

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2513408	Student Name	Catalin-Andrei-Dinu
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?			
The Hollywood Bowl website provides users with quick access because its pages load rapidly without creating any major delays in page loading time. The system enables smooth image and banner loading while displaying all necessary homepage content immediately to users. The website creates an excellent initial user experience because it delivers quick loading times which work equally well on desktop and mobile platforms. The website loading speed enables users to navigate through the site easily which motivates them to explore more pages.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Yes, the website contains multiple sub-pages such as locations, bowling, parties, offers, food and drink, and FAQs. Navigation is straightforward using the main menu at the top of the page and dropdown options. A location finder helps customers quickly find nearby venues. This clear structure allows users to move easily between pages without confusion			
Question 1c - Can a customer make a booking via the webpage?			
Answer: The website lets customers make their bookings directly through the platform. The website contains Book Now buttons which guide users through the complete booking process. The system allows customers to choose their booking location and date and time and player numbers and any required extras including food and party packages. The booking system enables			

customers to complete their online purchase through a simple process which does not present any challenges.

Question 1d - What improvements could be made to the usability of the website?

Answer: The system requires improvement because it shows too many promotional pop-ups which disrupt user activities. Adding clearer accessibility features, such as text size controls or contrast settings, would also improve inclusivity. The website needs to simplify its content-heavy pages because this change will help new visitors understand the information better

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 website looks modern, colourful, and visually appealing, reflecting a fun entertainment brand. The website provides users with a positive experience through its combination of visually appealing design with its well-arranged page layout. The website shows good mobile compatibility through its responsive design which organizes content into a clean layout for users with different screen sizes. The mobile experience provides users with a positive experience through its consistent interface which shows images at reduced sizes.

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

The Hollywood Bowl presents customers with high-definition images which display people bowling while they socialize and eat at the venue to create a clear mental picture of their visit. Bright colours such as red and blue reinforce excitement and energy. Video content adds movement and engagement. The brand establishes a playful social environment through its successful implementation of visual elements and color schemes and occasional video presentations.

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?

The website does not prominently feature a live chat tool. The system functions through customer inquiries which users can access by submitting questions through its FAQ section and contact form functionality. The system gives helpful responses to standard customer questions yet it would become more effective through the addition of live chat functionality which would provide users with instant responses. The system delivers its highest value to users during three specific situations which include booking support services and party reservations and providing urgent help with customer service requests.

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

Answer:

The platform displays social media links which enable users to access Instagram and Facebook and Twitter platforms. The website enables customers to contact the company through different communication methods which they can use to get in touch. Users can access promotional content and customer feedback and branded material through the platform which helps build trust and enhance the Hollywood Bowl brand identity.

Section 3 – Perceived Value

(75 words maximum for each answer)

Question 3a - How are the services offered by the company made clear to customers?

The services are clearly presented through dedicated sections for bowling, parties, food and drink, and special offers. The homepage shows fundamental experiences through short descriptions which support its visual elements. The company presents its offerings through a simple interface which shows family activities and group events and celebration options to customers who can easily understand its value proposition.

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

The company provides customer reviews which customers can access by visiting Google Reviews and following social media links. The reviews indicate recent product usage because users maintain their active status by sharing their present experiences with the product. The homepage contains limited review data yet customer numbers rise because reviews from trusted outside websites help businesses gain customer trust.

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?	
The service is presented as high quality through professional imagery, modern venues, and emphasis on customer enjoyment. The company presents itself as dependable through its well-defined brand identity and its structured reservation management process. The Hollywood Bowl stands as my top recommendation because it offers multiple activities and welcomes both family groups and individual visitors through its easy booking system and its position as a top entertainment company.	
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?	
The booking system displays all prices at the time of reservation instead of displaying set prices on the main website page. The system allows businesses to establish various price points which depend on customer locations and purchase timing and current market conditions. The prices seem appropriate because they match the standard of facilities and entertainment and supplementary services which include dining choices and celebration bundles.	
Section 4 – Searchability	
Question 4a - What three words would you type into Google to find this type of service?	1. 1. Bowling
	2. 2. Bowling alley
	3. 3. Ten pin bowling
Question 4b - When you type these words into google, does the company’s website appear in the top ten websites?	
Yes, when searching these terms, Hollywood Bowl appears within the top ten results. The research findings show that the website successfully optimizes its search engine ranking and stays visible across all of the UK entertainment and leisure sector	
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.

Yes, websites remain highly relevant in modern UK business. The platform serves as a core system which enables information distribution and booking management and brand promotion and customer trust development. Websites offer users more control and credibility than social media platforms do when it comes to engaging with their audience. Service-based businesses including Hollywood Bowl require websites to enable customer decision-making and online payment processing and digital brand development.

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?

One recommendation would be to introduce a live chat feature. The system would enable customers to obtain right away assistance for their bookings and party inquiries and all their other questions. The instant help feature of live chat enables customers to get immediate assistance during their most active booking times which leads to better customer satisfaction and reduced abandonment rates and improved conversion rates.

Reference List

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