

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2513414	Student Name	Cherelle Whitbread
Website Chosen	Hollywood Bowl		
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 website loaded easily using the local WiFi connection with zero complications or delays. The website loaded within two seconds which is an ideal speed to load to prevent new potential customers from leaving the site. Having a fast loading website reassures a user that the site is professional and can be trusted which is especially important if you are entering personal information.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: The Hollywood Bowl website has 8 sub-pages. Using a mobile phone device the sub-pages are easily accessible when you click on the hamburger icon in the top right-hand corner. On a laptop the sub-page tiles are clearly displayed in a white bold font, underlined in pink, along the top of the home page. Some of the sub-pages have a drop-down icon to show there are additional sub-pages linked to it.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: Yes, a customer can make a booking via the website. One of the pages through the burger icon is labelled booking where it will ask you to type in your preferred location and navigate you to your chosen Hollywood Bowl availability timetable. It also gives you multiple options on what type of experience you would like to book, such as a single game, a group booking or for a party. There is also a clearly displayed yellow circle with 'BOOK NOW' on it with arrows pointing towards it on the home page, this is the fastest way to make a booking.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: The Hollywood Bowl website, is a clearly displayed website, with family-friendly photos on a continuous slide show, targeting their potential			

customers. They use bright colours, all information is clearly displayed, and they have made it very easy to navigate through. They have not left much room for improvement.

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 is pleasant to look at. They use their signature colours, pink and blue creating a vibrant, family-friendly effect. They use a bold retro-inspired font for any headlines and a modern sans-serif font for body text. Any promotions they have to offer is sectioned together in a collage effect again in bright colours. The only difference between the webpage and a mobile version is just the layout of the page.

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

Answer: The website uses family portraits having fun on a continuous slide show on the homepage and on most of the sub-pages they display various photos of families taking part in the activities that have to offer on site. This gives you a warm feeling and makes you believe you will have a fun time visiting one of their venues. They use vibrant colours on the website that match the interior design within their venues.

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 does not make use of an online chat tool. They have a contact link which offers you a free callback service. They also provide a phone number, an email and an address if you would like to send mail to them. An online chat tool as this is to provide customers with a personalised and layered experience through conversational AI technology. A business like Hollywood Bowl would not necessarily need to use this.

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

Answer: The website has 5 social icons which are connected by a hyperlink to transfer you to each individual social platform. The social media links are remarkably effective because depending on which social you use it allows you view Hollywood Bowl through the customer's experience. This gives you a genuine review about the venue. It is also a clever way to advertise any upcoming promotions, deals or events and interact with its customers.

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: Hollywood Bowl is not technically a business that has a service to offer it advertises that they have available at their venues. Hollywood Bowl is ideally for bowling but they do make you aware that they also have a variety of activities to offer and for different age groups.

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

Answer: Customer reviews can not be found on the actual website, although there are reviews on website like Tripadvice and Trustpilot and Hollywood Bowl can respond via their webpages.
According to (Sheridan.A 2025) 'Another great night had for us as a family. The kids love it here. We can bowl and still have eyes on them in the arcade behind us. Discount rewards mean we can enjoy the whole experience, bowling, dining and arcades all at an affordable price and right on our doorstep.'

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:

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: The prices are made clear when you proceed to place a booking. The price is displayed next to each individual booking. And then it will generate a total cost on check out. They also have a dedicated section where they advertise their top deals with a small description of deal and a from only price. Like most businesses they will often advertise the lowest price to catch your attention. This is a common marketing tactic

Section 4 – Searchability

Question 4a - What three words would you type into Google to find this type of service?	1. Bowling
	2. Ten pin
	3. Indoor activities

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

Answer: Hollywood Bowl's website does appear in the top ten when using the words, bowling and ten pin, as it is one of the main activities available at Hollywood Bowl. When using the term 'indoor activities' it did enable Hollywood bowl to show up on google search, but it was no longer one of the top tens as it widen the search and advertised places to visit with similar activities to do indoors.

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, I do feel that websites are still relevant in modern UK business if anything I feel they are more relevant today then ever before. A lot of places no longer take cash so booking online is a lot more common now and many venues like Hollywood Bowl encourages to pre-book to reduce waiting times and prevent the venue becoming over crowded.

Not only do websites remain relevant, but they might actually be more valuable than ever.

Your website is the perfect stage for expressing your unique brand personality and identity.

It can strengthen your brand by consistently using branded elements like your logo, colours, brand voice, brand storytelling, and more.

On your website, you have absolute control over the narrative. You can influence how people see your brand by communicating strategically and guiding the user to where you want them to be.

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:

Reference List

(Sheridan.A 2025) *trustpilot review* (available at) <https://uk.trustpilot.com/review/www.hollywoodbowl.co.uk> (accessed on 11th December 2025)

(Blaess.N 2025) *Does your business still need a website in 2025?* (Available at) <https://www.nineblaess.de/blog/why-you-still-need-a-website/> (assessed 12th December 2025)