

LCLM4002_BIRM Digital Skills Task 3

Website Evaluation

Student Number

2442547

**Student
Name**

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Website Chosen

<https://www.acocksgreenbowling.co.uk/bowling/>

**Insert hyperlink
to website**

<https://www.acocksgreenbowling.co.uk/bowling/>

Evaluation

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 can easily and quickly load up. However, I have tested it by accessing it at different times of day and discovered that, like some other websites, the speed at which it quickly opens is dependent on times of the day. Therefore, it can slightly slow sometimes.

Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?

Answer:

Yes, the website does have many sub-pages, which are 11 in total, compared to other business websites that have 4 regardless of size of the company. Perhaps it has about 6 sub-pages too many.

Additionally, fonts are not big enough to be easily visible by customers, hence the website may fail to capture customers' attention as (Demangeot and Broderick, 2016) suggests it should.

Question 1c - Can a customer make a booking via the webpage?

Answer:

Yes. A customer can make an online booking and the way to do it is easily noticeable.

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

Answer:

The website is a bit poorly designed with too many non-easily visible sub-pages which is not a positive aspect because, according to Huff, Edmond and Gillete, (2015), poor website design and navigation is one of the main elements that annoy customers and cause them to leave.

Addition of venue photos would have made the website a bit more attractive to customers.

Also, there is no photos showing people enjoying the sport or children having parties at the venue so, it may be difficult for a potential customer to imagine what happens at the venue, hence may choose not to make a booking. But instead, the website is filled up with badly colour-filled posters.

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 computer version of website is not enjoyable to be looked and not as pleasant as the mobile phone one as the later has got photos of smiling players taking part in the sport while on the computer, they are only accessible by clicking on company logo, so they are hidden from website visitors.

Also, on the mobile phone, it is more obvious that customers can enjoy themselves while at the venue, based on drinks bottles photo while it is missing the computer version.

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

Answer:

Yes, there is use of imagery in form of poster panels, the colours do not seem attractive and so, less likely to quickly grab customers' attention.

And therefore, the website may fail to meet the three key aspects of user experience on a website, identified by Jongmans et al, (2022). Which are, Visual design, Usability and Pleasure.

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:

No, the website does not have online chat software and therefore it may be difficult for the business to provide its customers with excellent customer support, leading to some going somewhere else.

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

Answer:

It is most likely that the business social media links on the website are not very effective, because they are not prominently visible on the website. And so, it's difficult to realise that they are on the website.

Also, they are just there, not as a link to the related social media platform.

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 that are offered to customers are made clear to customers in a form of posters, which are a bit disorderly. There is some lack of consistency in the way the website was designed and that may dissuade some customers from visiting again if its not pleasant to look at.

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

Answer:

The customer service review option is not facilitated on the website, so some customers may find it hard to know how good or bad the services offered at Acocks Green Bowl.

Also, it may be difficult for the business itself to be able to measure and know its customer satisfaction level with absence of customer feedback portal.

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 actual quality of the services offered at Acocks Green Bowl is not mentioned, but instead the venue is described as the ideal place for someone to spend time with family, friends or colleagues. And list of what is being offered is given,

therefore, it is up to the potential customer to decide based on what is being offered to determine if services are of high quality or not.

In addition, there is no common, "About us", so it is a bit hard to know for how long the company has been in business and how successful they have been.

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 clearly made to customers, but it is a bit difficult to determine if they are a true reflection of the services being offered because of absence of customers reviews on the website. And the company does not specifically talk about it either.

Section 4 – Searchability

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

1. Acocks

2. Green

3. Bowl

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

Answer:

Yes, it does. And it is number one on Google search.

Question 5a - Do you feel that websites still have relevance in modern UK business? Explain your answer.

Answer:

Yes, I believe that websites still have relevance in the UK business. However, for not too long as applications are quickly replacing them.

According to Forbes, (2025), of 1.2 billion websites worldwide, only 16% are currently active and 84% are inactive.

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 recommendation that I would make would be to redesign the website, adding past customer experience which is completely absent on website, and it is a common feature these days. Many customers make their decision on whether to buy goods or services just based on customer reviews.

Reference List

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