

LCLM4002_BIRM Digital Skills Task 3**Website Evaluation**

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Website Chosen	Hollywood Bowl
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Insert hyperlink to website	https://hollywoodbowl.co.uk
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Evaluation**Respond to each question****Section 1 – Usability****(75 words maximum for each answer)****Question 1a** - How quickly and easily does the website load?

From my own observation I have visited the website I had chosen and I was immediately directed to the amazing offers and special discounts available in my experience whilst using this webpage I have learnt that this digital platform is relatively easy to use upon going on to this website I have also compared with many other web pages by implementing this I have realised that this website loads significantly faster compared to other online sites

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

Hollywood Bowls website features many subpages covering tickets, events, seats, drinks, and food directions and visitor information. customers often navigate these pages through a clear top navigation menu, drop down categories, and prominent call-to-action buttons. the site also uses internal links and a search function, which enables users to swiftly find relevant information and move from one segment to another without uncertainty, dedicated to making customers time online effortless engaging and satisfying

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

A customer can easily secure a reservation via the official Hollywood Bowl website. the site features an intuitive interface allowing visitors to explore upcoming events, choose their desired dates and seating options also finalising ticket purchases online. followed by clear navigation menus categorised drop-down, and prominent call-to-action buttons the booking process is streamlined and user friendly. a reliable search function and helpful navigation links further strengthen the experience enabling customers specific events, verify availability and complete their reservations successfully

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

To upgrade the Hollywood bowls website usability ,several modifications are necessary simplifying the navigation menu and reducing drop-down categories will help users find details faster.adding straight forward filters for events and tickets would also improve browsing.perfecting page load speed insuring mobile responsiveness and providing clearer calls to action can make the site more easy to navigate ,allowing visitors to access information and complete bookings more promptly.whilst engaging I have realised Hollywood Bowl lacks interface seat maps with real time availability

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?

Hollywood bowls website displays a visually appealing and modern design making use of vibrant imagery, clear text formatting and well organised content to promote and including user experience. The computer version offers a spacious layout with large headers and multiple visible sections while the mobile design adapts to smaller screens using a more refined portrait layout. Although the core visual style remains reliably strong, specific aspects are simplified on mobile devices for improved navigation and convenience.

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

Hollywood bowls website clearly uses pictures videos and colour to create a captivating and vibrant user experience. High quality images promote performances and the venue, while inserted videos highlight live events behind the scenes content. A eye caching balanced colour scheme reinforces Hollywood bowls exciting and radiant atmosphere. Together these mindful visual elements guide user attention, enhance illustration, and make the webpage visually appealing, helping visitors quickly connect with the enthusiasm of attending the Hollywood Bowl.

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?

The Hollywood Bowl webpage does not have an online chat, support tool for visitors , enquiries , instead of a live chat option, users are directed to traditional contact methods like telephone, email, call back request form along side their social media platforms which are available on their website because there is no live chat option, customers must rely on these slower methods, which are less immediate than real time live chat when asking about products services, bookings or other general inquiries.

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

The social media links on the Hollywood bowls webpage connecting to platforms which include Facebook, instagram, twitter/X , YouTube are to some extent effective in appealing to customers which updates and events. Important aspects , while they allow quick access to mixed media content and encourage engagement, their small size and refined placement limit visibility, strengthening their display and eye catching quality could more effectively drive visitors connection and active interaction which Hollywood Bowl online creates more active engagement.

Section 3 – Perceived Value

(75 words maximum for each answer)

Question 3a - How are the services offered by the company made clear to customers?		
The Hollywood bowl webpage clearly demonstrates its services via structured menus, detailed pages, and visible call to action buttons.essential information including event details ,tickets seating and food options is displayed with clear headings and visuals.site layout is straight forward using drop-down menus and page links ,while the search function helps visitors quickly locate specific. Services on top of that combined images, videos and promotional content draw attention to key experiences, effectively ensuring costumers understand what the venue provides before attending		
Question 3b - How are customer reviews made available? Are these up to date?		
On the Hollywood bowls webpage its self does not evidently display costumer reviews on its own website.instead ,the majority of feedback located on third party platforms like trust pilot ,where numerous of recent costumers experiences are constantly shared and updated by users. While these third party reviews offer current understanding into service quality.character and value ,visitors must look else where up to date opinions about Hollywood Bowls offerings because they are not incorporated into the main website.		
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?		
On Hollywood bowls website it presents its service as top tier .through clear information professional visuals and a clearly arranged webpage .through event descriptions, seating options ,and dinning choices display attention to costumer experiences while images and videos showcase pleasant ,entertaining atmosphere.costumers might chooser recommend the company Hollywood Bowl for its practical on the booking, variety of entertainment options, friendly staff and consistently positive experiences.the webpage apparent navigation ,engaging content and reliable, functions further reinforce its high quality reputation		
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?		
Yes, the Hollywood Bowl webpage displays prices for services like bowling games, arcade games and different package deals.these costs varies such as games starting from approximately £6.35 per personage shown during the online booking process and on the individual Hollywood bowls webpages. Prices indicate the value of activities and entertainment provided and fit with costumer expectations for a fun leisure experience.because costs vary by location and time ,the webpage provides clear indications but motivates visitors to verify specific costs when booking.		
Section 4 – Searchability		
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Ten	"Ten pin bowling" effectively outlines Hollywood bowls core offerings and is the key phrase future costumers are likely to be used when searching google for local bowling alleys, family entertainment or social activities
Pin	Making use of this specific search term helps Hollywood bowls appear in relevant local results for visitors looking to book lanes ,hire shoes or plan parties and casual fun.
Bowling	Looking on google or safari will show similar businesses and entertainment centres that match the service offered by Hollywood bowls for family and friends

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

Yes searching for "ten pin bowling" or "Hollywood bowls" usually places into google or safari on the official Hollywood bowls webpage this commonly appears within the top ten search results. on many occasions this is often at or near the top of the first page .as the primary site for the ups largest ten pin bowling operator, it automatically ranks highly and provides direct access to local information, bookings ,offers and details for their various venues.

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.

Websites remain highly significant for modern uk business including entertainment and leisure establishments like Hollywood Bowl, acting as a central contact between the business and its customers. a webpage offers key information like opening times, pricing, locations and special offers. particularly for Hollywood bowl a professional webpage improves customer experience and convenience by allowing visitors to book lanes online, check for promotions and explore multiple group [packages.in](#) addition a user friendly website enhances Hollywood bowls reliability and supports extensive marketing efforts through smooth incorporation with social media and email campaigns, reaching the wider audiences efficiently. despite the rise of apps and social media platforms, websites remain the focal essential hub for information distribution, booking transactions and fundamental customer engagement, ensuring their continued importance in the online environment.

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?

If I was to make one recommendation to upgrade the Hollywood bowls webpage, it would be to refine the online booking procedure with a more interactive and user friendly platform ,currently costumers may find the process uncomplicated, but adding features like real time lane availability, tailored recommendations based on past bookings and an combined advertising section could possibly make it much more captivating.this improvements would massively increase customer satisfaction's visitors can quickly find the best options for their needs without exploring multiple pages,additionally a smoother booking process would enhance sales ,as customers are more likely to complete reservations when the system is automatic and [quick.in](#) todays competitive online environment, offering a streamlined up to date online experience to maintain credibility and attracting repeat clientele.

Reference List

Hollywood-bowl,(2025)booking an event.available at <https://hollywoodbowl.co.uk> accessed 14 December 2025

Ten-pin bowling,(2025)'online booking.available at [https://www.ten-pin bowling.org](https://www.ten-pin-bowling.org) accessed 14 December 2025