



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.**

A solid yellow circle with the number "100%" centered inside it.

of people look a place online before trying it

A solid gold circle with the number "73%" centered inside it.

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

A solid olive green circle with the number "82%" centered inside it.

of people prefer local businesses rather than established chains

A solid grey circle with the number "73%" centered inside it.

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



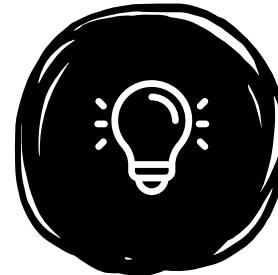
People want to go somewhere that has a **community feel** to it.

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.



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

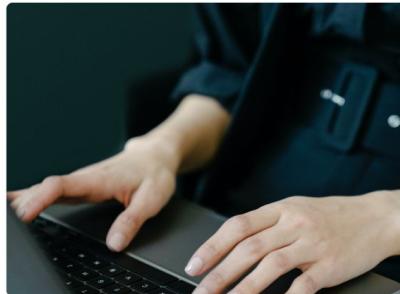


01



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	does not have a customer
Live feed pictures from the bar	review page
Upcoming events marked	Hard to find a reliable in-store menu

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

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

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



Ideate



03





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

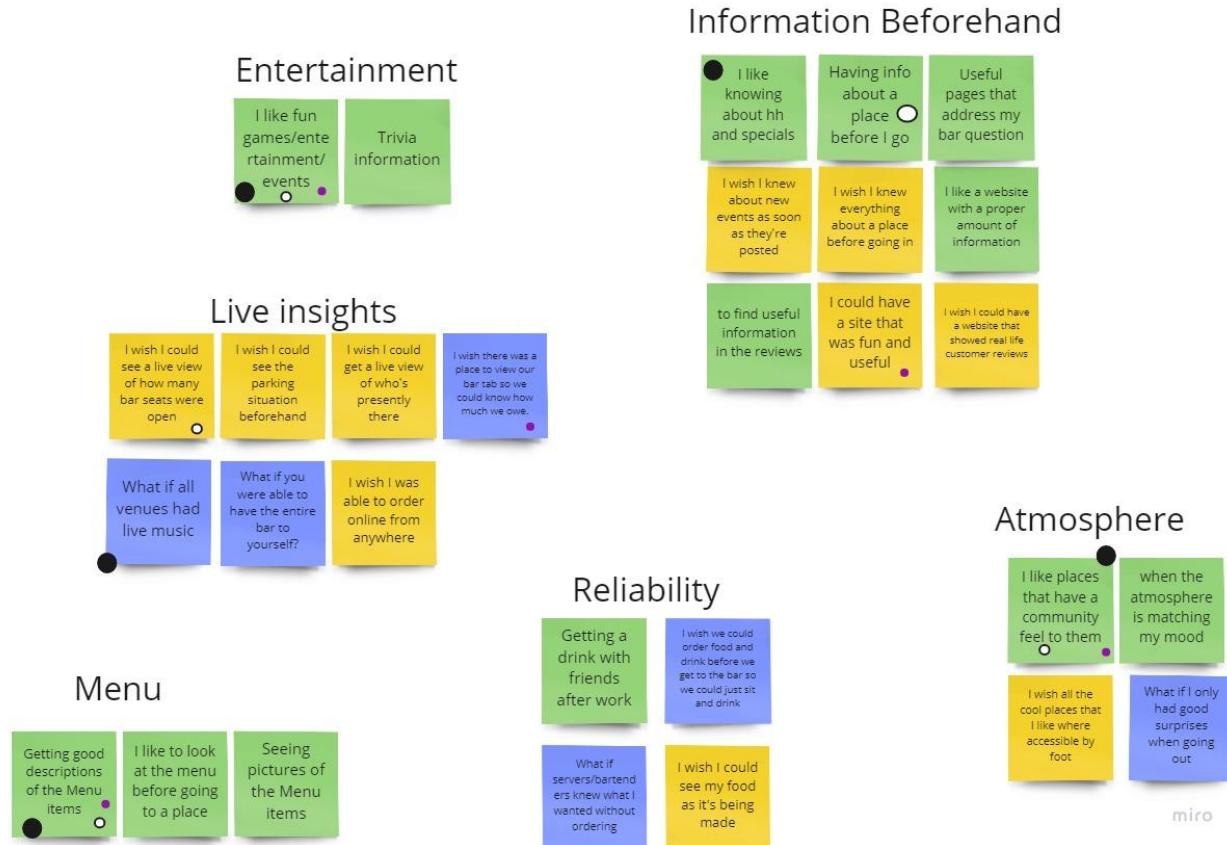
having somewhere reliable to go	Trivia information	I like fun games/entertainment/ events	I wish I was able to order online from anywhere	I could have a site that was fun and useful	I wish I could see a live view of how many bar seats were open	What if you were able to have the entire bar to yourself?	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 where 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.

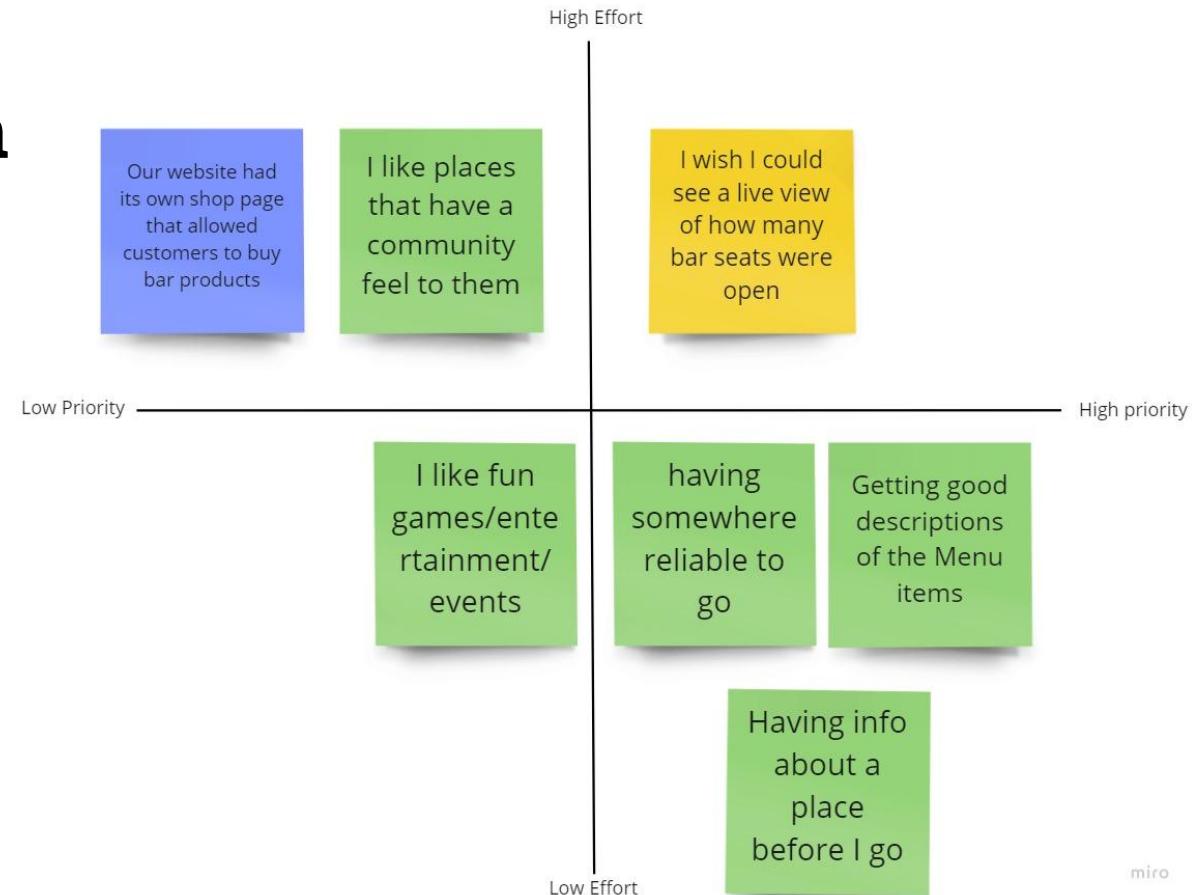
It helped us to **focus** on what we would need to accomplish in order to create a **user centered website**.



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.

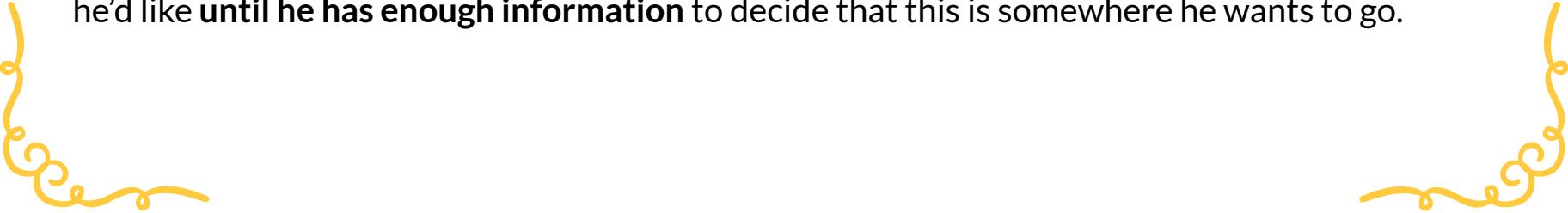




User Flow & Happy Path

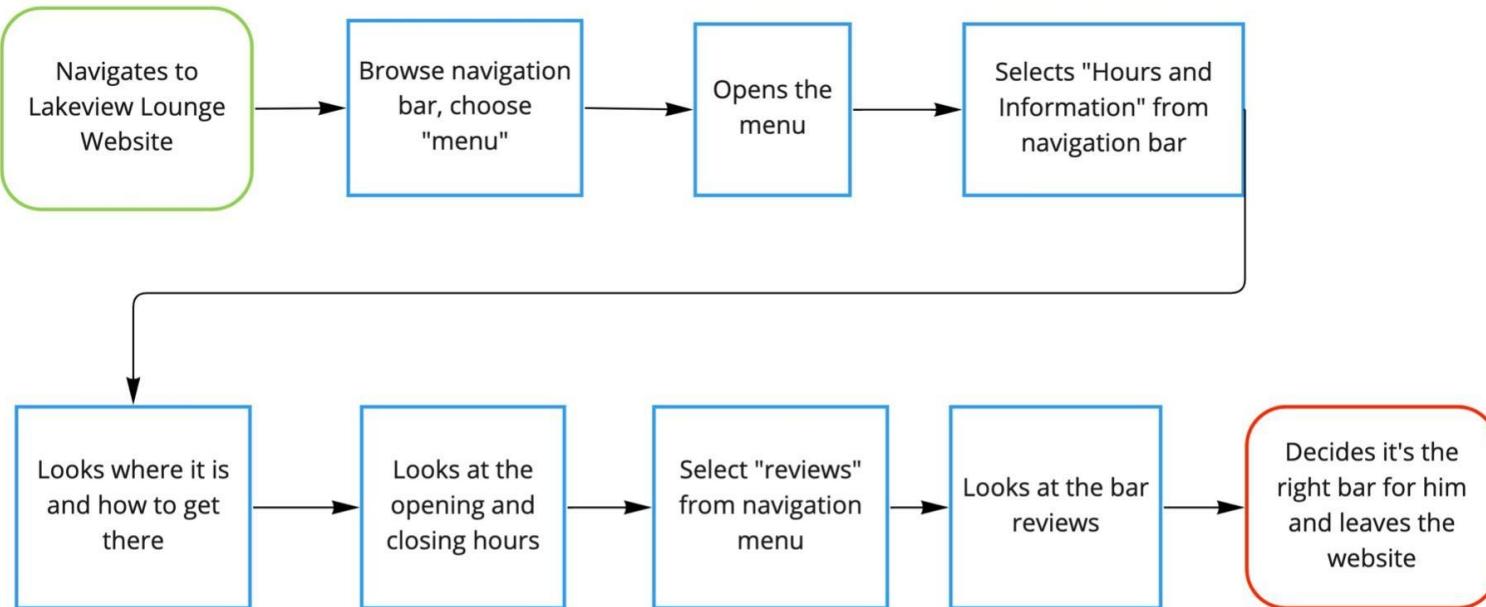
We began to **tell James' story** of moving to a new area. He's **trying to find his next favorite place** to hang out and **begins to search online** for information about what's near him. He **discovers Lakeview Lounge's** website after a google search and after reviewing the information, decides that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



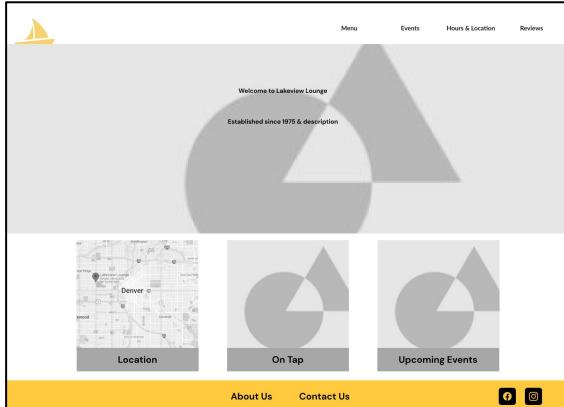
Design

Wireframes and Iterations

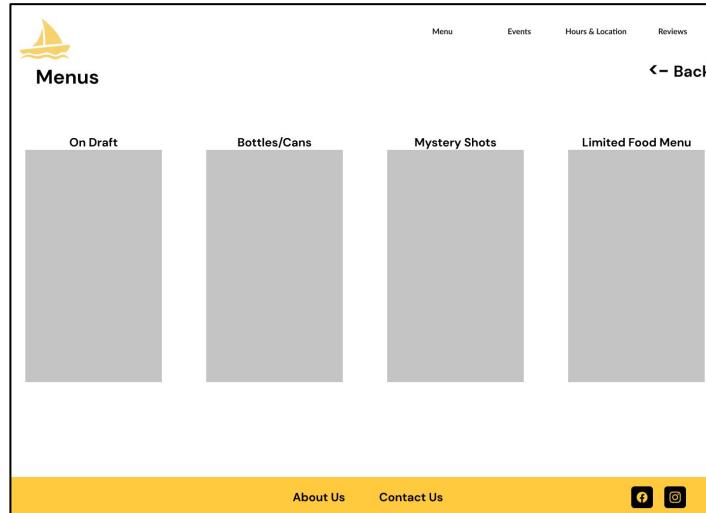


Low Fidelity Wireframes

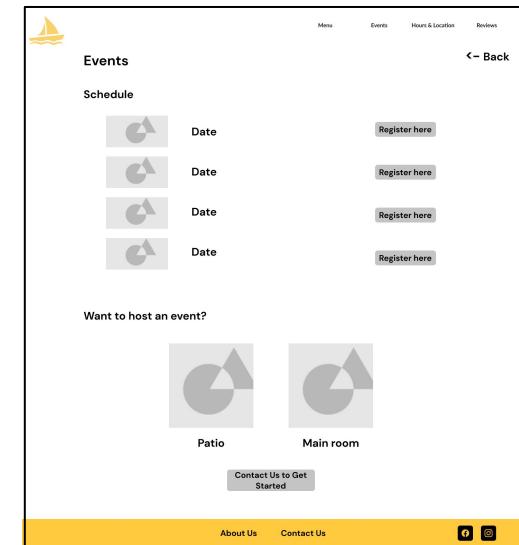
Homepage



Menu



Events



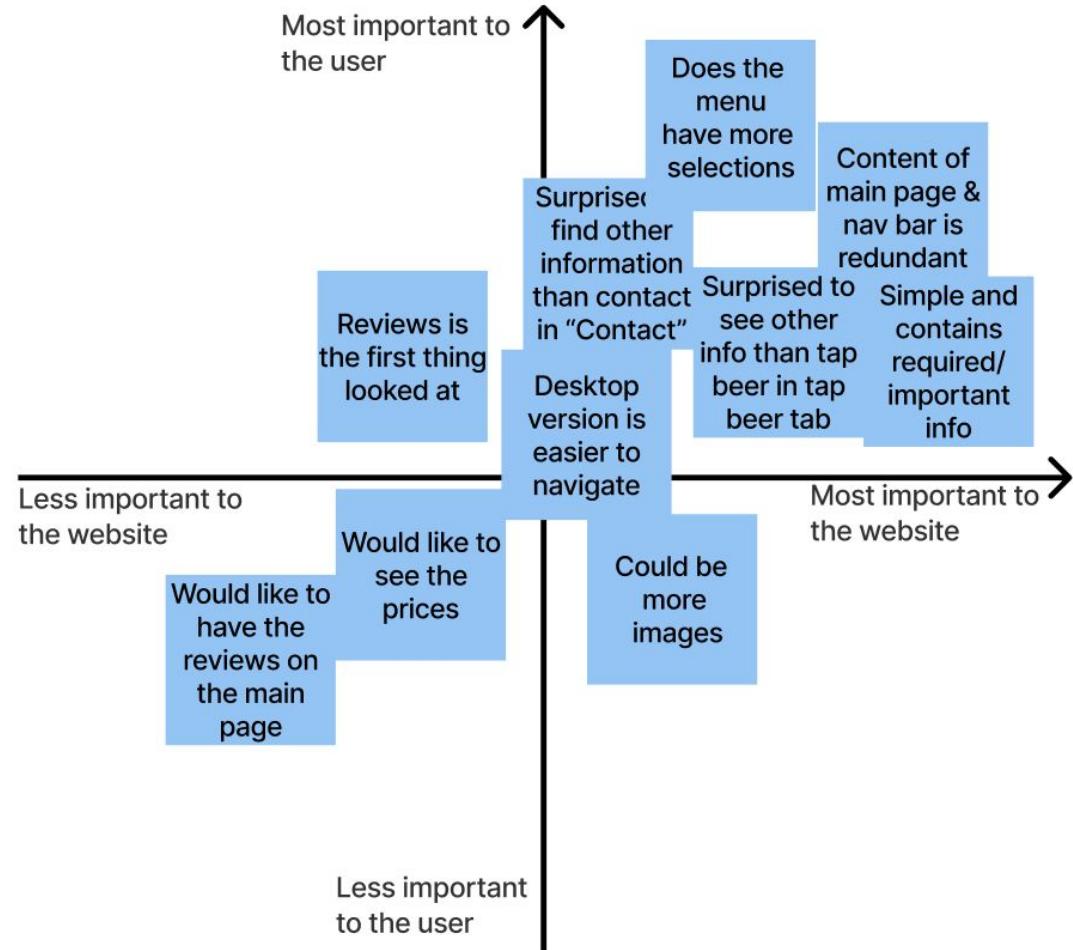
Usability Test



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**.

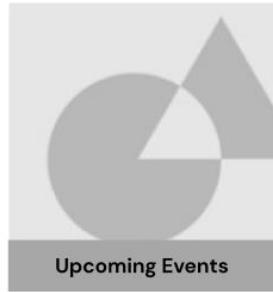
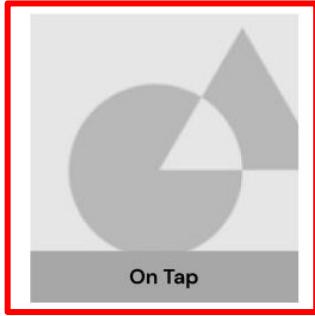
We sorted the feedback into a prioritization matrix and began to iterate based on common critiques we received.



Iteration



Location

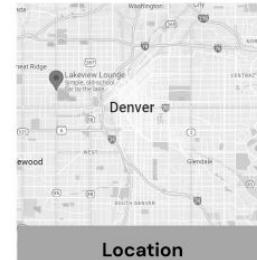


About Us

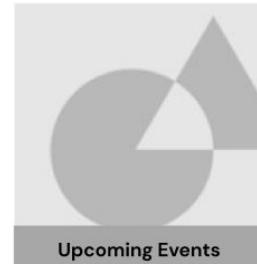
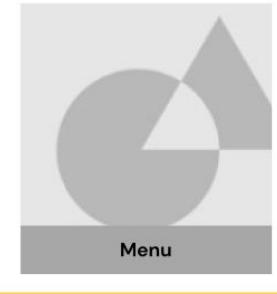
Contact Us



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



Location



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



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:





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 - Josefina 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

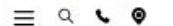
Logo on white



Logo on dark



ICONOGRAPHY



BUTTON STATES

Normal

PRIMARY

Hover

PRIMARY

Active

PRIMARY

Normal

SECONDARY

Hover

SECONDARY

Active

SECONDARY

COLOR PALETTE

Base Colors



Primary Colors



Secondary Colors



GRADIENT



GRAPHIC PATTERNS



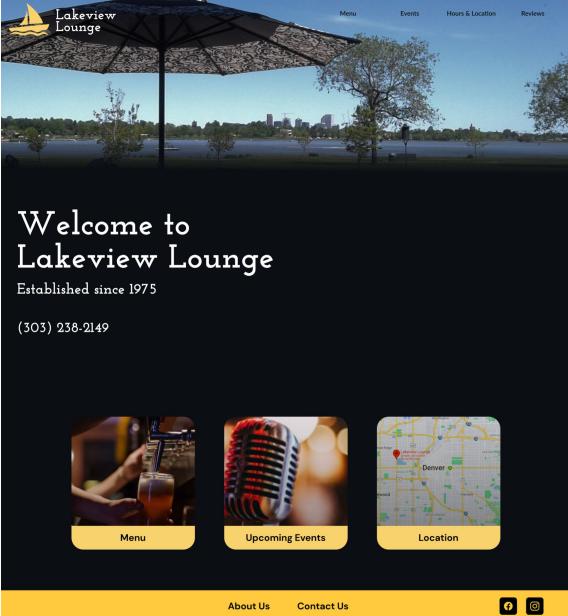
IMAGE SAMPLES



BUTTON STYLES



High Fidelity Wireframes



Lakeview Lounge

Welcome to
Lakeview Lounge

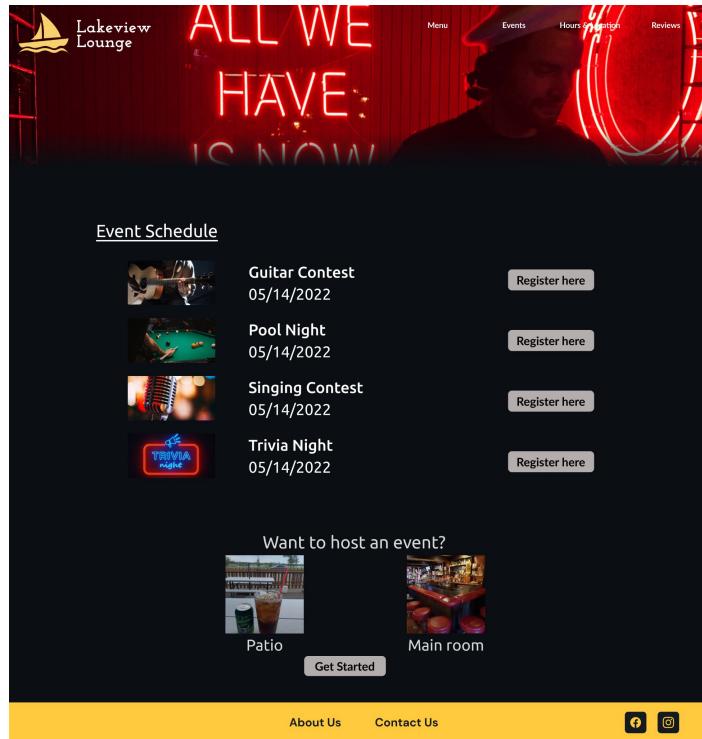
Established since 1975
(303) 238-2149

Menu Upcoming Events Location

About Us Contact Us

Facebook Instagram

This wireframe shows the mobile view of the Lakeview Lounge homepage. It features a large header image of a lake and city skyline. Below the header, the lounge's name is displayed with a sailboat icon. A welcome message and establishment year are followed by a phone number. At the bottom, there are three buttons for 'Menu', 'Upcoming Events', and 'Location'.



Lakeview Lounge

ALL WE HAVE IS NOW

Event Schedule

- Guitar Contest 05/14/2022 [Register here](#)
- Pool Night 05/14/2022 [Register here](#)
- Singing Contest 05/14/2022 [Register here](#)
- Trivia Night 05/14/2022 [Register here](#)

Want to host an event?

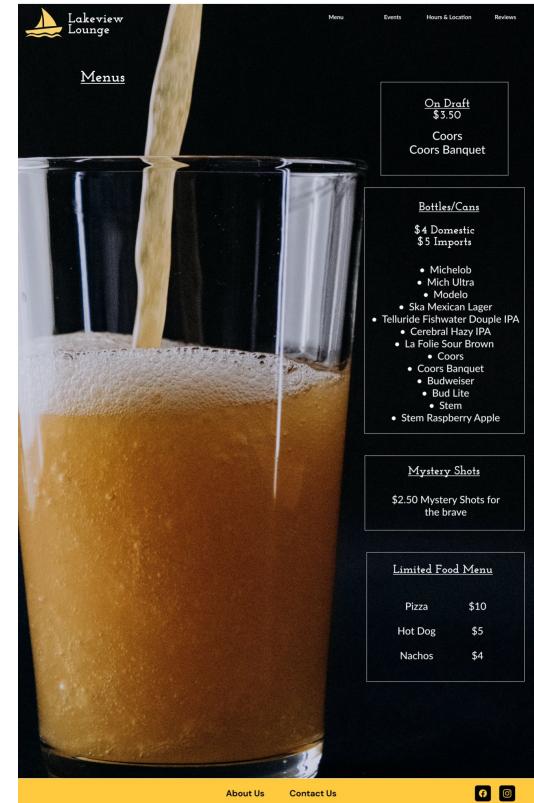
Patio Main room

Get Started

About Us Contact Us

Facebook Instagram

This wireframe shows the desktop view of the Lakeview Lounge homepage. It includes a large neon sign reading "ALL WE HAVE IS NOW". Below it, an event schedule lists four contests with registration links. A section for hosting events is shown with "Patio" and "Main room" options. At the bottom, there are links for "About Us" and "Contact Us" along with social media icons.



Lakeview Lounge

Menus

On Draft
\$3.50
Coors
Coors Banquet

Bottles/Cans
\$4 Domestic
\$5 Imports

- Michelob
- Mich Ultra
- Modelo
- Ska Mexican Lager
- Telluride Fishwater Double IPA
- Cerebral Lazy IPA
- La Folie Sour Brown
- Coors
- Coors Banquet
- Budweiser
- Bud Lite
- Stem
- Stem Raspberry Apple

Mystery Shots
\$2.50 Mystery Shots for the brave

Limited Food Menu

Pizza	\$10
Hot Dog	\$5
Nachos	\$4

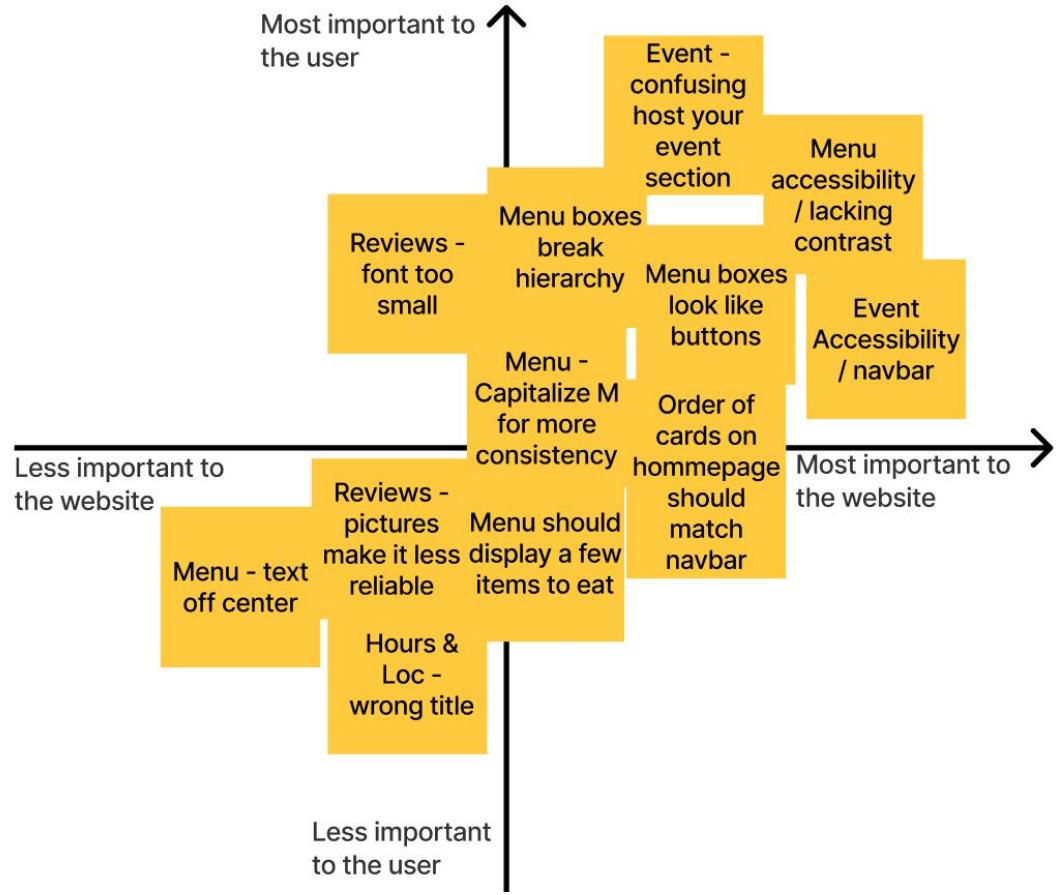
About Us Contact Us

Facebook Instagram

This wireframe shows the desktop view of the Lakeview Lounge menu page. It features a large image of beer being poured. On the left, there are sections for "On Draft" and "Bottles/Cans" with their respective prices. On the right, there is a detailed list of craft beers. Below that is a section for "Mystery Shots" and a "Limited Food Menu" with a table of food items and prices. At the bottom, there are links for "About Us" and "Contact Us" along with social media icons.

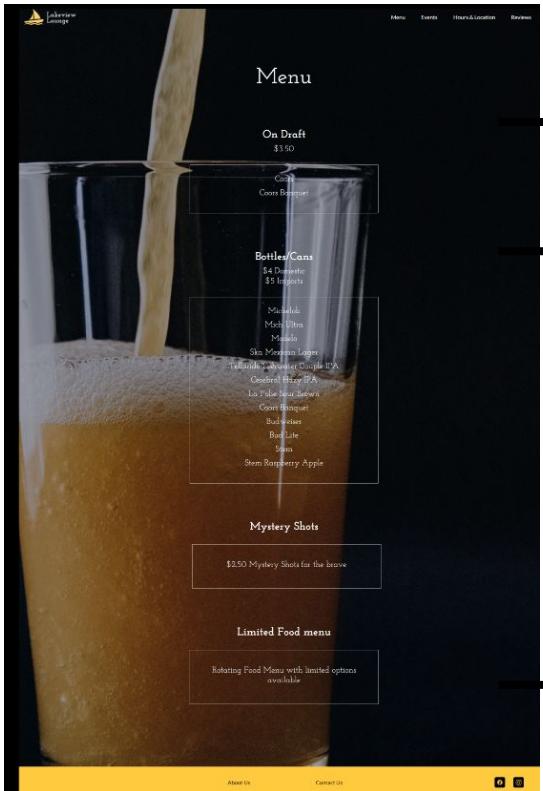
Usability Test

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



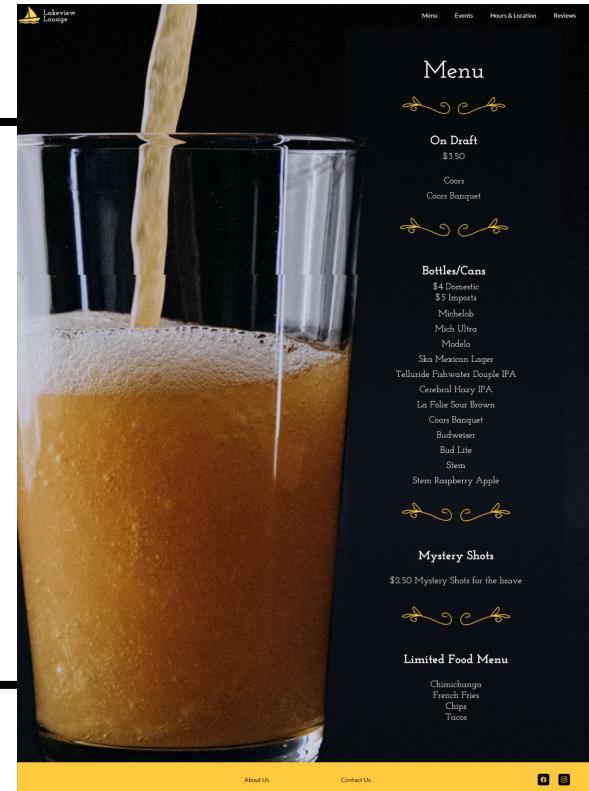
Not enough contrast

Confusing boxes

No items mentioned

Text moved to the right

Items added



Iteration

Events

The screenshot shows the Lakeview Lounge website's event schedule page. At the top, there's a large red neon sign that reads "ALL WE HAVE IS NOW". Below it, the "Event Schedule" section lists four events with small thumbnail images and registration links:

- Guitar Contest (05/14/2022) - Register here
- Pool Night (05/14/2022) - Register here
- Singing Contest (05/14/2022) - Register here
- Trivia Night (05/14/2022) - Register here

At the bottom, there are two sections: "Want to host an event?" with images of a patio and main room, and a "Get Started" button; and a "Confusing 'Host an Event' section" with a yellow background.

Contrast issue

The screenshot shows the same event schedule page from the previous iteration. The layout is identical, but the background color is black instead of white. The red neon sign at the top is still visible. The event details and registration buttons are clearly legible against the dark background.

Event schedule

Confusing
“Host an Event”
section



Pictures make reviews less reliable



Reviews

"It is a neighborhood bar with a beautiful view of Denver's skyline and reasonably priced drinks. Good service."

Google Review

"One of the few great dive bars left. Strong cheap drinks and a diverse crowd of professional drinkers. They just got a new El Consume De Morales food truck with awesome food as well."

Yelp Review

"In my opinion, 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."

- Word of Mouth

[More reviews >](#)

About Us

Contact Us



Iteration Reviews



Average notation added



Reviews

Google reviews

4.2 ★★★★☆

494 reviews

Yelp reviews

3.5 ★★★★☆

44 reviews

"It is a neighborhood bar with a beautiful view of Denver's skyline and reasonably priced drinks. Good service."

- Google Review

"One of the few great dive bars left. Strong cheap drinks and a diverse crowd of professional drinkers. They just got a new El Consume De Morales food truck with awesome food as well."

- Yelp Review

"In my opinion, 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."

- Word of Mouth

[More reviews >](#)

About Us

Contact Us





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.



Website



Lakeview Lounge

Welcome to
Lakeview Lounge

Established since 1975

Menu Events Hours & Location Reviews

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.