

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2440877	Student Name	Leamarna emma flynn-taggart
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: Very easily to access the chosen website as well as the website loads exceedingly fast			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: The website contains several of pages including pages for bookings, locations, prices offers and contact information. A customer can navigate these pages using the main navigation menu at the top of the homepage.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: yes a customer can make a booking via the Hollywood bowl website customers can book a bowling line online by selecting a location and choosing the date and time.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: seven improvements could be made to the Hollywood website to preview functionality. Firstly the navigation could be clearly so users can find important pages such as bookings and locations more quickly. Secondly the website could improve access accessibility by making text easy to read .			
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: Hollywood uses bright colours image and videos, photos of bowling lanes, arcade games and food to help customers see what the experience will be like The colourful designs make the website more engaging and appealing to Families and young people .			
Question 2b - How does the website use imagery, video and colour?			
Answer: The Hollywood ball website uses colourful images and videos , photos show bowling lanes, arcade games , food and people having fun , colours they have used on the			

website attract potential customers and using phot and videos helps the customer have more off an understanding of the experience they could have .

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 football website does not feature live online at all instead it was other ways for customers to enquire about services such as a contact page and customer support information .

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

Answer:

The Hollywood website includes links to social media platform such as Facebook, Instagram, TikTok, and YouTube . these links take you directly to each and everyone of the social media platforms . on their social media platforms you can see more of photos and videos of the Hollywood bowl experience .

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 Hollywood bowl are made clear through organised sections on the website. Customers can easily find information about bowling, arcade games, food ,drinks and parties also special offers. The website uses clear headings, images and booking buttons to help users understand what is available. This made it simple for customers to explore services and quickly choose activities or make a booking .

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

Answer:

Customer reviews for Hollywood bowl are usually available for review platform such as trustpilot and through social media pages. These reviews allow customers to see feedback and experiences from other visitors. Many of the reviews are regularly updated new customers leave comments which help potential customers get a recent and realistic understanding of the service and overall experience

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 services of Hollywood bowl are presented as high quality through images , clear descriptions and activities. The website highlights fun experiences for families, friends and groups I would recommend this service because it seems very well organised easy to book online and there is a variety of things to do

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 prices on the Hollywood bowl website are made clear through the booking system and pricing page , customers can see the cost of everything Hollywood bowl has to offer , the aren't just all the bowling they're also for the arcade games and food options.

Section 4 – Searchability	
Question 4a - What three words would you type into Google to find this type of service?	1.family fun
	2.things to do near me
	3. Tempjn bowling
Question 4b - When you type these words into google, does the company's website appear in the top ten websites?	
Answer: Yes, when such as temping bowling Is typed into Googlee the website for Hollywood bowl usually appears in the top search result	
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 my sister in modern UK business a website allow company got Hollywood Road to promote their services and provide inflammation and allow customers to make a booking online online. Many customers and people who are still just interested in looking Still search The Hollywood website it allows people to have a deep time into what they would be experience and gives all the relative information you are needed. The website also includes opening times and offered locations for this experience. This could help many people .	
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 way to improve the website for the Hollywood bowl would be easier to find activities and booking for the chosen activity make it simpler maybe even show deals that day .	

Reference List

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