

LCLM4002 BIRM Digital Skills Task 3			
<u>Website Evaluation</u>			
Student Number	2427097	Student Name	Anna Maria Fleszar
Website Chosen	Acocks Green Bowling Solihull		
Insert hyperlink to website	acocksgreenbowling.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: When I clicked on the website, it took me straight away to the page, that was within 2 seconds, which I found reasonable time and I think that it is important as Kelly stated (2009, p.52) “if your website takes a long time to load, it affects the trust and credibility visitors have with you”. If it would have taken me too long to open this website, I think I would have abandoned it.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: When I opened the website, a blue bar appeared with 7 sub-pages. By clicking on every sub-page prospective customer will be able to find where the place is located, what are they opening hours, what services they provide. Potential customers can also learn about the different menus the Acocks Green Bowling offers, how to book a place there and their special offers. They are clearly presented, which make it easy to navigate it.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: I can find the booking information not only on the sub-page where I can directly do the booking but also at the bottom of the page there are two links and by clicking on them, I am straightway transferred to that booking page. One of the links contains their telephone number I can make a direct phone call from that web page. I found the booking process very convenient and straightforward to do it.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: First, the web page is outdated I can notice that straight on their home page where the Coronavirus guideline and precautions are advised, also the web design look is out to date, so the information and design require updating, the content should be more organised, rating from users could be provided, as well as “About us” page. Adding an Instagram to the existing social platforms would be also beneficial for them.			
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 blinking images with special offers making hard to focus, the colours are too bright. On my mobile phone the layout looks different, the subtitles are on the top left corner hidden in a “hamburger menu”, booking is still very clear and visible with a green phone call icon on the bottom of the screen as well as the direction and Facebook page. There is not Twitter icon on the mobile phone.

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

Answer: The website does not use any video; the visual elements contain illustrations and photos. But in my opinion combination of those two on that website does not look very appealing. The animations are very bright and overly decorative making the layout of the page overwhelming and strains the eye. The photos to me are a little outdated and not highest quality. The website uses white space though, which makes the information more readable.

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: Unfortunately, the bowling company did not apply any chat tool on their website, the only way to enquire about their services is through social media like Facebook, Twitter or via phone. To find instructions on how to get to their place, the company provided information via interactive map.

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

Answer: The website is using Facebook and Twitter. The Facebook page is responsive I can see that the company is adding information and photos there. The customers can also ask questions there and interacting with the company as well as leaving feedback. It is also noticeable that Twitter is responsive too. I do not have Twitter profile but when I click on the icon it redirects me to that platform, so I assume it is interactive.

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 this company can be easily found on their menu bar at the top of the page but also below I can find several photos, by selecting them I can see what the prices are. However, there is no price list on their menu, as well as “about us” section. Booking system is widespread on the web I could be able to book a session from many places on the page.

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

Answer: Customers can share their experience and interact with each other on two social media platforms existing on company website that is: Facebook and Twitter. The recent customer post on Facebook page was a week ago, so I would say they are up to date.

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 meets my expectations; booking is clear and intuitive. They offer range of services from individual bowling, there is option for families, groups, schools, parties for juniors and teenagers can be also booked and they have diverse league program. They have fully licensed bar and variety of menu.

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: I compared few other bowling websites in London and can see that the Acocks Green Bowling prices are on average side. The prices are divided into sections as: "Just bowling", "Families", "Groups", "School", "Special Offers" and "Parties". Prices for all the services are clearly displayed. In my opinion the prices reflect the quality of their services.

Section 4 – Searchability

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

1. Acocks
2. Bowling
3. Solihull

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

Answer: When I type the three chosen words, the website overview appears as the first one, second is their web page, the third is Tripadvisor with customers opinions regards the company, the next one is company's Facebook page, then they appear on the "Day Out with the kids" and "Lets Go Out" website. After typing those three words this page appeared in all top ten websites.

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 think that websites are still playing an important role in modern business. Iskandar and Sholihat (2018, p.1) are stating that "web design is a primary thing a company can have, websites can build the credibility of a company. Web design can also increase the potential value of a company". This is a significant tool for small and big companies to show their product and services. It is very convenient for customers as it works 24/7 regardless of a time a client can visit the website. As a consumer myself when I need to buy any product or service, the first thing, I usually do is checking the website. By creating a website company is attracting new customers and consequently enhances sale.

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 could do one recommendation to the company that would be updating visual design. I think the first impression is very important. According to the statistics, look and feel of a website is the main driver for first impression, of all feedback 94% were design related (Laya, 2019).

In my opinion the Bowling website does not have the most balanced feel in terms of design. The brightly coloured clip arts on the home page make it cluttered and instead of

eye pleasing are distracting. The photos from my perspective are not the highest quality and the font of headings and subheadings could be also changed to improve customer focus and readability. A positive first impression would make the users experience more friendly and satisfying.

Reference List

1. Kelly, D. (2009). *Successful Websites*. Crimson (DNA)
2. Iskandar, M.S. and Sholihat, K.Y. (2018). Role of web design for image brand towards business. *IOP Conference Series. Materials Science and Engineering*, 407(1). Doi: <https://doi.org/10.1088/1757-899X/407/1/012050>
3. Laya, P. (2019). *First Impression Matter: Make a Great One with Visual Design*. [online] <https://clx.com/blog/first-impression-matter-the-importance-of-great-visual-design/amp/> [Accessed 13 Apr. 2025].