

LCLM4002_BIRM Digital Skills Task 3			
<u>Website Evaluation</u>			
Student Number	2518083	Student Name	Laurentiu Bulai
Website Chosen	https://www.hollywoodbowl.co.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: It's very easy to access, loads quickly, and is very well organized. I can see and access the other sub-tabs with just one slide.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: The site contains 5 sub pages with another 8 sub tabs. Each subpage expands with a single click, and more options can be accessed.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: Yes, any customer can make a booking by accessing the fifth sub-page.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: I would suggest implementing AI, which could greet the customer when they access the page and provide them with information about the time slots when it is not so crowded, until what time food is served, if they have paid parking and what the price is, bonuses during holiday periods such as Christmas.			
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: I tried accessing the site from my phone and also from my laptop and there are no differences between the pages. It is well optimised, without glitches or other framing problems.			
Question 2b - How does the website use imagery, video and colour?			
Answer: The page uses a lot of different colors and images, but at the same time it is quite clean and well-proportioned so that everything is very easy to access.			
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: We can get in touch via 2 phone lines or by email which we can find on the first sub-page: <https://www.hollywoodbowl.co.uk/contact>. But you can request a free callback on the contact page, which can be accessed from a pink circle.

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

Answer: We can access all five social networks by scrolling down the page:

- Facebook: <https://www.facebook.com/hollywoodbowluk>
- X: <https://x.com/HollywoodBowlUK>
- Instagram: <https://www.instagram.com/hollywoodbowluk>
- Youtube: <https://youtube.com/@hollywoodbowluk>
- Tiktok: https://www.tiktok.com/@hollywoodbowl_uk

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: Yes, the services are clear with prices depending on age, groups such as family or disabilities, where we can sometimes find deals or vouchers for food and drinks.

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

Answer: Yes the customer reviews are available on the main page, with a grade 4 out of 5 stars from 4.466 reviews.

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 services are also highlighted through the company's key locations, malls and retail parks. I could choose for the good price and the complete package, fun, food and a safe parking place.

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 the prices are clear and visible on the main page and they start from 6.70 for an under 16s and 7.70 for an adult, but also they have family packages from 27.36 per game.

Section 4 – Searchability

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

1. Bowling
2. Hollywood
3. Billiards

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

Answer: Yes the website appear in top ten.

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, it is relevant and modern because I can see the attention of the moderators who take care of the site that they update it periodically, the design is also updated but as I mentioned above, I would also add AI that would help with suggestions and would require less time on the page if it would welcome the customer with all the main details, like prices, the busiest hours to avoid, as well as the parking space and its price.

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: I can suggest having a live chat or an AI assistance and receiving discounts and offers based on cumulative visits in the last year, but another idea I think would be to hold bowling tournaments where the winner of the championship would have a real chance to stand out in international tournaments.

Reference List

(<https://www.hollywoodbowl.co.uk> 30/11/2025)