

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

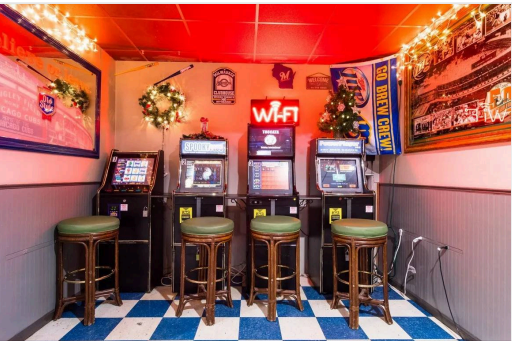
The audience


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

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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.





HOME MENU ABOUT SERVICES PHOTOS




WELCOME

WELCOME TO THUNDERBIRD LANES AND BANQUET FACILITY

We've been Baraboo's one and only bowling alley for 30 years and the great times haven't stopped!

CONTACT US



Hourly Bowling