

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2430934	Student Name	MARY NJAMBI NJONJO
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 quickly and is easy to access and correlate between the title of the company and the information expected on the home page. The website responds rapidly to user interactions such as scrolling which normally is a better experience for users and this can ultimately lead to increased satisfaction and engagement which is important as it leads to more enquiries, productive leads and conversions which is the goal.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: No, the website does not have subpages, it contains several main pages and they not too many such that they can disinterest the user. If it had a specific content per subpage, it would be more organised and structured making it easy for user to find what they are looking for. The Search functionality seems good as it enables users to find specific content quickly. By adding this features navigation for entire website would have been a pleasant experience for users.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: Yes, the customer can make a booking via the website. They have a book online page that is properly detailed as well as a special offers page which can be used to capture data of prospective customers. They have displayed a phone number which is also very helpful as they can be reached instantly. In general importance of easy communication enhances convenience which leads to improved customer satisfaction and ultimately potential leads which finally gives conversions.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: The usability of the website could be improved by using more clearers call to action, the use of subpages would have been ideal. The online forms can be improved to be more detailed as well as user friendly. The information from the form would hardly qualify a lead.			
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: A pleasant webpage appearance is crucial for user experience as noted by Nielsen and Loranger (2006). In this website the appearance of the webpage is attractive and visually appealing, the designs have been well thought out and it's organised in a way you can easily follow. The fact that it loads fast on mobile phone is good and there are no major differences on how it opens on phone and on computer.

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

Answer: The website has used medium quality images which could be improved to be sharper or of higher quality, they are generally relevant but as said earlier the quality can be improved. The colours were sharp and contrast in some areas could be improved. The video is not opening and therefore not a good thing.

As for the background they should have used a more neutral colour but that is my take, probably a grey colour.

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 website has not made use of an online chat tool and if they had they it would increase engagements with customers and give a platform for instant support to customers which at times can be timed to be 24 hours- 7 days a week. According to a study by Forrester "live chat can increase customer satisfaction and loyalty" In general, the chat tool would give a competitive advantage over other similar companies.

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

Answer: The webpage has only one social media platform (Facebook) , while this is ok, they can make the website more useful by adding other platforms/links such as Instagram ,and tik Tok which is frequented by the younger generation who are mainly customers of bowling .The effectiveness of social media links Cannot be understated as they add they increase the brand awareness, increase website traffic as well as give data on customer behaviour, demographics and preferences.

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: Its only one service offered – Bowling.

No, it is not clear to the customers as it should go on to describe in more details what is entailed in the types of bowling, for parties, groups ,schools, and families.

We have still no idea on pricing for each, number of people, etc

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

Answer: No, the customer reviews have not been made available.

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: I would not highly recommend their services as some details are still very scanty. Therefore, on this occasion I would not use or recommend their services	
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: No, the prices have not been included, and this is not very helpful to clients who would like to decide immediately on whether its affordable or not.	
Section 4 – Searchability	
Question 4a - What three words would you type into Google to find this type of service?	1.Bowling
	2.recreative sports around me
	3.Ninepins
Question 4b - When you type these words into google, does the company’s website appear in the top ten websites?	
Answer: No, it does not	
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: No, I feel that a negative user experience can create a negative credibility to company and product, which can ultimately affect sales and revenue. The brand reputation can also be compromised because out there we have very credible companies doing very well	
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: Add more details to the website, increase visibility	

Reference List

Nielsen., & Loranger, H. (2006) Prioritizing Web usability. Pearson Education.

Forrester.(2019) The six steps to customer experience excellence