

LCLM4002_BIRM Digital Skills Task 3			
<u>Website Evaluation</u>			
Student Number	2414242	Student Name	Evans Dadzie
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 opens very quick; it took less than one second for the page to load.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: Yes, the site has about seven page you explore, the pages are home page, bowling page, opening time page, food and drink page, league page, special offer page and online booking page. The website is very easy to use, the layout of the pages makes easy to browse.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: Yes, the customers will be able to make booking via the webpage with their preferred date, time and number of people attending.			
Question 1d - What improvements could be made to the usability of the website?			
Hard			
Answer: The Facebook and Tweeter icon link on the website could have been more visible for the users or customer view.			
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 looks amazing, especially the layout of the page makes it easy to use the website, it is difficult to see the difference between accessing the Acocks Green Bowl website on the mobile phone and the computer, however, the size of the mobile phone screen might be the only difference.			
Question 2b - How does the website use imagery, video and colour?			

Answer: I have not seen uploaded videos on the website yet, however the photos and the colours are admirable and eye catching.	
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: Yes, website has the online link for customers who would like to chat online for quick response to their enquiries.	
Question 2d – How effective are the social media links on the website?	
Answer: I think the social media link on the website is effective because most customers are familiar with Facebook and Tweeter which makes it easy for the customers to use.	
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 Bowl company's website layout gives clear specification of the services they provide; the webpage has divided into sections to explain all the services they offer.	
Question 3b - How are customer reviews made available? Are these up to date?	
Answer: unfortunately, I have not seen the customer review yet on the Acocks Green Bowl website.	
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 bowling offers a variety of service; they have sections you can book just bowling Monday-Friday before 6pm and each lane require maximum 6 persons per lane. I will recommend to friends and families for nice day out as family, group of friends or birthday parties.	
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 are breakdown on webpage in each section on the services they offer.	
Section 4 – Searchability	
Question 4a - What three words would you type into Google to find this type of service?	1. Bowling
	2. Acocks
	3. Green bowl
Question 4b - When you type these words into google, does the company's website appear in the top ten websites?	
Answer: Yes, these three words appear in top seven when you use it to search on google.	
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: I believe this company website is still relevant in this modern-day business world

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: The only area I feel it needs an improvement would be the social media link to the webpage, Facebook and Tweeter handle or icon need to be more visible for the customers to spot it easily.

Reference List

Welcome to acocks green bowl Acocks Green Bowling | Tenpin bowling in Solihull, Birmingham. Available at: <https://www.acocksgreenbowling.co.uk/> (Accessed: 13 April 2025).