

LCLM4002_BIRM Digital Skills Task 3			
<u>Website Evaluation</u>			
Student Number	2425764	Student Name	Lara Chumbinho
Website Chosen	Acocks Green Bowling		
Insert hyperlink to website	https://www.acocksgreenbowling.co.uk/special-offers/		
<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 does open quickly and easily under 3 seconds.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: Yes, the website contains several sub-pages, including booking, party packages, last offers, Food and Drink, leagues, find us, contact, and about us. A prospective customer can navigate these pages using a fixed navigation menu located at the top of the site, which remains visible as the user scrolls.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: Yes, the site offers a built-in booking system that allows customers to make reservations directly online. Users can access the reservations section through the "bowling" option or make the reservation by calling through the contact provided at the top of the website. The process is simple: customers choose an available date and time, the game option they want, provide their contact details, and the payment. Upon completion, a confirmation message is received in the booking confirmation email.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: While the website is generally functional and user-friendly, there are several areas where usability could be enhanced. For example, adding a search bar can help users find information more efficiently. And i also suggested more photos of the space and activities available.			
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 has a pleasant and visually appealing design, featuring vibrant and attractive colours that reflect the fun atmosphere of a bowling venue. In terms of appearance, the only noticeable difference between the computer and mobile versions is the placement of the sub-page links, which appear at the bottom of the screen on mobile instead of at the top as on computer.			
Question 2b - How does the website use imagery, video and colour?			

Answer: The site features promotional images on the homepage to visually represent the bowling experience. Bright, engaging colours are used throughout the design. There is no video content, but the imagery is effective in capturing attention. The current enquiry method, via the contact form, is functional; however, it may not offer the immediacy that customers often expect. Even if responses are provided within a few minutes, the addition of an online chat tool would clearly enhance efficiency, offering quicker interaction, a more modern experience, and greater convenience for users seeking immediate assistance.
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 include an online chat tool; however, it provides a "Contact Us" section where users can fill in their name, email, phone number, subject, and message. The current method of consultation, through the contact form, is functional; however, it may not offer the immediacy that customers often expect. Even if answers are provided within minutes, adding an online chat tool would clearly increase efficiency.
Question 2d – How effective are the social media links on the website?
Answer: The social media links on the website are easily accessible and direct users to active platforms where the bowling venue shares updates, events, and promotions.
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: The services offered by Acocks Green Bowl are clearly presented on the website through dedicated sections detailing activities such as bowling, party bookings, and special events. Information is organized in a straightforward manner, making it easy for customers to understand what is available and how to make a booking.
Question 3b - How are customer reviews made available? Are these up to date?
Answer: Customer reviews are not displayed directly on the Acocks Green Bowl website. However, reviews can be found on external platforms such as Google and social media pages.
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 at Acocks Green Bowl is presented as high quality through clear descriptions of its facilities, organized booking options, and a visually appealing website that reflects a fun and family-friendly environment. The use of vibrant imagery and the promotion of events and parties contribute to a professional and welcoming impression. I would use or recommend their service for its accessible location, engaging atmosphere, and suitability for group activities such as family outings or birthday celebrations.
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 clearly displayed on the Acocks Green Bowl website, providing customers with transparent information regarding the cost of individual games, shoe hire, and party packages. This clarity helps users plan their visit with confidence. The pricing is reasonable and aligns well with the quality of service promoted, which includes clean, well-maintained facilities and a lively, family-friendly atmosphere. Overall, the site presents a balanced relationship between cost and the experience offered.

Section 4 – Searchability

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

1. Birmingham Bowling
2. Bowling West Midlands
3. Bowling Centre Birmingham

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

Answer: Yes, when searching terms such as "*Birmingham Bowling*", "*Bowling West Midlands*", or "*Bowling Centre Birmingham*" on Google, the Acocks Green Bowl website appears within the top ten search results. This indicates good online visibility and effective search engine optimization for relevant local keywords.

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: In my opinion, websites remain highly relevant in modern UK business, and even globally. Nowadays, when people want to find information or learn about a service or company, they naturally turn to the internet. A professional website serves as a key point of contact, helping businesses to present their services, build trust, and reach a wider audience efficiently.

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: If I were to make one recommendation to improve the Acocks Green Bowl website, it would be to add a live chat feature. This would allow customers to make quick enquiries and receive immediate responses, enhancing the overall user experience. Currently, the only method of contact is through a form, which may result in delayed replies. A live chat tool would make the website more modern, efficient, and user-friendly, especially for customers seeking fast information about bookings, prices, or availability.

Reference List

<https://acocksgreenbowl.com/contact-us/>