



Lakeview Lounge



Case Study - Front End Website Creation

PROJECT OVERVIEW

PROBLEM

Lakeview Lounge **does not have an online presence** or a way for customers to access information, which is **preventing** unsure patrons from **having the confidence** to become new customers.

SOLUTION

The solution was to **design a website** so that new patrons can get enough **information** in order to **feel confident to try the establishment.**

MY ROLE: UX/UI Designer, FE Developer: Research, Information Architecture, Wireframes and Testings, UI design, Coding

TOOLS: Figma, Google Slides, Miro, Slack, Zoom, Trello, Adobe, Visual Studio Code, Github

TIMELINE: 3 weeks



Empathize





Research Goals



We wanted to understand the **users behavior and pain points** when looking for a new bar to try. We drafted our goals to stay focused while working on this project:

- Understanding **users behavior** when looking for a new bar to try
- Find out **users goals** and what **information they need** to make their decision





Survey



We started our research with a **survey to gauge bar habits** of users via a Google Forms survey.

Our findings showed that for the majority of respondents, the word of mouth is important in their decision, as well as the place's atmosphere, and that a vast majority prefers local businesses rather than established chains. **Most importantly, all of them said that they were looking a place online before trying it.**

100%

of people look a place online before trying it

73%

of people find the atmosphere is the most important thing to makes them want to try a new place

82%

of people prefer local businesses rather than established chains

73%


of people go to bars with friends



Data


900%

“Near me” or “close by” type searches grew by more than 900% over two years. (Source: Chat Meter)Local-SEO-Stat-2



97%

97% of people learn more about a local company online than anywhere else. (Source: SEO Tribunal)



4 in 5

4 in 5 consumers use search engines to find local information. (Source: Think with Google)



Interviews



Interviews were conducted with **6 different users** to get an idea of their **bar and restaurant habits**.

We then created an **affinity diagram** to synthesize and have a **better understanding** of the data we gathered.



Interviews

Key takeaways

Community Feel



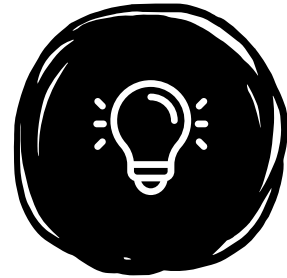
People want to go somewhere that has a **community feel** to it.

Useful Information



People want to be able to access **as much information** about a new place before trying it

Reliable



People want to find a spot that they can **rely on going back to.**



02



Define



User Persona

We began by creating our user persona, James, who's **new to the area** and **looking for a new bar** that will be his go-to in the future. James loves craft beers and has a very specific kind of atmosphere in mind.



James Jones, 28

Autotech
Lakewood, Colorado

- Loves craft beers
- Just moved to the area
- Wants to find somewhere with the right atmosphere
- Wants to find new hang out place where he can meet friends
- Needs to have information beforehand about the place he is going to
- Needs somewhere close by / walkable
- Doesn't trust google reviews

User Scenario



James Jones, 28

Autotech
Lakewood,
Colorado

Loves craft beers,
just moved to the
area

User Scenario

James just moved to Lakewood area and is looking for a local place where he could blow off steam after work.

As the community feel is very important to him, he is looking for a dive bar where he could meet his neighbors.

Since he likes to find information about a place before trying it, he begins to look online.

When he discovers Lakeview Lounge's website, he can check all the information that's important to him, like the menu, and have an idea of the bar's atmosphere.

Goals

- Find new post-work hang out place where he can meet friends
- A bar with a community feel to it
- Wants to find somewhere with the right atmosphere



Scenario phases

Phase 1 Research

James starts his research to find a new bar using the internet

Phase 2 Discovery

James discovers Lakeview Lounge's website and likes the community feel of this bar

Phase 3 Action

He checks the menu, reviews, hours of opening and closing and feels that this is the right fit

Phase 4 Response

He is excited to try it and decides to go there after work next Monday!

Storyboard

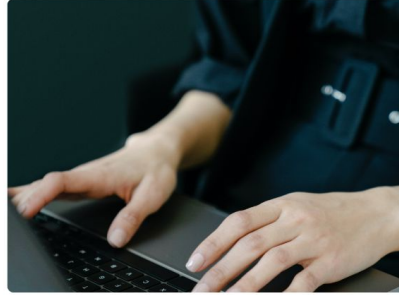


01



James moves to the area and is looking for somewhere that can become his new hangout spot

02



He doesn't know where to go and starts to research on the internet

03



He finds Lakeview Lounge's website and sees that it's a local bar close to his place

04



He can check all the information that's important to him like the menu, events, and hours.

05



He gets an idea of the bar's atmosphere and knows it's a right fit for him

06



James is excited to try the Lakeview Lounge!

Competition Analysis



We found **three competitors** and **one indirect competitor** to Lakeview Lounge.

Lakeview Lounge is the **only one** that **does not have a website** and **relies only on the word of mouth.**

Joy Ride Brewery Direct Competitor	
Feature Analysis	Competitive Advantage
Homepage is simple and straightforward	ability to reach new customers who will discover new bars by looking up online
Strengths	Weakness
Virtual Payments Live feed pictures from the bar Upcoming events marked	does not have a customer review page Hard to find a reliable in-store menu

Electric Cure Sloan's Lake Direct Competitor	
Feature Analysis	Competitive Advantage
Has menu and very interactive website Social media/maps links	Tiki bar-unique concept Fun and unique drink
Strengths	Weakness
"Hipster" vibe--younger clientele	Relatively new/lesser known

Odell Brewing Sloan's Lake Direct Competitor	
Feature Analysis	Competitive Advantage
ordering online possible to shop online	Large variety of beers and food Have different locations in Colorado
Strengths	Weakness
Rated 4.6/215 reviews Locally notorious Odell is a brand, they even sell gear on their website	Double navigation bar can be confusing Events section is not working

Grffin Coffee Shop Indirect Competitor	
Feature Analysis	Competitive Advantage
Menu Order Online	Easy to Use and Digestible Good Location
Strengths	Weakness
Easy to Navigate Ability to Order Online	Ability to like pictures for the gallery, but not on any social media



Ideate





User Insight



During our interviews and survey, we discovered that **people like to be confident when trying out a local business.** Patrons are **not comfortable risking a new experience** without first researching the business.

Therefore, we believe that users **need a way to access information** beforehand and that we might be able to help if we **develop an online presence with general information** about Lakeview Lounge.



I like, I wish, What if



We used an I Like, I Wish, What If method to brainstorm as a team to gather ideas and explore all options.

I Like

I Wish

What If

having somewhere reliable to go

Trivia information

I like fun games/entertainment/events

I wish I was able to order online from anywhere

I could have a site that was fun and useful

I wish I could see a live view of how many bar seats were open

What if you were able to have the entire bar to yourself?

What if I didn't have to pay for anything?

What if servers/bartenders knew what I wanted without ordering

Seeing pictures of the Menu items

Having info about a place before I go

I like places that have a community feel to them

I wish the hours were extended

I wish I could see the parking situation beforehand

I wish I could see my food as it's being made

what if a menu was made specifically for me

Our website had its own shop page that allowed customers to buy bar products

What if all venues had live music

Getting good descriptions of the Menu items

I like to look at the menu before going to a place

when the atmosphere is matching my mood

I wish I knew about new events as soon as they're posted

I wish I knew everything about a place before going in

I wish all the cool places that I like were accessible by foot

The customers controlled the liquor the bar kept

I wish we could order food and drink before we get to the bar so we could just sit and drink

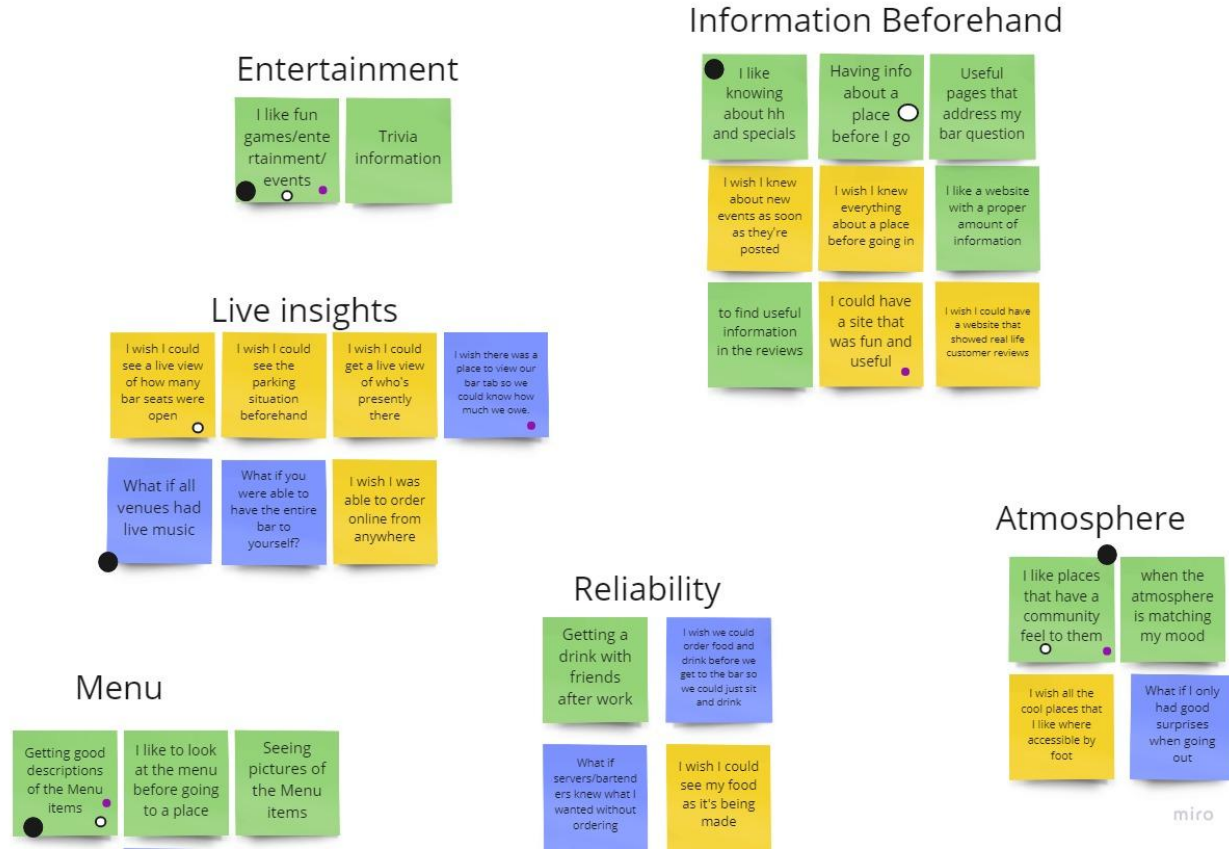
I wish there was a place to view our bar tab so we could know how much we owe.

Affinity Diagram



We then created an **Affinity Diagram** so we could see all of the needs, wants, pain points of users looking for a new bar to hang out.

It helped us to **focus** on what we would need to accomplish in order to create a **user centered website**.



Feature Prioritization Matrix

Via [Miro](#)

Finally we synthesized our data into a feature prioritization matrix to determine what would be the most impactful features to tackle for Lakeview Lounge.



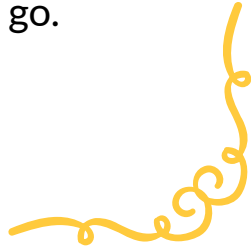
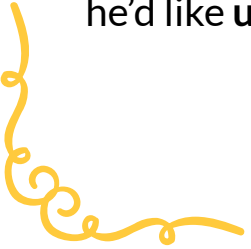


User Flow & Happy Path



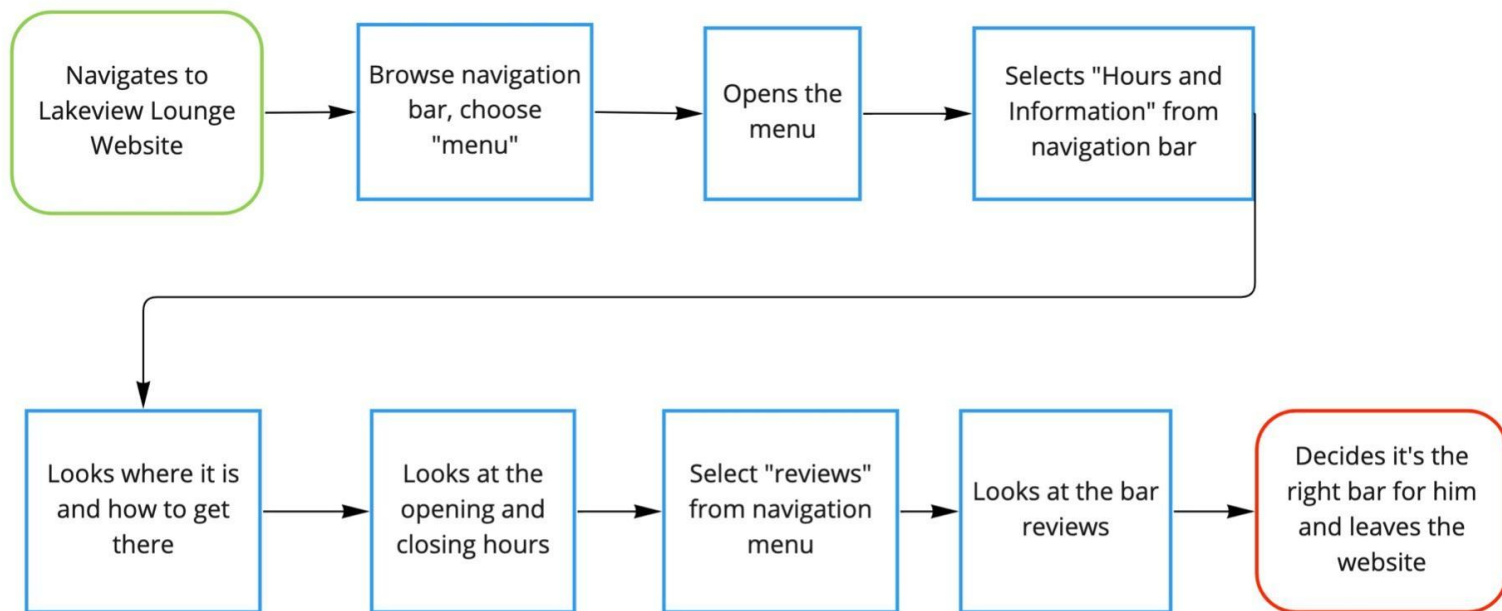
We began to **tell James' story** of moving to a new area. He's **trying to find his next favorite place** to hang out and **begins to search online** for information about what's near him. He **discovers Lakeview Lounge's** website after a google search and after reviewing the information, decides that it seems like a good fit for him.

We were able to **visualize the steps** James would've taken while browsing the Lakeview Lounge website in a **user flow diagram**. Essentially, James would be able to **browse** in whatever way he'd like **until he has enough information** to decide that this is somewhere he wants to go.





User Flow & Happy Path





04



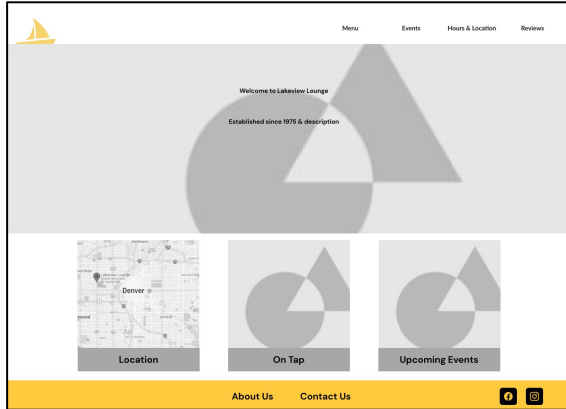
Design

Wireframes and Iterations

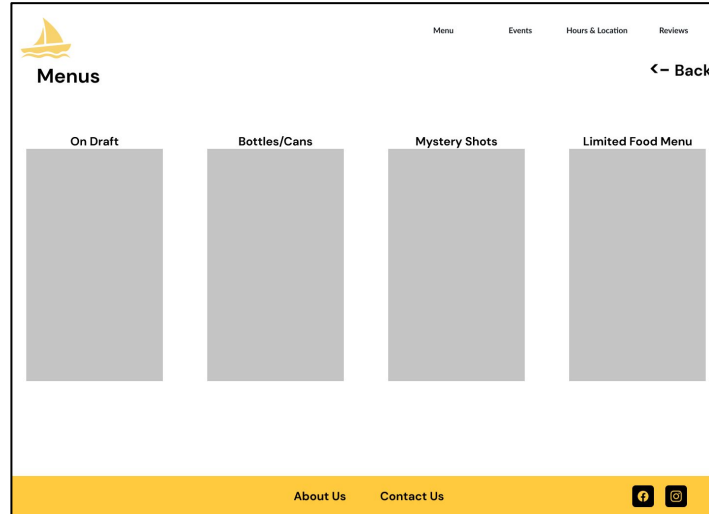


Low Fidelity Wireframes

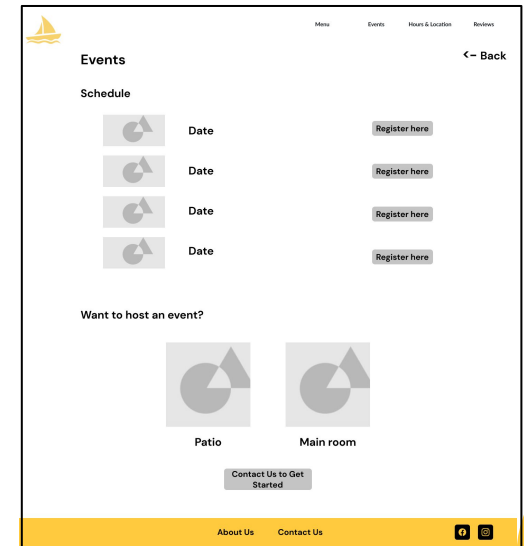
Homepage



Menu



Events



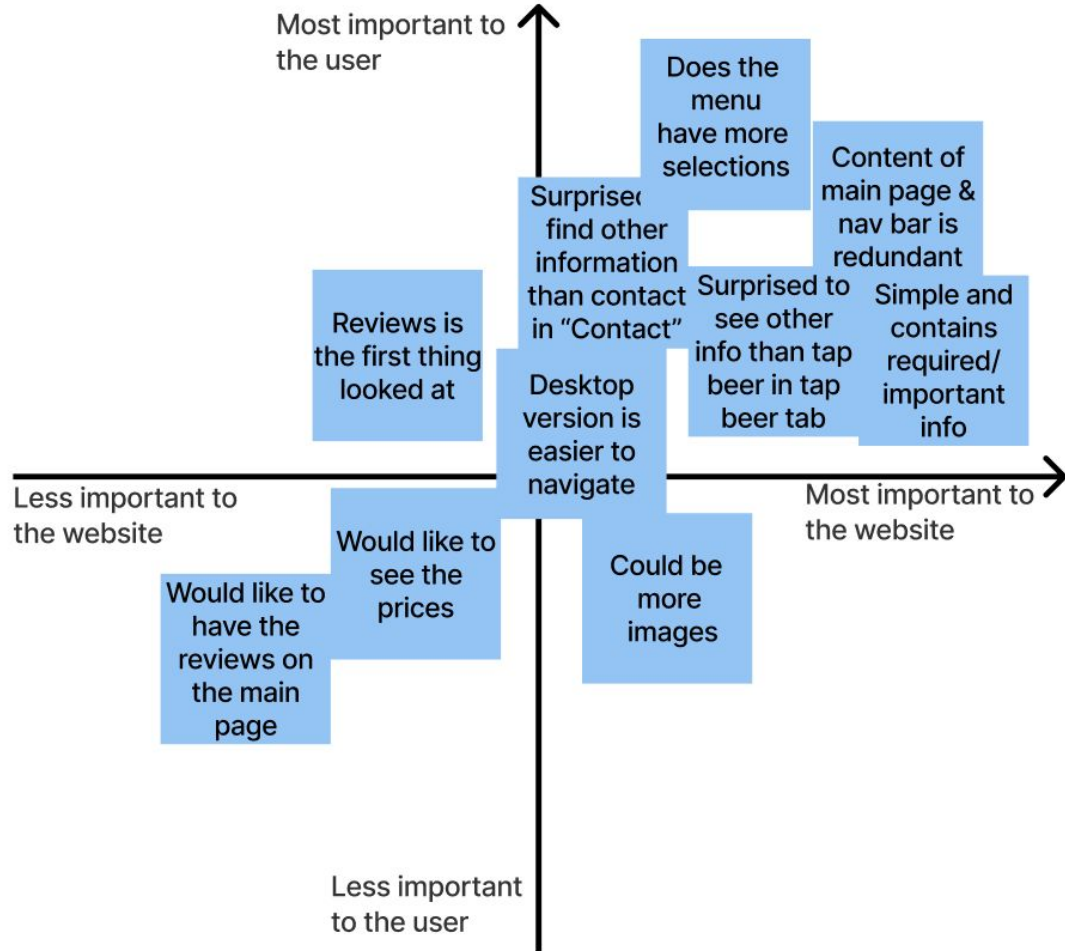
Usability Test



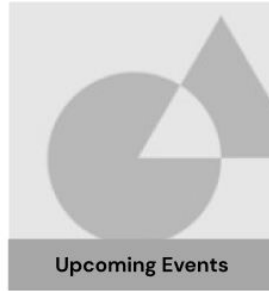
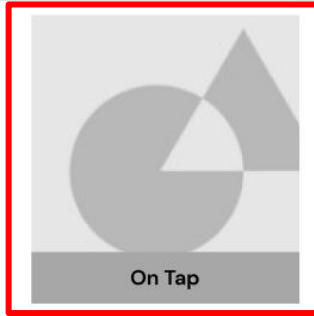
After creating the initial skeleton of what our website would look like, we conducted **usability tests** with 4 different individuals.

Users focused on the information structure like **redundant sections** or the **surprising location of the contact information**.

We sorted the feedback into a prioritization matrix and began to iterate based on common critiques we received.



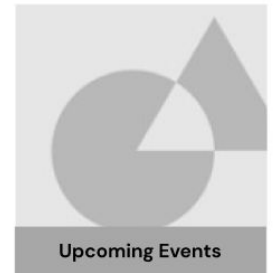
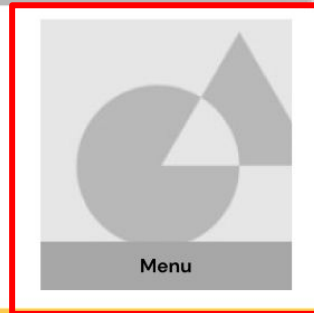
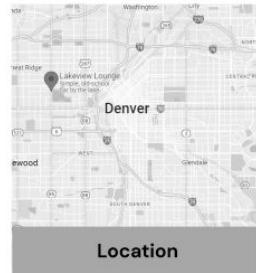
Iteration



Changes were made to make the homepage cards more consistent with the navigation bar.

About Us

Contact Us



About Us

Contact Us



Iteration

We also made the **location of the contact information** more intuitive.



Hours and Location

Menu Events Hours & Location Reviews

< Back

Operating Hours:

Weekdays:

Weekends:

Contact:

000-000-0000

email@email.com

Location:

2375 Sheridan
Boulevard,
Edgewater, CO
80214



Hours and Location

Menu Events Hours & Location Reviews

< Back

Operating Hours:

Weekdays:

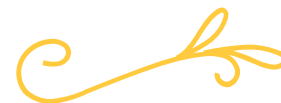
Weekends:

Location:

2375 Sheridan
Boulevard,
Edgewater, CO
80214



UI Style Tile



We then started to have fun and began to gather inspiration.

We started by a **logo redesign**, keeping the yellow sailing boat that is part of the place identity.

For the Style Tile, we chose a **font** and **dark colors** that would **reflect the place unique moody atmosphere**.

Current Logo:



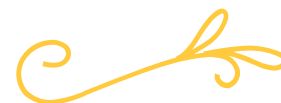
Logo Redesign:



Lakeview
Lounge



UI Style Tile



UI STYLE TILE : Lakeview Lounge

Date 2022

UI STYLE DIRECTION

Evoking a dark yet strangely inviting and familiar feeling

UI STYLE: Adjectives Neighborhood
Welcoming Friendly
Community Familiar

TYPOGRAPHY

H1 - Josefin Slab - 48 pt

H2 - Ubuntu Bold - 40pt

H3 - Ubuntu Bold - 32pt

H4 - Quicksand - 32 pt

Buttons - Lato Medium - 28 pt

P - Lato Medium - 24 pt

TYPOGRAPHY: Body Copy

Lakeview Lounge is a semi-magical place. And as the name suggests, the patio boasts a fine view of Sloan's Lake. It's not for everyone, and that's damn okay.

BRAND LOGO

Logo on white



Logo on dark



ICONOGRAPHY



BUTTON STATES



COLOR PALETTE

Base Colors



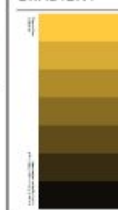
Primary Colors



Secondary Colors



GRADIENT



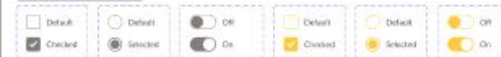
GRAPHIC PATTERNS



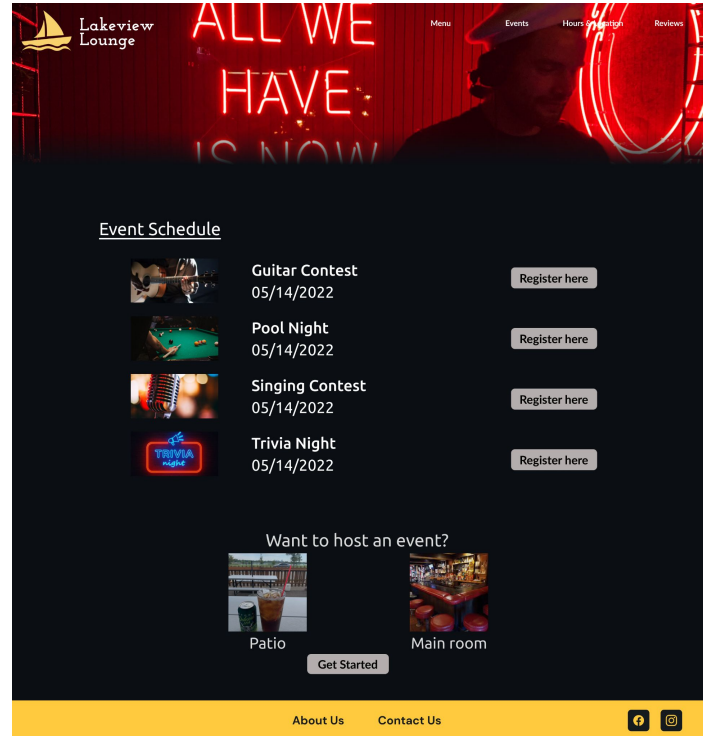
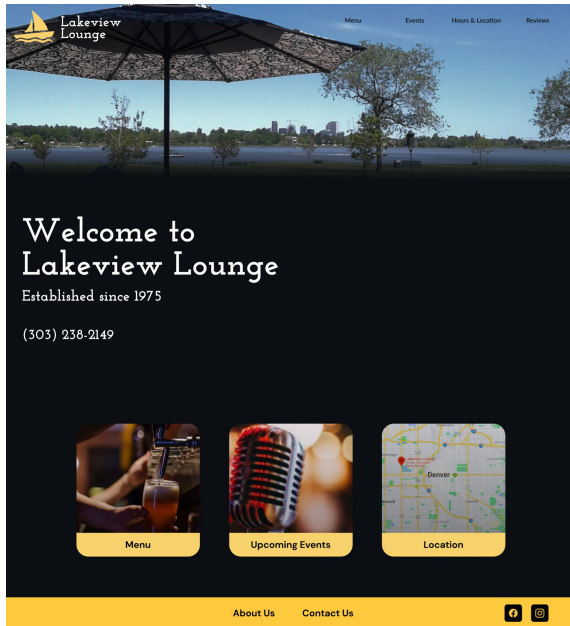
IMAGE SAMPLES



BUTTON STYLES

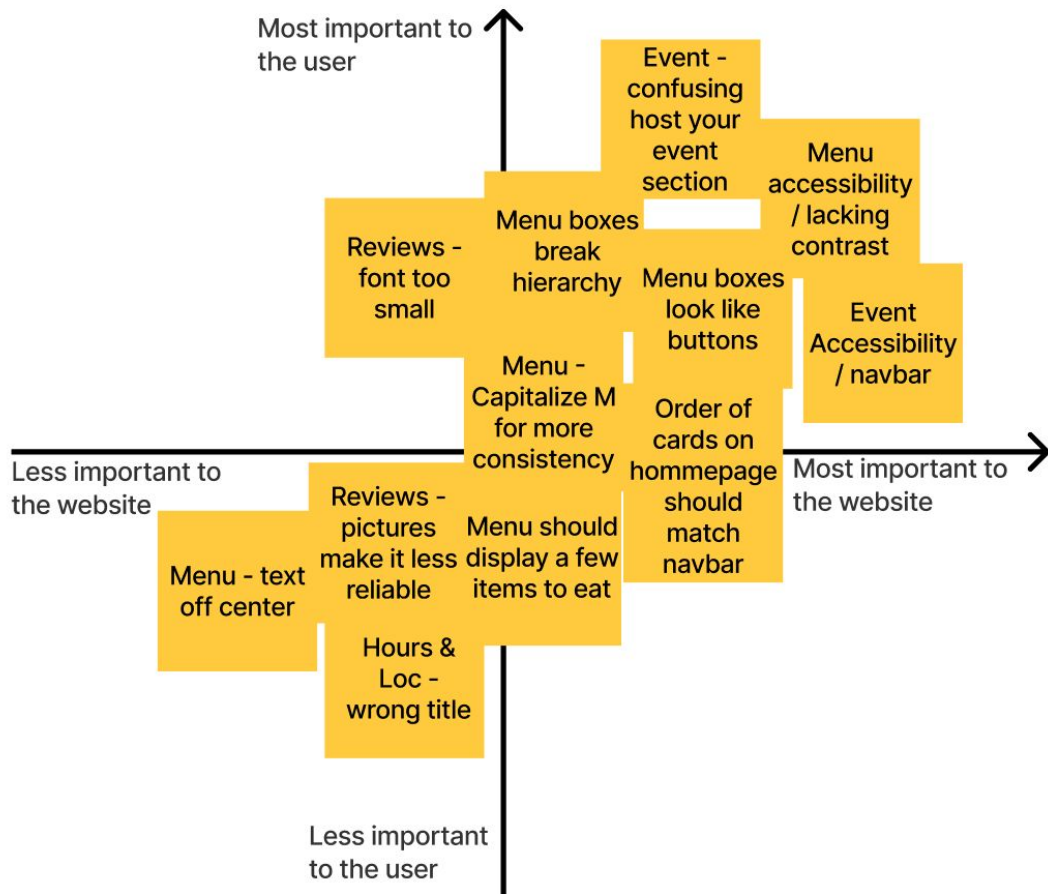


High Fidelity Wireframes



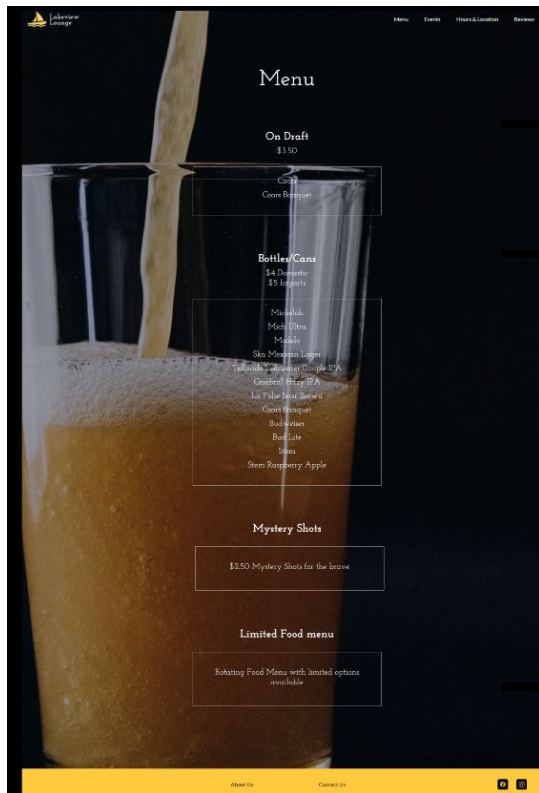
Usability Test

We then conducted another round of usability tests and received some very valuable feedback that allowed us to iterate our high-fidelity prototype.



Iteration

Menu



Not enough contrast

Confusing boxes

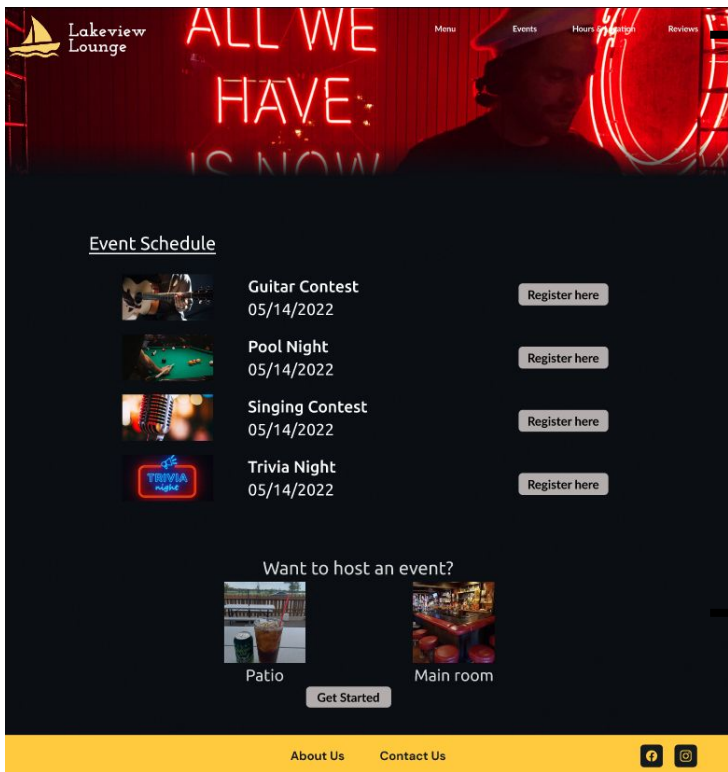
No items mentioned

Text moved to the right

Items added

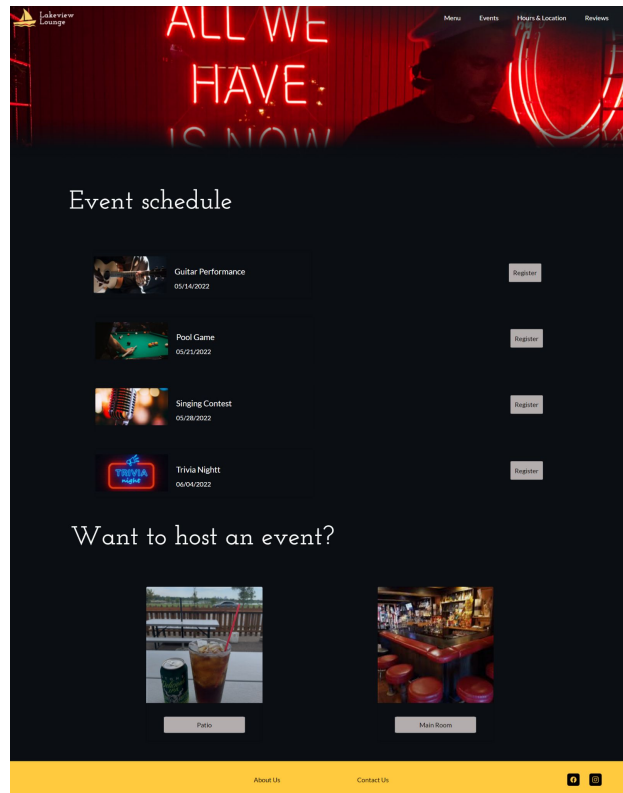


Iteration Events



Contrast issue

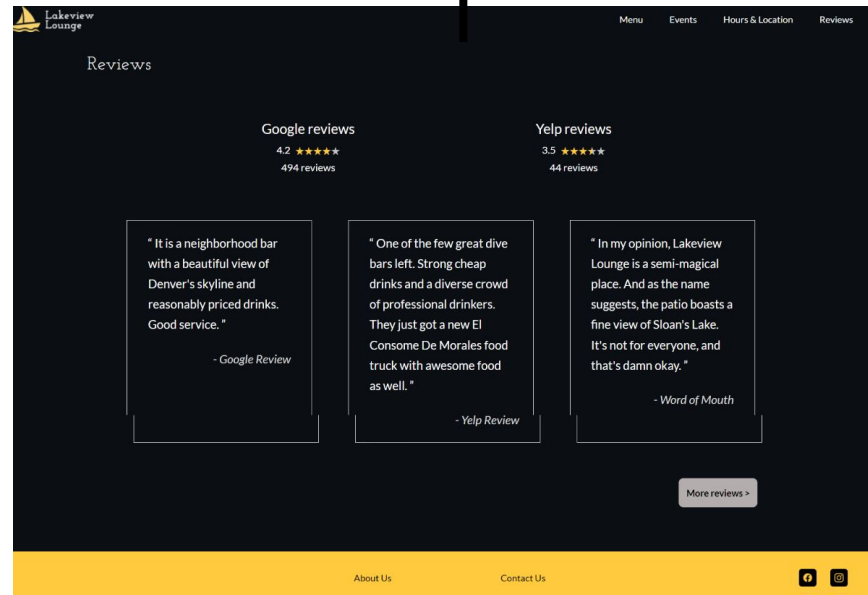
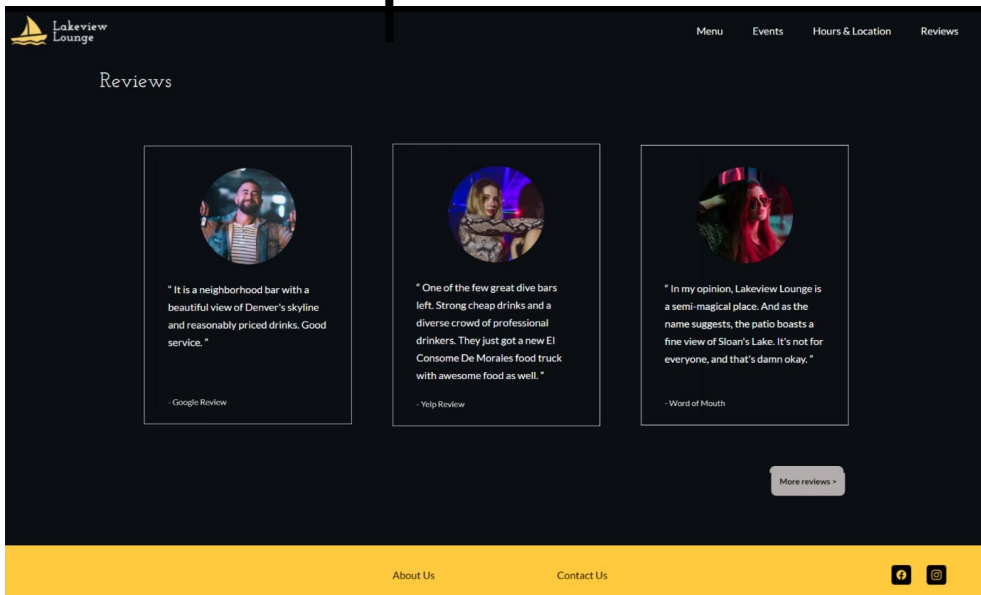
Confusing "Host an Event" section



Iteration Reviews

Pictures make
reviews less reliable

Average notation
added





Prototype



05



Coded version



Using **Visual Studio Code** and **Github**, we brought our website to life!

We created a **Github repository** for each page and then **linked** them to one another.

```
EXPLORER
  UX_UI_HW_22_EVENTS
  .vscode
  CSS
  js
  events.png
  facebook.png
  guitar.png
  herevent.png
  # index.css
  index.html
  instagram.png
  lakeview.png
  location.png
  logo.png
  mainroom.png
  menu.png
  patio.png
  pool.png
  Rectangle 124.png
  sing.png
  trivia.png
  OUTLINE

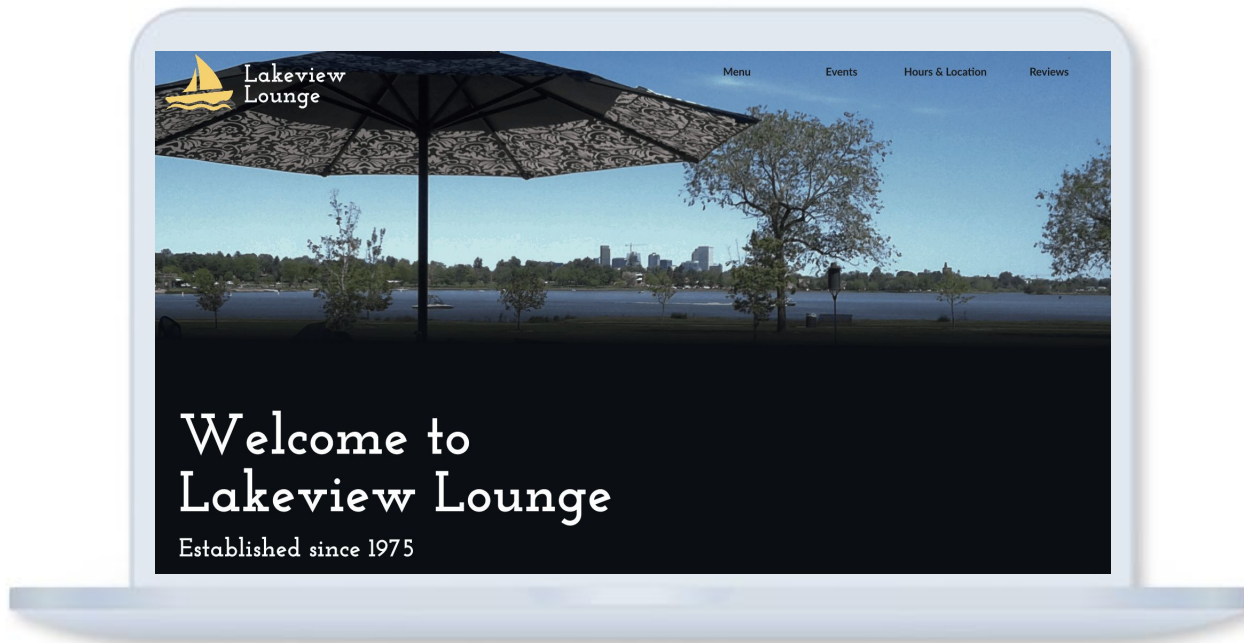
index.html
1 <!DOCTYPE html>
2 <html>
3
4 <header>
5 <link rel="preconnect" href="https://fonts.googleapis.com">
6 <link rel="preconnect" href="https://fonts.gstatic.com" crossorigin
7 <link href="https://fonts.googleapis.com/css2?family=Josefin+Slab
8
9 <link rel="preconnect" href="https://fonts.googleapis.com">
10 <link rel="preconnect" href="https://fonts.gstatic.com" crossorigin
11 <link href="https://fonts.googleapis.com/css2?family=Josefin+Slab
12
13 <link rel="stylesheet" href="https://stackpath.bootstrapcdn.com/b
14 <link rel="stylesheet" href="index.css">
15
16 <meta name="viewport" content="width=device-width, initial-scale=
17
18 </header>
19
20 <body>
21
22 <!-- NAVIGATION -->
23 <section class="heroImg">
24 <nav class="navbar navbar-expand-lg navbar-light bg-light customNav
25
26 <div class="navbar-brand">
27 <a href="https://colettegiacometti.github.io/UX_UI_HW_22/">img
28 <div class="collapse navbar-collapse" id="navbarSupportedContent"
29 <ul class="navbar-nav mr-auto">
30 <li class="nav-item">
31 <a class="nav-link" href="https://colettegiacometti.github.
32 </li>
33 <li class="nav-item">
34 <a class="nav-link" href="https://colettegiacometti.github.
35 </li>
36 <li class="nav-item">
37 <a class="nav-link" href="https://colettegiacometti.github.
38 </li>
39 <li class="nav-item">
40 <a class="nav-link" href="https://colettegiacometti.github.
41 </li>
42 </ul>
43 </div>
44 </section>
45
46 </body>
47 </html>
```

```
# index.css
# index.css > #nav-linkhover
1 .body {
2   font-family: 'Lato', sans-serif;
3 }
4
5 /*header */
6 .customNav {
7   width: 100%;
8   background-color: transparent !important;
9   height: 60px;
10  z-index: 10;
11 }
12
13 .navbar-nav {
14   margin-left: auto;
15   margin-right: 1% !important;
16 }
17
18 .nav-item {
19   margin: 0px 15px;
20   font-size: 100%;
21 }
22 }
23 .nav-link {
24   color: #white !important;
25   font-family: 'Lato', sans-serif;
26 }
27
28 .nav-link: hover {
29   color: #black !important;
30   font-family: 'Lato', sans-serif;
31 }
32
33 nav ul li: hover {
34   background: #F7D26D;
35   border-top-left-rad
36   border-top-right-ra
37   border-bottom-left-
38   border-bottom-right
```

Server is Started at port: 5503
Source: Live Server (Extension)
Don't show again



Website



[Interact with the website](#)



Key Takeaways



- It is incredible how **fluid** working on this project has been. After 6 months working on different projects, we all knew what we needed to do and what we were the most confident working on.
- Coding this project has been **extremely rewarding** because it gave **another dimension** to the prototype. It also gives the perspective to be able to hand it over to the stakeholders, or to use Google Analytics to measure the website performance.