

LCLM4002_BIRM Digital Skills Task 3 Website Evaluation			
Student Number	2430474	Student Name	Uzair Tariq
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?			
Answer: Hollywood Bowl UK's website loads fast, whether you're on desktop or mobile. Moving between booking, locations, and offers only takes a few seconds. The homepage makes sense right away it's organized, with menus and buttons clearly visible, so finding what you need isn't a hassle. Fast loading keeps people from dropping off before they can actually book.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: How does a prospective customer navigate these? Yes, there are quite a few sub-pages of bowling bookings, party packages, food and drink, offers, locations, and so on. Navigation feels straightforward thanks to a clear top menu and search bar. Drop-down menus let you jump between sections quickly. Everything's grouped logically, so whether someone wants to book, browse, or learn more, they don't get lost or overwhelmed.			
Question 1c - Can a customer make a booking via the webpage?			
Answer: Booking directly on the website is easy. Customers pick a location, number of players, date, time, pay online, and can add extras like food, drinks, or even a VIP lane. The process is direct and well-structured, which means nobody needs to call—booking is just a few clicks away.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: The booking system could use a bit more clarity around special offers and availability. Some customers have found this confusing. Adding a more detailed FAQ and clearer deal explanations would help. Enhancing accessibility, bigger text options, better screen-reader compatibility would also make the site genuinely usable for more people.			
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 site feels modern, energetic, and lively. Bright colors and bold layouts draw attention, and the images give a sense of what you'd actually experience. On mobile, things resize and menus shrink to fit, less clutter, easier scrolling. On desktop, there is			

more on display at once, but it doesn't feel overwhelming.
Question 2b - How does the website use imagery, video and colour?
Answer: Colorful visuals play a big role, photos and videos make the activities and atmosphere clear. Everything pops, and you see people actually having fun. The color scheme, lots of blue, red and yellow feels playful and appeals to families and younger crowds. It makes the whole "fun night out" message pretty obvious.
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: Customer support is easily accessible through online tools and help sections. These contact forms and support pages work well for questions about bookings, pricing, or location details. It saves people the step of calling in or popping by a venue. Response time depends on demand, though, it's not always instant.
Question 2d – How effective are the social media links on the website?
Answer: The social media links do their job, they link out to Instagram, Facebook, X, and so on. Through these, Hollywood Bowl keeps their offers and events visible. They boost engagement, too, as customers can tag the company, share their own photos, and stay up to date. Stronger social media presence helps the brand feel current and keeps families and younger visitors connected.
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: Services are spelled out through big headings, visuals, and well-structured webpages. Bowling packages, VIP lanes, arcade rooms, food, parties, all are easy to spot. Promo banners highlight special deals. The site's layout makes it clear what you're getting before you even think about booking.
Question 3b - How are customer reviews made available? Are these up to date?
Answer: Reviews are easy to find on external sites like Trustpilot. Most are recent, giving you a good idea of what's happening at the venues right now. Good reviews talk about friendly staff and clean facilities, while negative ones usually mention price or booking problems. Together, these give a balanced look at what to expect.
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: High quality comes across in everything from the professional site design to the polished venues in photos. Reviews reinforce the message. I'd recommend Hollywood Bowl to friends or family, the place covers it all: fun for families, groups, and party events. The ability to book online, plus food and games under one roof, is convenient and hassle-free.
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: Prices show up clearly during booking, and offers are highlighted. For the experience, facilities, and convenience, the cost feels fair. Some people think prices, especially at busy times, are high, but discounts and packaged deals make things more appealing and competitive overall.
Section 4 – Searchability

Question 4a - What three words would you type into Google to find this type of service?	1. Bowling 2. Family entertainment 3. Arcade games
Question 4b - When you type these words into google, does the company's website appear in the top ten websites?	
Answer: Yes, Hollywood Bowl UK shows up right near the top for searches like "bowling" or "family entertainment UK." Strong SEO and a well-known brand name help new customers find them quickly	
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: Websites absolutely matter in UK business today. They give customers access to info, online bookings, customer support, day or night. A strong, professional website boosts a business's image and reach. People expect to check out companies online before booking or buying, so a website is essential for marketing and building trust. Plus, websites work alongside mobile and social platforms, strengthening customer engagement and making things easier for everyone. Businesses without a solid website risk losing ground to competitors who've got their online act together.	
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'd suggest making pricing and promotions even clearer during the booking process. Customers get frustrated when discounts or deals don't match their time or location. Explaining this more overtly and making pricing simpler would cut down on confusion and boost trust. A transparent, user-friendly approach could mean more satisfied customers, more bookings, and stronger loyalty.	

Reference List

Hollywood Bowl Group plc (2026) Hollywood Bowl UK. Available at: <https://www.hollywoodbowl.co.uk/> (Accessed: 23 April 2026).
Trustpilot (2026) Hollywood Bowl Reviews. Available at: <https://uk.trustpilot.com/review/www.hollywoodbowl.co.uk> (Accessed: 23 April 2026).
Google (2026) Google Search Results for Bowling and Family Entertainment Services. Available at: <https://www.google.com/> (Accessed: 23 April 2026).