

Joy Juncture – Website Design & Development Brief

(Google Winter of Code – Competition Track Specifications)

1. Brand & Business Overview

Business Name: Joy Juncture

Industry / Domain: Board & Card Games, Experiences, Events, E-commerce & Community Engagement

Current Website: <https://joyjuncture.com/>

Social Handles: https://bio.link/joy_juncture

What is Joy Juncture?

Joy Juncture is a playful, experience-driven brand built on one core belief:

Games are not just products. They are moments, memories, and shared joy.

Joy Juncture operates at the intersection of:

- Board & card games
- Live game nights & workshops
- Custom experiences for weddings, corporates & carnivals
- A growing, engaged player community

The website is **not a traditional e-commerce store**. It is a **digital playground** that encourages users to:

- Discover games
- Play (online & offline)
- Attend events
- Earn points
- Return again and again

2. Core Design Philosophy (Very Important)

Students must design the website keeping this mindset:

The website should guide users by how they want to play, not by internal business verticals.

Hence, the website should be structured around **user journeys**, not just features.

3. The 4 Core User Journeys (Primary Structure)

All content, pages, and features must clearly fall under one of these four journeys:

1 Play at Home

For individuals, friends, and families.

Includes:

- Buying games
- Learning games
- Playing free online games
- Earning points

2 Play Together (Live)

For social & hosted experiences.

Includes:

- Game nights
- Workshops
- Event registrations
- Past event showcases

3 Play for Occasions

For curated & custom experiences.

Includes:

- Corporate engagement
- Weddings
- Birthdays
- Carnivals & large-scale events

4 Play & Belong

For long-term engagement & community.

Includes:

- Game points & wallet
- Blogs & stories
- Puzzles, riddles & challenges
- Community highlights

These four journeys must be clearly visible and easy to access across the website.

4. Suggested Top Navigation Structure

Home | Shop | Experiences | Play | Events | Community | Login / Profile

Navigation Behaviour

Shop (Dropdown):

- All Games
- By Occasion
- By Players
- By Mood / Vibe

Experiences (Dropdown):

- Corporate Engagement
- Weddings
- Birthdays / Anniversaries
- Carnivals / Game zones

Play (Dropdown):

- The Showdown
- Free Online Games
- How JJ Games Work

Events (Dropdown):

- Upcoming Game Nights
- Past Events

Community (Dropdown):

- Blog
- Wallet & Points
- About us

5. Home Page – Mandatory Flow

Section 1: Hero Section (Emotional Hook)

- Short, powerful headline
- Visuals showing people playing together

Example CTAs:

- Shop Games
 - Play Now (Free)
 - Join a Game Night
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Section 2: Choose Your Play Style

Four prominent cards:

- Play at Home
 - Play Together (Live)
 - Play for Occasions
 - Play & Earn Points
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Section 3: What's Happening Now

Dynamic section showing:

- Upcoming events
- Active puzzles
- New games or experiences

This section should make the website feel *alive*.

Section 4: Proof of Joy

- Event photos
- Short testimonials
- Corporate or wedding highlights

Section 5: Gamification Teaser

- Visual wallet preview
 - Sample points earned
 - Rewards explanation
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6. About Joy Juncture

Brand Story Page

- Philosophy & vision
- Games as tools for bonding
- Warm, playful tone

Founder Story Page (Highly Important)

- Why Joy Juncture started
- Journey & evolution
- Visual storytelling (timelines, illustrations)
- Easy-to-read sections

This page should make users feel inspired and connected.

7. Games & Shop Section

Games Store

- Clean, playful layout
- Filters:
 - Game type
 - Occasion
 - Number of players
 - Mood / difficulty

Individual Product Pages (Mandatory)

Each product must have its own detailed page.

Each page must include:

- Game concept & story
- How to play (rules, setup, gameplay)
- Number of players
- Ideal use cases
- Visual walkthrough
- Badges (e.g., First-time friendly, Best for groups)

Products to Include:

- Dead Man's Deck
 - Mehfil
 - Tamasha
 - One More Round (150 pcs)
 - Dreamer's Fair (36 pcs)
 - The Bloody Inheritance (Murder Mystery)
 - Judge Me & Guess
 - She Dare Mayhem – Bachelorette Edition
 - Court52 - Pickleball card game
 - Buzzed
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8. Events & Workshops (Play Together)

Event Pages Must Support:

- Event details (description, date, time, location)
- Ticket pricing
- Registration & payment
- Confirmation flow

Backend Event System

Admin should be able to:

- Create & edit events
- Set capacity limits
- Track registrations & payments

Past Events Showcase

- Image galleries

- Highlights
- Testimonials

After registration, users should be encouraged to:

- View wallet points earned
 - Explore games
 - See upcoming events
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9. Custom Experiences (Play for Occasions)

Experience Categories:

- **Private Birthdays:** Theme-based games & engagement
- **Corporate Events & Team Building:** Festivals, milestone celebrations, team-building
- **Monthly Corporate Engagement Kits:** Ready-to-play kits sent to employees
- **Carnivals & Experience Zones:** Large-scale experience zones & activities
- **Weddings & Entertainment Hampers:** Custom games, entertainment hampers & interactive setups

Corporate Page Must Include:

- Clear problem–solution narrative
 - Visual proof
 - **Dedicated enquiry form**
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10. Gamification: Game Points & Wallet (COMPULSORY)

Users Earn Points When They:

- Purchase games
- Attend events or workshops
- Play online games

Wallet Features:

- Visible in user profile
- Points history
- Redemption previews

Gamification should feel natural and joyful.

11. Free Online Games (Points-Based)

Website should include playable content:

- **Sudoku (25+ variations)**
 - Admin can add / edit puzzles
 - Answer key via backend
 - Correct answers = points
- **Riddles** – answer reveal + points
- **Puzzles & brain games**

Admin must be able to add or update games easily (Backend support)

12. Blog & Community

Blog Section (Backend-Driven)

- Game stories & experiences
- Event highlights
- Strategy & storytelling
- Community features

Purpose: Build long-term engagement & SEO

13. Backend / Admin Panel Requirements

Must support:

- Product management
- Event & workshop management
- Experience showcase
- Blog & content updates
- Game points & wallet logic
- User management
- Customer database

- Corporate enquiries
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14. Design & UX Guidelines

- Playful, energetic, joyful
 - Community-first feel
 - Easy navigation
 - Clear separation between:
 - Products
 - Experiences
 - Events
 - Community
 - Mobile-friendly
 - Encourages return visits
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15. Mandatory Requirements (Read Carefully)

A. Clear Business Verticals (Must Be Explicit)

The website **must clearly distinguish and represent** the following Joy Juncture verticals:

1. **Games & Products**
 - Card games, board games, puzzles (e-commerce)
2. **Live Events & Workshops**
 - Game nights, workshops, ticketed experiences
3. **Custom & Hosted Experiences**
 - Corporates, weddings, birthdays, carnivals, large-scale events
4. **Community & Gamification**
 - Wallet, points, blogs, puzzles, online games

Users should immediately understand *what Joy Juncture does* and *where they belong*.

B. Games Store & Product Pages (Compulsory)

- A **dedicated JJ Store** must exist as a standalone section
- Store must have **clear, logical bifurcation & filters**, such as:
 - By occasion
 - By number of players
 - By mood / vibe
 - By game type

- **Each Joy Juncture product must have its own individual game page**, clearly explaining:
 - What the game is about
 - How it is played
 - Who it is for
 - When & why it should be played

The store should feel curated and playful — **not like a generic marketplace**.

C. Gamification System (Non-Negotiable)

- **A game points system is compulsory**
- Users must visibly earn points through:
 - Purchases
 - Event participation
 - Playing online games (Sudoku, riddles, puzzles)

D. Wallet & Points Logic (Must Be Demonstrated)

- Every registered user must have a **wallet**
- Wallet must clearly show:
 - Total points
 - How points were earned
 - Where they can be redeemed

Points should feel like a **reward loop**, not a hidden feature.

E. Backend & Admin Capabilities (Compulsory)

Backend must support:

- Creating & managing events and workshops
- Managing blogs / community posts
- Showcasing experiences (corporate, weddings, events)
- Managing products & store content
- Handling user registrations & enquiries

F. Overall Focus

The final website must prioritize:

- **Fun** – playful interactions & tone
- **Usability** – simple, intuitive navigation
- **Scalability** – easy to add games, events & content in the future

Final Reminder

This is not a UI-only project. It is a **system-driven, experience-first website**. Creativity, clarity, and user experience matter as much as functionality. Think like players, not just developers.

Design joy. Build play. Create belonging.