

Style Guide

CLIENT

The lounge VR and bar are the gimmicks. The type of business is a bar with VR booths. The products offered various alcoholic beverages and pub food. The lounge is a startup business and they wish to communicate with customers through a website domain as they can convey a brand value proposition along with professionalism, attracting more customer equity. The location of the business is in downtown Ottawa.

STYLE

The lounge's feeling from the design conveyed is both futuristic and fun. The targeted audience or market includes individuals who are young social adults and are a part of the gaming community. There are three inspirations concerning the design and idea of this website and business. The first example is called Level One Pub Kitchen Games. This business is a pub with board games and video games incorporated into its value proposition. The pub conveys a rustic feeling ideal for this kind of market. The second inspiration is labelled Abbot's Board Game Cafe. This cafe is again one that includes games, specifically role-playing and used board games that are sold to the place. The hero images of the pages were appealing to the eye, and the site is clean and uses much whitespace, which helps improve user experience. The last inspiration is The Round Table which includes board games categorized under Time Table, role-playing games such as D&D and Warhammer, and magic the gathering in a Potter-inspired room. Pool tables and retro video games such as huge pipes, barrel tables, and video and arcade games are also offered. All of these cafes or bars involve games that customers can play, which is a great way to socialize and have fun. The lounge can take inspiration as these businesses offer unique value propositions like types of games incorporated, which can be beneficial in attracting new customers.

PLATFORM

This website is responsive and targets mobile (ex 414px by 896px), tablet (ex 820px by 1180px), and desktop (1920px by 1080px) devices.

SEMANTIC DESIGN GUIDE

Header:

The semantic element for HTML code for the header includes navigation, the title of the webpage, and logos. These are <header>, <nav>, <h1>, <h2>, <button>, <div>, , . The id+ is on the <div> element, which is "#navbarsupportedcontent." The font choice used in the element <h1> is "Press Start 2P". The <h2> element uses a font called "Bebas Neue." As for color, the background color for the header is #FAFAFF, <h1>, and <h2> text is #2C6E49 and changes to #44CF6C when it's the primary page when the link displays itself. For <h1> element, the logo is displayed, which writes out "The Lounge," and the size is 40 pixels. The header is located at the top of the website.

Main:

The semantic element is main or <main>. There are no Id elements in the portion of the code for the main. The font choice for the heading text is "Bebas Neue," and the font for the paragraph text is "Gruppo". The background color is #30343F, and the text color is #44CF6C.

The standard image in the main is a large srcset. The location of the main is in between the header and the footer, in the middle of the page.

Section:

The element for the section is <section>. There are no Id elements in this portion of the code. The font choices are the same as main, which include a heading text of "Bebas Neue" and a paragraph text font of "Gruppo." The colors for the section are also the same as the main, which includes a background color of #30343F and a text color of #44CF6C. There are more srcsets depending on the page and the sizes range. (((Insert image sizes))). The sections are located in the main.

Footer:

The element for the section is <section>. There are no Id elements in this portion of code. The font choices are the same as main, which include a heading text of "Bebas Neue" and a paragraph text font of "Gruppo." The colors for the section are also the same as the main, which includes a background color of #30343F and a text color of #44CF6C. There are more srcsets depending on the page and the sizes range. (((Insert image sizes))). The sections are located in the main.

WEBSITE MAP

