

## The brand



## Background

My client is Thunderbird Lanes, which is a popular bowling alley/bar in Baraboo, WI.

They have a Website, however it does not have any online order or reservation features, and it quite bare bones.

## Original Website

<https://thunderbirdlanesbaraboo.com/>

#CEB439

#000082

#EA1E1E

#FFFFFF

## Target Audience

### The audience

The aesthetic will capture the classic bowling alley feel while staying fresh and new, targeting both young and older audiences.

## Creative direction

### Concept

I plan to incorporate the classic bowling alley feel found inside Thunderbird by using the brand colors and integrating more brand details into the site's functionality.



## Goals

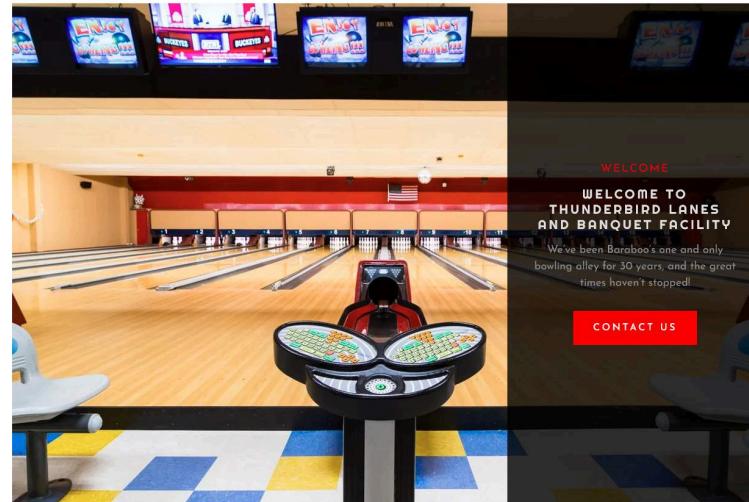
### Goals

I aim to make the website more functional and informative than it currently is, while also strengthening the brand's personality that is shown.

- I will add an Online Order feature, to give the bar side of Thunderbird the ability to have pickup ready
- I will add a Reservation feature to make it easier to book a Lane.



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Hourly Bowling