

LCLM4002_BIRM Digital Skills Task 3 Website Evaluation			
Student Number	2434714	Student Name	Moin Sher
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 quickly.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: The website contains many sub-pages located at the top of the page (which also turns into a banner when scrolling down) the customer only needs to click from the options to see what they want to explore.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: Yes, scrolling down a little bit will bring you to a “Make a booking” section where the customer can choose a date and time to book a session.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: In my opinion the website does not need any improvements, the usability is very easy and everything the customer needs, such as price lists and booking information, is not hard to find.			
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 very pleasant, with lots of colours and bowling imagery such as balls and pins. There are not many differences in the appearance on either the mobile phone or computer, the only difference I have noticed is that the subpages are not all visible on the phone and require the user to click three bars located at the top left of the page which will then show the user all the sub-pages available. The mobile phone version also has the constant banner as you scroll down which is useful.			
Question 2b - How does the website use imagery, video and colour?			

Answer: The website uses colourful imagery such as the green, blue and red bowling sign, as well as the blue company logo at the top of the page. The imagery includes many bowling related things such as bowling balls and pins.
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 website does not have an online chat tool, however users can enquire about products and services by clicking the “contact us” button at the top of the page, which will take them to a sub-page where they can give their personal details, along with the subject and details of their issue, which I presume the company will reply to using the contact details provided.
Question 2d – How effective are the social media links on the website?
Answer: The only social media link visible on the page is a Facebook link, to follow/share the page on facebook. I think it would be more effective if the company also provided links to other more popular social media such as TikTok or Instagram if they have them.
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: On the first page, when scrolling down a bit the customers are greeted with a section that displays all of the packages and prices the company offers, such as adults, familys, juniors, etc. There are also other sub-pages the customer can click to show other packages such as party packages, laser quest, christmas and new years eve packages. When clicking the “Food and Drink” sub-page at the top of the page, the customer can also see what food and other refreshments the company offers when at the venue.
Question 3b - How are customer reviews made available? Are these up to date?
Answer: There are no customer reviews visible on the 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 service seems to be relatively professionally made, with a website that is very user friendly and allows users to easily access everything they may need. I would use the companys service to do an activity with my friends, or recommend to my family and possibly use the “family package” available on the website.
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 made clear to customers, and the prices for each service seems reasonable.
Section 4 – Searchability

Question 4a - What three words would you type into Google to find this type of service?	1. Acocks
	2. green
	3. bowling
Question 4b - When you type these words into google, does the company's website appear in the top ten websites?	
Answer: Yes	
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 as I believe that customers should be able to easily book packages and explore more information about the company, which is hard to do from social media pages and places other than websites.	
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 would say the company should include more relevant social media links such as Instagram and Tiktok as Facebook is rarely used today by the majority of people.	

Reference List

<https://acocksgreenbowl.com/bowling/> <https://www.google.com/>