

LCLM4002_BIRM Digital Skills Task 3			
<u>Website Evaluation</u>			
Student Number	2514936	Student Name	Veronica Bentley
Website Chosen	Hollywood Bowling		
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 website loads quickly without any lagging. It comes across responsive and loads 2-3 seconds faster in comparison to a competitor, Rowans – Bowling (2025) The transition of the pages are smooth, text and images load smoothly and the site operates well when using mobile, tablet and desk top version. There are no issues with the links, overall, the website demonstrates good performance and a positive user-friendly experience. According to Frey (2017) if users have difficulties using the site, they can feel like they are wasting time and become frustrated. This can lead to them avoiding using the site in the future.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: Yes, the website contains useful sub-pages which are easily navigated through drop down boxes, they include information on services, locations and booking. These are available through the home page, and each sub page is clearly visible for efficiency. Having sub-pages gives the user more options which encourages them to remain on the website. in order to find the relevant information to book their bowling session. According to website strategist from a reputable website hosting company, Cameron Carroll a strategist from the hosting company Firstfound “giving your visitors clear directions about where to find the product or service they want will increase their interest in browsing your website (Carroll 2021)			
Question 1c - Can a customer make a booking via the webpage?			
Answer: Customers are able to easily make a booking through the call to action ‘Book Now’ button on the homepage of the website although the user will be required to navigate through to find the location of the venue then complete a process that allows them to click through to additional pages that will allow them to add refreshments and choose their chosen date.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: To allow for a more effective use of the website, the call to action booking button could use less clicks prior to allowing you to enter your details to book a session. The use of a quick tools button will allow for a more user-friendly experience. Having a clear ‘pricing’ button on the home page will allow for transparencies.			
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 graphics on the website are clear with the use of bright colours and clear headings that give the website a modern look. "The arrangements of elements on a web page, including navigation, font colour, harmony, and overall aesthetic design plays a crucial role in attracting users and creating a satisfying experience" (Jevremovic et al., 2017)

When using a desktop, the layout appears more spacious than the mobile version and it is easier to read. Overall, the website design appears pleasant on all devices.

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

Answer:

The website uses high resolution images that enhances the quality of the images, the colours are bold to reflect the fun, energetic feel of the brand. They use banner slides with images of families and groups of people bowling and everyone appears to be having fun, to make the appeal of bowling look exciting. The branding is consistent throughout the site.

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 website does not have an online chat tool that assists potential customers when making enquiries. Instead, they have a call-to-action button on the contact page which allows users to 'request a call back' When enquiring about the product it can become time consuming as users are required to 'click the button', complete an online form, then wait for a response at a time that is suited to the user, between 9am and 9pm. It does not specify the response time.

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

Answer: The links are active and go directly to the company's social media pages. Once signed in, users can engage with the business outside of the website (excluding youtube, the user will need to have an account to access the feeds.

"Social networks serve companies to build better customer relationships and enable the creation of a recognisable brand" (Blazheska et al., 2022)

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 are clearly visible to the potential customers. The home page allows the user to see a list of services available; users can easily navigate through the services by clicking on the drop-down menus labelled games, parties, groups. The home page shows images of bowling to show customer experiences.

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

Answer: There are no visible customer reviews. Customer reviews are available on a third party website, trust pilot, to date they have 7.485 reviews. They appear to be somewhat up to date with the most recent being 30/11/2025. This shows that users are actively using and reviewing the company. The company has an excellent review with a start rating of 4.5 (out of 5)

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 the bowling alley appear to be high quality as the bowling lanes and equipment appear to be 'state of the art' and well kept. The website offers VIP bowling lanes and packages and modernised games including interactive darts, duckpin bowling and mini golf. The positive reviews on trust pilot always validate the high quality of the services. I would use the VIP bowling service to make a make a group booking for a birthday party as it would be a luxury experience. I would also recommend the services to clients as many of them run businesses and it would be ideal for corporate bookings for Christmas parties.

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 are not clearly visible on the home page, potential customers will need to navigate through the offers page to gain access to the prices. Another option is to access the prices through the location of your choice. The price range also varies depending on the location of the venue, there are special offers, lower pricing structure and additional service packages available for group bookings partys. Transparency of prices are only made clear once you have navigated through other pages.

Section 4 – Searchability

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

1.Bowling, London

2.Bowling near me

3. Bowling Bromley opening times

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

Answer: Yes, after the listed sponsored links the website appears in third place.

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: As the director of a small business, I feel that it is relevant to have a website in modern UK business as it allows the company to be visible, potential customers are able to gain an insight on the services offered and the knowledge and experience of the staff. Having a website is the first point of contact for potential customers, it builds Prescence and trust. I am now aware of the additional need for optimising your website to rank highly on google searches and allow your customers easy access to your website oposed to choosing other sites that are offering similar services.

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: A recommendation I would make for Hollywood bowling would be to have more transparency when it comes to prices because in the past, I have found that my choices are sometimes governed by the pricing structure of a service therefore having to navigate through different menu buttons on the website to access the prices could deter me from the site to one which has more visible pricing.

Reference List

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Carroll,C. (2021) '5 Web design strategies that will improve your conversion rate', *Firstfound*, Available at: <https://www.firstfound.co.uk> [Accessed: 10 December, 2025]

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