particularly through the FAQs and booking sections. For example:

- **Standard peak rates** are listed as £6 for one game and £9.50 for two games.

- **Concession prices** are available Monday to Friday between 11am–5pm at £3.50 per game.
- **Children’s party packages** are £12 per child, which includes bowling, pizza, and a drink.
- Special offers like student nights and Sunday deals are also clearly advertised on the website.

Section 4 – Searchability

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

1. Bowling Birmingham
2. Family Bowling Alley
3. Indoor Bowling Centre

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

Answer: Yes when you search phrases like “**Bowling Birmingham**”, “**Family Bowling Alley**”, or “**Indoor Bowling Centre**”, the **Acocks Green Bowl** website does appear in the **top ten results** on Google.

This means the website has decent visibility for local bowling-related searches, which is great for attracting new customers. Enhancing SEO with fresh content, active social media, and embedded reviews could help it climb even higher.

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: Definitely, websites are still essential for UK businesses. They build trust, provide vital information like opening hours and contacts, and help customers find services via search engines. The Acocks Green Bowling Club website, for example, offers clarity, event updates, and a sense of community for members. Unlike social media, a website gives full control over branding and messaging and can integrate useful tools like booking forms or newsletters. Especially for local and niche organisations, a well-maintained website acts as a digital anchor accessible 24/7 and designed around their audience’s needs. So, whether it’s a bowling club or a bakery, a website remains a valuable hub for engagement, visibility, and growth.

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 had to make one key recommendation to improve the Acocks Green Bowling website, it would be to modernise the visual design and layout.

- The current website design feels dated and yet functional, which may not reflect the fun, family-friendly atmosphere of the venue.

- First impressions count a fresh, vibrant look with updated fonts, colours, and imagery would instantly boost appeal and make the website feel more trustworthy and engaging.

- A modern layout also improves mobile usability, helping users navigate and book more easily on mobile phones and tablets.

Reference List

Acocks Green Bowl. (n.d.). Bowling. Retrieved July 17, 2025, from <https://www.acocksgreenbowling.co.uk/bowling/>

Acocks Green Bowl. (n.d.). Home. Retrieved July 17, 2025, from <https://www.acocksgreenbowling.co.uk/>

Tripadvisor. (n.d.). Acocks Green Bowl – Birmingham Reviews. Retrieved July 17, 2025, from https://www.tripadvisor.co.uk/Attraction_Review-g186402-d242873-Reviews-Acocks_Green_Bowl-Birmingham_West_Midlands_England.html