

David Henry - NuCamp Project Proposal

Title: **Tabletop Games Cafe**

1. Introduction

My project proposal is to construct a website for a tabletop gaming cafe. My fictional business will be a popular cafe where patrons can come not only for drinks and food, but also to play board games. This cafe will charge visitors a fee to access a library of various tabletop games and card games. Additionally, guests will be able to reserve larger, private rooms for longer games.

The benefits of having a web application for this fictitious cafe include advertising, scheduling, and promoting. It will also help users find the business, provide general information, and allow guests to share their recommendations with others. A company using this website would also be able to use it to promote events, send out newsletters, provide updates, and give the business a home in the online ecosystem.

2. Expected List of Features

- General business information
- List of games (possible live update of which are currently available?)
- Easy-access links to instructions for all games
- Cafe menu, with food/drink pictures and prices
- Photo gallery to showcase guest experiences
- Reservation form to reserve a private game-room ahead of time
- Sign-up for newsletter options
- Connections to social media
- A "Contact Us" form to provide feedback on experience
- An "About Us" section to give a story to the business

3. Market Survey

- a. <https://www.tabletopgamecafe.com/>
 - i. Large "hero" banner at top - great picture and sliding effects
 - ii. Sleek and simple navbar at top, including a "cart" checkout button
 - iii. Modern image-sliding design to advertise with large text and photos
 - iv. Signup and additional options at bottom of homepage
 - v. Game list is a link to a different site - I'm not a big fan of this part
 - vi. Plain, simple, clean, and modern text, but a little difficult to read in places

- b. <https://www.tabletopcleveland.com/>
 - i. Large navbar/header combined at top
 - ii. Similar modern feel/design to previous site
 - iii. Social media connections at bottom of homepage
 - iv. Additional buttons at each section to order, go to games, etc.
 - v. Again, white background looks clean/modern but a little hard to read

- c. <https://tabletopcafe.ca/>
 - i. First photo at top doesn't look great, and doesn't align well
 - ii. Two columns to start instead of one large header and navbar
 - iii. Main links are traditional HTML and appear old/outdated
 - iv. Great reservation form at beginning of site on left though
 - v. Each section below animated to slide up after scrolling down - nice
 - vi. Map and contact-us at bottom of home page
 - vii. Links at bottom are difficult to view/access
 - viii. Menu leads to a PDF file - I kinda like this better actually than a web-version

- d. <http://www.gametablecafe.com/>
 - i. A lot of features I don't like so much - red/black background looks a little strange
 - ii. Nav links are styled nicely, although the green color doesn't really fit
 - iii. Lots of empty space left in header on the right
 - iv. Business info at top, front and center
 - v. Starts out with good info, but the screen scrolls down FOREVER
 - vi. Email list, links, and comments pages on the left side border
 - vii. "Game Talk" section with articles each month on favorite or new games

- e. <https://www.tbdine.com/edmonton/restaurants/table-top-board-game-cafe?language=en-us>
 - i. Sticky-top navbar with links, but no change on hover
 - ii. Banner has a poor-quality photo and forms that are not middle-aligned
 - iii. Main business at info at top
 - iv. Posted reviews fill home page
 - v. Users can create accounts then sign in
 - vi. Brief description of experience below banner

All of the sites I visited had a lot in common. Most were designed by Squarespace and had a similar "feel". Most had fonts, photos, and animations that gave the websites a "modern" and "sleek" appearance, but the white backgrounds they employed also made it a bit difficult to read much of the off-white lettering. They had features similar to the ones I listed above in my own design, but some had extras like game articles, merchandise for sale, and the ability to set up personal accounts. I liked two of them quite a bit, but I wonder if I can do my own version using a dark theme or perhaps the ability to even change the theme?