



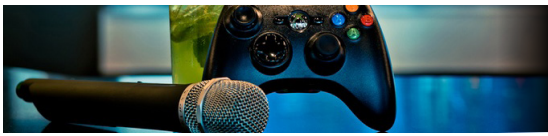
nocturna<sup>®</sup>  
L O U N G E    NEXT-GEN KARAOKE AND GAMING EXPERIENCE

# CLIENT DOCUMENTATION

*By Stephan Bradley*

Nocturna Lounge

[nocturnalounge.com/](http://nocturnalounge.com/)



# DESIGN BRIEF

## CLIENT

Distinctive to most of Honolulu's karaokes and bars, Nocturna Lounge is Hawaii's first NextGen Lounge. Conventionally located at the Waterfront Plaza, Nocturna has a stylish and state-of-the-art karaoke experience, next generation video game consoles featuring the latest in social gaming, a full bar with a unique selection of specialty cocktails, and privet rooms also equipped with karaoke and video games.

## PROJECT

The purpose of this project is to redesign Nocturna Lounge's website to better communicate with it's main public. The objective of the resign is to effectively represent the uniqueness of lounge, and adjust the navigational experience structure an aesthetic to attend the expectations of the a typical millennial and provide a more successful conversion rate.

## AUDIENCE

The target audience is young adults in their 20's, currently frequenting college or graduated. They are social-to-heavy drinkers whom often play video games more casually or are video games enthusiasts, tourists or residents from the mainland or from European ethnicities.

The website must have a modern look that appeal to that audience. Its mood should evoke the night and technology, subtly create the ambient of a party environment.

## COMPETITION

The competition of Nocturna Lounge includes the main karaoke houses of Honolulu and Social Gaming bars. Two of the main competitor in this front is Airpark Karaoke Lounge and Dave & Buster's. Their website presents major advantages and downside from Nocturna's current site.

### Dave & Buster's

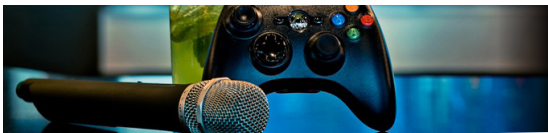
- |             |   |
|-------------|---|
| <b>Pros</b> | <ul style="list-style-type: none"><li>•Interactive 3d view/navigation of each area, hours, and policies in a clear and organized manner on the</li></ul>  |
| <b>Cons</b> | <ul style="list-style-type: none"><li>•Excesses of vibrating color in pictures and formatting makes navigation visually noisy in certain pages.</li></ul> |

### Airpark Karaoke Lounge

- |             |   |
|-------------|---|
| <b>Pros</b> | <ul style="list-style-type: none"><li>•Drinks and Food menu, FAQ page, and Gallery of pictures located at the navigation bar.</li></ul> |
| <b>Cons</b> | <ul style="list-style-type: none"><li>•No song list available.</li><li>•Poor reservation form/system.</li></ul>                         |

## ASSETS

- |                 |  |
|-----------------|--|
| <b>Provided</b> | <ul style="list-style-type: none"><li>•Karaoke database</li><li>•Promotional poster</li><li>•Contact information</li><li>•Reservation form</li><li>•Hors and Location</li><li>•Room prices</li><li>•Policies</li></ul> |
| <b>Needed</b>   | <ul style="list-style-type: none"><li>•High-res pictures</li><li>•Vector logo</li><li>•Comprehensive "about"</li><li>•Parking information</li><li>•Lounge information</li><li>•Drink menu</li></ul>                    |



# USER PROFILE

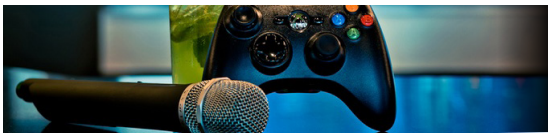


## ANNA REYNOLDS, 27

<b>Gender</b>	Female
<b>Location</b>	Aeia, Hawaii
<b>Education</b>	Chaminade University of Honolulu
<b>Family</b>	Married
<b>Hobbies</b>	Wine and Jazz
<b>Occupation</b>	Architect
<b>Income</b>	\$88,000.00 Yearly
<b>Work Hours</b>	Monday-Sunday, 7am-3pm
<b>Disabilities</b>	None
<b>Computer skill</b>	Above Average

## USER-SITE INTERACTION EPISODE

Anna is off work for a week and decided to receive friends from the mainland for the occasion. Her friends told in advance that they would like to go karaoke every night of the visit. She searched for the top karaoke bars of Honolulu and visited the website of all of them. Besides location, she was hopping to find songs list, prices and hours, capacity and busy hours, BYOB and/or BYOF information, pictures, and additional entertaining options. Her experience with Nocturna Lounge website was frustrating. She was glad to see the hours and BYOB/F information right in the home page, but annoyed that she needed to scavenge in other pages and outside the website for the rest of information as the site didn't display the vast song list with a genre filter, nor information about capacity and busy hours of the lounge was available, and pictures were small and scarce.



# USER PROFILE

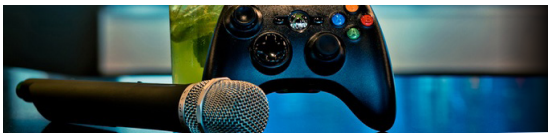


## OLIVIA LONG, 24

<b>Gender</b>	Female
<b>Location</b>	Honolulu, Hawaii
<b>Education</b>	San Francisco State University
<b>Family</b>	Single
<b>Hobbies</b>	Surfing
<b>Occupation</b>	Accountant
<b>Income</b>	\$50,525.00 Yearly
<b>Work Hours</b>	Monday-Friday, 9am-5pm
<b>Disabilities</b>	Colorblindness
<b>Computer skill</b>	Average

## USER-SITE INTERACTION EPISODE

She heard from friends about the Nocturna Lounge some days ago. Olivia wanted to go out drinking somewhere and remembered about her friends advice about Nocturna's promotions. She visited the website looking for a menu to check the drinks available. She was happy in find out about the BYOF on the home page, but frustrated for not finding a finding a bar or drink menu section on the website's menu, nor more info on the Happy Hour Drinks Specials in the promotions sections. She saw the Foursquare link and went there looking for drinks tips, where she stumbled with review from her current favorite bar and decided to go there instead.



# USER PROFILE



## SHANE PIERCE, 21

<b>Gender</b>	Male
<b>Location</b>	Pasadena, California
<b>Education</b>	California Institute of Technology
<b>Family</b>	Engaged
<b>Hobbies</b>	Video Games and Books
<b>Occupation</b>	Student / IT internship
<b>Income</b>	\$30,900.00 Yearly
<b>Work Hours</b>	Monday-Saturday, 2pm-6pm
<b>Disabilities</b>	None
<b>Computer skill</b>	Advanced

## USER-SITE INTERACTION EPISODE

Shane and his friends are visiting Hawaii for the Kawaii Kon. After the traditional closing ceremony they asked someone nearby what people usually does afterwards. The group they asked for help said they where going to Nocturna Lounge. He was intrigued by the idea of a arcade and karaoke bar combination and decided to check first on-line on his cellphone before going. Shaine was frustrated by the non mobile-friendly design and decided to just check the gaming section. He felt extremely discouraged by leak of information in the gaming section of the website and the empty live stream page, but in the end decided to go, instigated to beat the Challenges.