Zoom

Market Research

**Website #1**

**Business Name:** Richmond Roller Hockey League

**Website Address:** https://www.rvarhl.com/

**What do you appreciate about this website?**

I appreciate that the colors of the website go very well together. I like the pictures of the rink being front and center as well as the logo of the league. Navigation of the website is very easy to understand. Very organized.

**What would you change or customize?**

Do not have any pictures of people actually playing hockey anywhere. Although it was very eye catching at the top of the home page, it is a lot of wording after the initial “wow” factor. Everywhere on website is very “wordy”. I would add more pictures to please the eye and try to make it pop.

**Website #2**

**Business Name:** Chilled Ponds Ice Sports Complex

**Website Address:** https://www.chilledponds.com/

**What do you appreciate about this website?**

I appreciate that this website looks very sleek and visual. This navigation on the website is very organized, concise and easy to understand. It gives links to follow business on social media. I like the interactive calendar of events for the given day.

**What would you change or customize?**

On this website I wouldn’t try and change too much. I would try and do something better to express the partners the business has, currently, the partners are just pictures put on the bottom of the page. They have a very small portion of the homepage advertising for jobs in the kitchen that is offered there, but besides that there is no other mention that food or drink is even offered.

**Website #3**

**Business Name:** Richmond Ice Zone

**Website Address:** https://richmondskating.com/home/

**What do you appreciate about this website?**

I appreciate how this website shows a lot of different offers right on the homepage; however, I would tweak some things seen below. I appreciate it markets social media right on the homepage. I appreciate the wow factor when you first see it.

**What would you change or customize?**

I would like to work to make the website a bit clearer. This particular business owns two separate rinks, Richmond Ice Zone, and Skatenation plus under the same parent company. The issue with that is they are using one website to promote both; however they have everything separate on the homepage. I would try and design a way that its not as much clutter on the site by possibly having two separate portions of the website one for Skatenation and one for Ice Zone.