

# Carrie's Bar — Transparency ■ First Web Strategy

Date: August 13, 2025 • Draft for stakeholder review

## Vision

"Give guests the confidence to come now." The site answers—at a glance—what's on now/next, today's drink specials, and estimated wait times for karaoke or the bar.

## Objectives & Success Metrics

• Decision in 5s (identify tonight's act). • -50% "how long is the wait?" questions. • +20% Add ■ to ■ Calendar clicks. • 100% visible cancellations within 2 minutes. • +25% taps on Today's Specials.

## MVP Features (Why they matter)

- Tonight Bar & Status Rail — "Now/Next" act, start, cover, and Add ■ to ■ Calendar. Cuts decision time.
- Live Queue ETA — "Open • ~42 min • 12 ahead" with Join/SMS (TablesReady/Waitwhile). Replaces guesswork.
- Today's Specials Tile — Day/time windows with auto ■ rollover at midnight. Value clarity.
- Cancellation Badges — Red CANCELLED everywhere the event appears + fallback activity.
- Booking Fast ■ Lane — 2 ■ minute form (EPK, dates, genre, tech), quick ■ book for regular acts.

## Data & Workflow (Google Sheets ■ first)

- Events: Google Sheet → JSON & ICS at build. Fields: date, start, act, genre, cover, status, notes.
- Specials: Simple Sheet with day/time windows; site rolls at midnight (America/Chicago).
- Queues: Third ■ party embeds (TablesReady/Waitwhile) with public waitlist links as fallback.
- Add ■ to ■ Calendar: ICS + Google/Apple links. • Fail ■ gracefully with static fallbacks when embeds fail.

## Key Components & Placements

- Hero: Tonight @ Carrie's — Act • 9:00 PM • No Cover • Add to Calendar.
- Status Rail: Now • Next • Queue ETA • Today's Specials.
- Week at a Glance: 7 cards with genre tags, cancellation badges, per ■ card calendar.
- Karaoke: Queue status + Join link + etiquette; Song requests link (SongbookDB).
- Booking: Quick ■ Book for regulars + full form for new bands.

## Abstract BDD Rules (Smart ■ style)

- Show Now & Next above the fold after 5pm. • Display CANCELLED badge globally. • Queue ETA shows open/closed + range without full names. • Specials auto ■ roll at midnight.

## MVP Roadmap (2–3 sprints)

1) Hero + Status Rail + Week (from Sheet) + ICS. 2) Waitlist embed + Specials + cancellations. 3) Booking Fast ■ Lane + analytics for key actions.

## What We Need

- Events sheet (6–8 weeks) • Specials sheet • Waitlist provider link • Booking inbox owner.