

sLCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2517532	Student Name	Benson Oni
Website Chosen	Hollywood Bowl 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: The Hollywood Bowl UK site load quickly on my device. The homepage is clear, with large images and a simple layout, so it is easy to understand what you are getting into straight away. However, some of the Book now buttons load a booking widget which adds an extra step, so it's not instant-but still reasonably smooth.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: Yes, the site has quite a few sub-pages for different offer e.g. adult Bowling party booking and term and conditions. You navigate via a top menu and Book now button is prominent throughout the site, making it straightforward for users to move to booking process or find information.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: Yes, according to the terms and on the Hollywood bowl uk website, a customer can make a booking via their web pages.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: Streamline the booking process and mobile optimization can help convert browsing visitors into booking-important given many people plan leisure activities, reduce friction, improve clarity and readability of content / layout. Keep accessibility under review, especially if new features are added to maintain compliance with standard.			
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 Hollywood Bowl website looks modern and colourful, using bright images that create fun and inviting atmosphere. The layout feels spacious with large banner and clear menu options on a mobile phone, the site becomes more compact and still easy to use, the mobile version requires slightly more scrolling, but it remains visually appealing and well-organised.			

Question 2b - How does the website use imagery, video and colour?
Answer: The website uses bold colours, mainly blues and pinks, to create an energetic theme that matches the entertainment industry. High-quality images of bowling lanes, food, and groups of people help customers imagine the experience, some pages include short videos or animated graphics and help communicate a lively, family-friendly environment, which enhance the user's interest and engagement site.
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 Hollywood bowl website does not currently offer an online chat tool. Customer can instead contact the company through web forms or by calling their users enquire about services, having no live chat makes it slightly slower to get quick answer, especially for urgent queries or booking support.
Question 2d: How effective are the social media links on the website.
Answer: The website includes social media links in the footer, which connect users to platforms such as Facebook, Instagram, TikTok. These links work reliably and make it easy for customers to follow updates, promotions, and events. However, the links could be made more prominent to encourage engagement.
/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: Services are made clear through well organised pages describing bowling, food and drinks, arcade, games, party packages, and pricing. Each centre has its own page containing times, accessibility, and available offer. The booking system also guides users step-by-step making the service offering easy to understand.
Question 3b - How are customer reviews made available? Are these up to date?
Answer: Customer reviews are available through third party platforms such as Google reviews TripAdvisor which the site sometimes links. External reviews are generally up to date and give an accurate picture of customer experiences across different centres.
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 website presents a high-quality experience through professional visual, clear branding and well-designed booking pages. It highlights modern lanes, family party friendly facilities, food options, and party packages. Customer testimonials and strong external reviews also suggest quality.
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: Price are made clear through the booking system ,which display lane costs, package prices and optional extras before checkout and the site provides transparency during the booking process.

Section 4 – Searchability

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

- 1.Bowling
- 2.Tenpin
3. Family

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

Answer: When searching term such as bowling, tenpin, family activities,Hollywood bowl's website appears within the top ten Google results, and it usually ranks highly because it is one of the UK's leading bowling brand s and has strong search visibility.

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, websites remain highly relevant in modern UK business. They function as the main point information for customers. Services, pricing, and opening times. Many customer prefer to research and book service online, so a website support convenience an 24/7 access a modern website also builds credibility ,helps businesses appear in search engines and supports marketing through links to social media and online advertising ,even with app and social platform, a website is still essential for trust and complete information.

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: One useful improvement would be adding a live chat support tool. This would help customers quickly ask questions about bookings, prices, or centre details without searching through multiple pages. Live chat also reduces frustration during busy period and improves customer satisfaction by providing customer satisfaction by providing instant answers. For a leisure business like Hollywood bowl, fast communication can help convert more visitors into confirmed bookings.

Reference List

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Google Support. (2024) how search works. Available at: <https://support.google.com> Accessed. 02/12/25.