VR cafe and coffee shop

I would like to build a website for a coffee shop/VR game cafe. The business would have a coffee shop with seating for those wanting to read or work on laptops etc. It would also have rooms that can be rented out by the ½ hour or the hour to individuals or groups to experience VR. VR equipment and games are provided along with instruction and help if needed. The goal of the website is to provide customers with information about the business as well as give them a place to schedule an experience in advance to ensure equipment is available during their desired time of arrival.

The values / benefits (tangible and intangible) this application can bring to a company/organization/end user.

The website would allow customers to schedule VR rooms ahead of time. They can also review available experiences/games and find information that will help them play once they arrive. In addition to scheduling, the website will also have a menu of coffee and treats that can be purchased. A contact page will include a location map and a contact form. Scheduling in advance on the website/app will give the customer a lower price than if they are walk in customers. Scheduling in advance will benefit both the customer and the business. The customer will get the time/experience guaranteed and the business will be able to account for staffing levels based on pre-bookings. It will also give the business data on the most popular visitation times, so the less busy times can be used for promotions such as discounts to draw in new customers. The website and associated social media will provide marketing while also being informative.

Expected List of Features

A brief list of features that you expect your website to support.

The website will need a way to schedule appointments as well as provide useful information such as a drink menu, a list of available games, and map and directions for the physical location, and reviews from previous customers.

Brief justifications for including these features.

The scheduling feature will ensure customers get the experience they want at the time they want. It will eliminate negative reviews from walk-in customers who find the rooms already booked when they arrive. The more information available to the customer in advance, the better their in-person experience will be.

Market Survey

Do a survey of the web to find about five websites similar to yours.

https://www.flipswitchvr.com/: In terms of the business model, I wouldn't go with the open nature of this layout. I would think private rooms or individual experiences would be more desirable for most customers. It also has very limited game selection and none for kids. In terms of the website, it loads very slowly.

https://vrworldnyc.com/: This website shows most of the things I want to stay away from, it's far to busy and distracting. The font is difficult to read. The constantly scrolling bar is too busy and draws focus away. Colors are to much and to many.

https://www.hubneo.com/: I like the space theme and the font of this website. Home page is clear and not to busy.

http://vrbar.nyc/: I like this website the best. Instant visual showing the experience.I also like the game intros on this website.

https://www.redlinevr.com/: I like that you can also book this as a work space, so it's both VR and co-working space. I also like the contact us page on this site.

Briefly compare/contrast the features of these websites with your idea.

A lot of VR cafe websites have some similarities that I would plan to incorporate. Chief among these features is the ability to schedule an appointment in advance and providing information about games and the location and hours of the business.

The above reviewed websites differ quite a bit in their overall look and feel. I would want to think about what type of environment we are advertising to customers. I would like it to include family, kids, individuals and also corporate/business customers. One thing many of these websites have in common is they are a bit overwhelming so I would want to focus on a simple design with a calming effect so the visitor isn't over stimulated.