

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2519443	Student Name	Daniel Bujor
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: The website loads very quickly and in a timely a manner it loads up every other sub page quick which is an indication of it having a good server and a decent maximum user capacity on their website as 'website loading significantly affects user experience and engagement' (Nielsen, 2010)			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: The website has a variety of subpages that covers anything a customer that may need its very easily accessible and contains a standard drop down menu with a standard Image to click to bring out the drop-down menu for these sub pages			
Question 1c - Can a customer make a booking via the webpage?			
Answer: Yes a customer can make a booking this a very useful and convenient feature as it frees up phone line for people with real inquiry or issue they may be stuck with 'Online booking systems enhance customer convenience, which positively influences satisfaction and loyalty' (Li and Wang, 2011). This also shows the website/company is somewhat tech savvy as its not that common with other websites another thing they do well is it's the first thing you see when you load into the website a big button with book now written			
Question 1d - What improvements could be made to the usability of the website?			
Answer: The website doesn't have that many flaws that I find to ruin customer experience one thing I can suggest to do better is only some better quality pictures and make them higher quality as low quality images tend to be associated with low quality business even though they're not			
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 website looks good in term of design and how easy It is on the eyes however I feel like they're overcompensating a bit as someone who doesn't like a digital screen in their			

face can also feel overwhelmed moreover, the website looks like it was designed for a computer as it feels a lot more complete and more polished when on computer whereas a phone main difference is that on phone it highlights the book now button where as on desktop it highlights buy now vouchers

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

Answer:

The website uses vibrant colours to give a sense of fun and safety they use these colours to catch the eyes of people more effectively they don't use much videographer other than some sliding pictures that revolve around the subject of bowling and a bunch of people having fun

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 hasn't used any form of chat bot /chat tool this is especially helpful as it can additionally free up phone lines even by having a scripted bot that answers FAQ rather than having a customer search for them on their own

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

Answer:

The social media links are effective because they are clearly shown at the bottom of the website and use familiar icons for Facebook, Instagram, TikTok and YouTube. They work properly and take customers straight to Hollywood Bowl's official pages, helping people see updates and promotions. They could be more noticeable if placed higher on the homepage, but overall they support customer engagement well (Hollywood Bowl, 2024).

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 made clear through large homepage buttons for Bowling, Food & Drink, Offers and Parties. The top menu also lists all services, making it easy for customers to find what they need. Each section includes photos and short descriptions, helping customers understand what Hollywood Bowl offers. This simple layout ensures customers quickly see the main services such as bowling, food, arcade games and party packages

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

Answer:

Customer reviews are available through links to Google Reviews on each centre's page. These links take customers directly to the latest reviews for that location. Because the reviews come from Google, they update automatically whenever new feedback is posted. This means the reviews are current and reflect real customer experiences. The website itself does not show reviews directly, but the Google links keep the information up to date

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 service looks high quality because the website uses bright, professional photos showing clean lanes, modern venues and happy customers. VIP lanes, food options and party packages are highlighted, making the company appear organised and reliable. The website design is colourful and easy to use, adding to the sense of quality. I

would recommend Hollywood Bowl because it looks fun, family-friendly and well maintained, with clear information for planning a visit

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 are clear when customers choose their local centre. The website includes a Prices section and an Offers page, making it easy to compare costs. Prices also appear during the booking process. The prices match the quality shown on the website, as the venues look modern, clean and well presented. Deals such as family bundles and multi-game offers help customers feel they are getting good value

Section 4 – Searchability

Question 4a - What three words would you type into Google to find this type of service?	1.bowling
	2.local bowling
	3. Cheap bowling

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

Answer:
Yes, when you type words like "bowling," "local bowling," or "cheap bowling" into Google, the Hollywood Bowl website appears within the top ten search results. Hollywood Bowl is a well-known UK bowling company, so Google ranks it highly. This makes it easy for customers to find the website quickly when searching for bowling services online .

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, websites are still very important for modern UK businesses because they give customers a reliable place to find accurate information. A website allows people to check opening times, prices, services and booking options without needing to call or visit in person. It also makes a business look professional and trustworthy. Many customers prefer websites because they are easy to navigate and provide clear details in one place. Even though social media is popular, it cannot replace the structure and reliability of a full website. For companies like Hollywood Bowl, the website is essential for online bookings, promoting offers and helping customers plan their visit

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 improvement I would suggest for the Hollywood Bowl website is adding a live chat feature. Although the website is easy to use, customers may still have questions about prices, party bookings, accessibility or changes to reservations. A live chat would allow customers to get quick answers without searching through multiple pages or calling the Hollywood Bowl (2024) *Hollywood Bowl – Official Website*. Available at: <https://www.hollywoodbowl.co.uk/> centre. This would make the website more helpful and improve the overall customer experience. Many modern businesses use live chat because

it reduces confusion and supports customers instantly. Adding this feature would make the Hollywood Bowl website feel more modern, interactive and user-friendly, especially for new visitors who may need extra guidance

Reference List

Hollywood Bowl (2024) *Hollywood Bowl – Official Website*. Available at:
<https://www.hollywoodbowl.co.uk/>