**Wats3010: “Intro to bootstrap”**

**Design Document John Meyer Nov 2018**

**Company Name**: Lyman’s Lounge

**Design approach:**

* Dance and Drinks in a relaxing modern setting
* Strong focus on comfort of patrons
* Showcase the activities: dance area, unique drinks, and quiet corner.
* Call out for recent and local events

**Design Goals:**

* Draw a wider crowd of patrons who desire an easy going bar experience
* Provide critical networking information such as locations and events to increase patron counts
* Present the location as a smooth & stylish hip option for sophisticated types

**Websites of inspiration/comparison:**

* <https://www.theforgelounge.com/>
* <http://www.leafbarandlounge.com/>
* <http://www.bithousesaloon.com/>
* <http://vintagepdx.com/>

**Target Demographic:**

* Adults age 21 – 65
* Singles looking for a meetup spot
* Enjoy a wide selection of drinks and leisure
* Care for quality more than partying
* Likes older style venues