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Advancing Internet Cafe Operations and Customer Engagement through the "Game Station" Website

Albert Saptona
Faculty of Computer Science
President University
Bekasi, West Java
albert.saptona@student.president.ac.id

Hasanul Fahmi
Faculty of Computer Science
President University
Bekasi, West Java
Hasanul.fahmi@president.ac.id

Abstract*— Internet cafes serving gaming communities often struggle to provide seamless access to information and streamline operational processes. The "Game Station" website was created to tackle these challenges by offering a unified digital platform with features such as a product catalog, search tools, category-based filters, and a contact form. Developed using Object-Oriented Programming (OOP) principles and web technologies like HTML, CSS, and JavaScript, the website incorporates a gaming-inspired design with dark backgrounds and vibrant neon blue and purple accents to appeal to gamers. The platform enhances user experience by simplifying information access and enables cafe managers to efficiently manage inventory and promote offerings. This project highlights the role of digital solutions in strengthening the competitiveness of internet cafes, with suggestions for future additions like online reservation systems.

Keywords*— Internet cafe, gaming community, Game Station, digital platform, product catalog, search functionality, OOP, web development, gaming-themed design, user interface

I. INTRODUCTION

Internet cafes have evolved into vital spaces for the gaming community, providing high-speed internet, cutting-edge hardware, and recreational activities like multiplayer gaming and comic reading zones. However, many cafes rely on outdated communication methods, such as printed flyers or manual notice boards, which are inefficient and restrict outreach. This creates frustration for customers needing real-time details about products or services and limits cafe owners' ability to market their offerings effectively.

For instance, Alex, a 22-year-old student and gaming enthusiast, wants to confirm whether a PS4 controller is available at the "Game Station" cafe before traveling 30 minutes. Lacking an online platform, Alex is forced to call, only to encounter a busy line, prompting him to visit a rival cafe. Meanwhile, Albert, the cafe's manager, finds it challenging to address customer queries and advertise new products due to reliance on traditional methods. These issues underscore the need for a digital solution to connect customers and cafe operations.

The "Game Station" website was developed to serve as a centralized hub offering details about the cafe's products and services, featuring a product catalog, search and filter options, and a contact form. With a gaming-themed design, the platform caters to gamers while improving operational efficiency for cafe owners. This project is significant for enhancing customer satisfaction, fostering stronger connections with the audience, and positioning internet cafes competitively in a digital landscape.

II. LITERATURE REVIEW

A. Object-Oriented Programming (OOP) Principles

The creation of the "Game Station" website draws on established theories and resources in programming, interface design, and information systems. Object-Oriented Programming (OOP) provides the technical backbone, as outlined by Eckel (2006) in Thinking in Java, which describes how encapsulation, inheritance, polymorphism, and abstraction enable organized and scalable code. These

principles were applied to manage the website's product data effectively.

For user interface design, Nielsen's (1994) Usability Engineering emphasizes creating intuitive and user-centric interfaces to boost satisfaction. This informed the website's design, featuring straightforward navigation and visual elements like neon colors and Font Awesome icons tailored to gamers' preferences. The Mozilla Developer Network (MDN, 2024) documentation on JavaScript classes offered technical insights for implementing OOP in web development, while W3Schools (2024) resources on HTML, CSS, and DOM manipulation aided in crafting a dynamic and responsive interface.

Studies on digital platforms for retail businesses suggest that websites with interactive features and product listings can improve customer engagement (Gamma et al., 1995). The "Game Station" website stands out by targeting the gaming community with a thematic design and specialized features like Hardware and Accessories filters, addressing a gap in solutions tailored to this audience's unique needs.

B. User Interface and Experience Design

The design of the "Game Station" website prioritizes usability and aesthetic appeal to resonate with the gaming community. Nielsen (1994) in Usability Engineering advocates for user-centered design principles, such as simplicity, clarity, and feedback, to enhance user satisfaction. These principles informed the website's intuitive navigation, clear call-to-action buttons, and visually engaging elements like neon blue and purple accents. The use of Font Awesome icons (Font Awesome, 2023), such as fa-desktop for Hardware and fa-gamepad for Accessories, enhances recognizability and aligns with gamers' visual preferences. Furthermore, Krug (2005) in Don't Make Me Think emphasizes minimizing cognitive load in web design, which influenced the streamlined layout of pages like the product catalog and FAQ, ensuring users can access information effortlessly.

C. Web Development Technologies

The technical implementation of the website relies on modern web development technologies. The Mozilla Developer Network (MDN, 2024) JavaScript Guide: Classes provides detailed insights into implementing OOP in JavaScript, particularly the use of private properties (denoted by the # symbol) and inheritance, which were critical for the website's product management system. W3Schools (2024) tutorials on HTML, CSS, and DOM manipulation offered practical guidance for creating responsive layouts and dynamic content, such as the product grid and search functionality. These resources ensured that the website's frontend is both functional and visually consistent across devices, a crucial factor for engaging tech-savvy gamers.

D. Digital Platforms for Retail and Community Engagement

Research on digital platforms for retail businesses highlights their role in improving customer engagement and operational efficiency. Kotler and Keller (2016) in Marketing Management note that digital catalogs and interactive features can significantly enhance customer experience by providing real-time access to product information. This is particularly relevant for internet cafes, where customers like gamers expect quick and transparent access to offerings. Studies on e-commerce platforms, such as those by Laudon and Traver (2020) in E-commerce: Business, Technology, Society, demonstrate that websites with search and filter functionalities increase user satisfaction and retention. The "Game Station" website builds on these findings by offering a tailored solution for the gaming community, with features like category filters (Hardware and Accessories) and a search bar optimized for gaming-related products.

E. Gaps and Contributions

While existing literature on e-commerce and retail websites provides valuable insights, few studies focus specifically on digital solutions for internet cafes targeting niche communities like gamers. General e-commerce platforms often lack the thematic design and community-specific features that resonate with gamers, who value immersive and visually distinctive experiences. The "Game Station" website addresses this gap by integrating a gaming-centric aesthetic—featuring dark backgrounds, neon colors, and relevant icons—with functionalities tailored to the needs of both customers and cafe owners. Unlike generic retail websites, "Game Station" emphasizes community engagement through its design and features, such as the contact form, which fosters direct interaction. Additionally, the application of OOP principles ensures a scalable and maintainable codebase, distinguishing this project from simpler web solutions that may lack such robustness

F. Supporting Tools and Resources

The development process also leveraged tools like Draw.io (2024) for creating class diagrams to visualize the OOP structure, ensuring clarity in the relationship between the `Item` and `Product` classes. This visualization aided in planning and communicating the system's architecture. Additionally, resources like Web Design with HTML, CSS, JavaScript and jQuery by Duckett (2014) provided practical techniques for styling and interactivity, which were applied to create the website's dynamic product grid and responsive FAQ page. These tools and references collectively ensured that the "Game Station" website is both technically sound and aligned with best practices in web development and user experience design

III. METHODOLOGY

The development of the "Game Station" website followed a structured, user-centric approach to address the identified challenges of information access and operational efficiency in internet cafes catering to the gaming community. This methodology encompasses a systematic process to ensure the platform meets the needs of both customers and cafe owners. The key phases are organized into three main areas: System Architecture, Data Flow and Integration, and Development and Implementation. The methodology consists of the following key components:

A. System Architecture

- **Frontend Components**: The frontend is built using HTML for structure, CSS for styling, and JavaScript for interactivity. The design incorporates a dark-themed interface with neon blue and purple accents, aligned with the gaming community's aesthetic preferences. Font Awesome icons (e.g., fa-desktop for Hardware, fa-gamepad for Accessories) enhance visual navigation.
- **Data Management**: Product data is managed using Object-Oriented Programming (OOP) principles in JavaScript. The `Item` class serves as an abstract base class with private properties (#id, #title, #price, #category) accessible via getter methods (e.g., `getTitle()`, `getPrice()`). The `Product` class inherits from `Item` and implements specific methods like `displayDetails()` for rendering product information. This class hierarchy, visualized in a class diagram created with Draw.io, ensures a modular and extensible data structure.
- **Client-Side Processing**: All data processing, such as filtering products by category or searching by title, occurs on the client side to minimize server dependency and enhance responsiveness. The architecture assumes a static dataset for products, stored locally in JavaScript arrays or JSON objects, simulating a database for this prototype.
- **Scalability Considerations**: While the current architecture is lightweight, it is designed to support future integration with a backend server and database (e.g., Node.js with MongoDB) for dynamic data management, enabling features like real-time inventory updates.

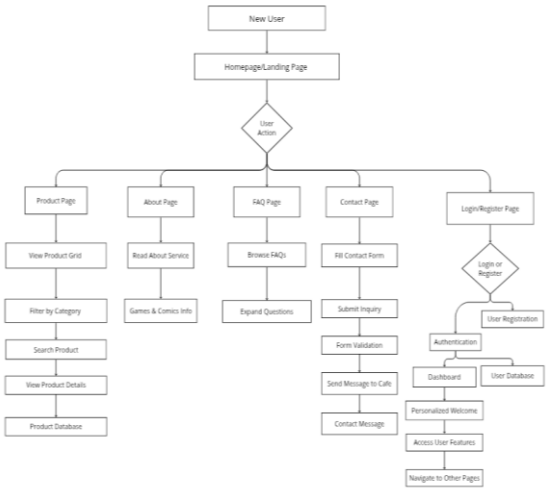

Figure 1. System Architecture

B. Data Flow and Integration

- **Initialization**: Upon loading the website, product data (e.g., ID, title, price, category, image URL) is initialized in a JavaScript array or JSON object. This data represents the cafe's inventory, including items like "Naruto Figure" and "Keyboard RGB."
- **User Interaction**: When users access the Products page, the data is rendered into a dynamic grid using JavaScript's DOM manipulation. Users can interact with the grid via search, filters, contact form.
- **Output**: Filtered or searched results are displayed instantly in the product grid, while contact form submissions are logged locally (e.g., in the console) for testing purposes.
- **Frontend Integration**: The website's components—navigation bar, product grid, search bar, and contact form—are integrated using JavaScript event listeners to handle user

actions (e.g., clicks, keypresses). CSS ensures consistent styling across pages, with responsive design for mobile and desktop compatibility

- **External Libraries**: Font Awesome (2023) is integrated via a CDN link to provide icons, enhancing the interface's visual appeal and usability. No other external libraries (e.g., React, jQuery) were used to keep the prototype lightweight.
- **Future Integration Potential**: The data flow is designed to support future integration with a backend API for dynamic data retrieval and storage. For instance, product data could be fetched from a RESTful API, and contact form submissions could be sent to a server for processing and storage. This would require implementing HTTP requests (e.g., using `fetch` or `axios`) and a database for persistent storage.

C. *Development and Implementation*

- **Development Environment**: The website was built using a code editor (e.g., Visual Studio Code) and tested in browsers (e.g., Chrome Developer Tools), with client-side data management for the prototype.

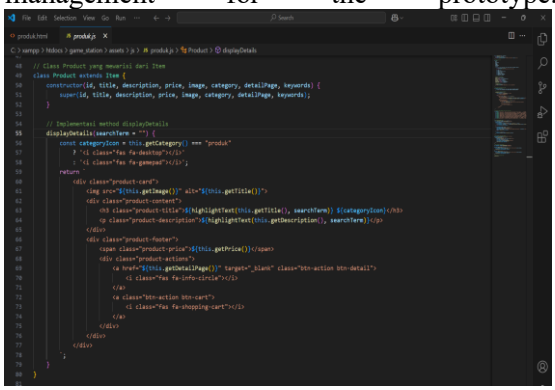

Figure 2. Development Environment

- **Implementation HTML/CSS/JavaScript**: Semantic HTML defined the layout (navigation, content, footer), while CSS implemented the gaming-themed design with neon gradients and responsive media queries. Enabled dynamic features, including product grid rendering, search (using string matching), and category filtering. The Item and Product classes encapsulated data and behavior.

- **Testing**: Functional tests verified search, filter, and responsiveness accuracy. Form inputs and navigation links were tested, confirming operational reliability.

IV. RESULT AND DISCUSSION

A. *System Implementation*

The "Game Station" website was successfully developed and implemented, delivering features that align with the project's goals of enhancing customer access to information and improving operational efficiency for internet cafe owners. The results demonstrate the platform's ability to provide an engaging and functional experience tailored to the gaming community. This section elaborates on the system implementation, evaluates its success, identifies limitations, and discusses implications for future development.

1. Components

- The implementation of the "Game Station" website resulted in a fully functional platform addressing the challenges of information access and cafe management. Below is a concise overview of the implemented components and their technical execution:
  - Homepage**:** Features a "Welcome to Game Station" message and an "Explore Now" button with neon styling, redirecting users to the Products page. The navigation bar includes links to "Home," "Products," "FAQ," and "Contact," with Font Awesome icons (e.g., fa-home) for clarity.
  - Products Page: Displays a dynamic grid of products (e.g., "Naruto Figure," "Keyboard RGB") with search and category filters ("All Gear," "Hardware," "Accessories"), using JavaScript for real-time updates and Font Awesome icons (e.g., fa-search) for usability.
  - FAQ Page**:** Offers collapsible question-answer pairs with smooth CSS animations and Font Awesome icons (e.g., fa-plus/fa-minus), ensuring easy access to information.
  - Contact Page**:** Includes a form for inquiries (name, email, message), styled with neon borders and validated via JavaScript, with simulated submission for testing.
  - Login and Register Page**:** Provides a form with social login options (e.g., Instagram, Facebook), styled with glowing borders and Font Awesome icons (e.g., fa-instagram).
  - Dashboard: Displays a personalized greeting and navigation links (e.g., "Logout"), styled consistently with the gaming theme.

- Technical Execution: The website's client-side architecture relies on HTML, CSS, and JavaScript, with no external frameworks to keep the prototype lightweight. The OOP implementation uses the `Item` class as an abstract base with private properties (#id, #title, #price) and the `Product` class for rendering, ensuring data integrity. Responsive design via CSS media queries ensures compatibility across devices. Testing confirmed that search, filters, form submission, and navigation function correctly, with no significant errors.

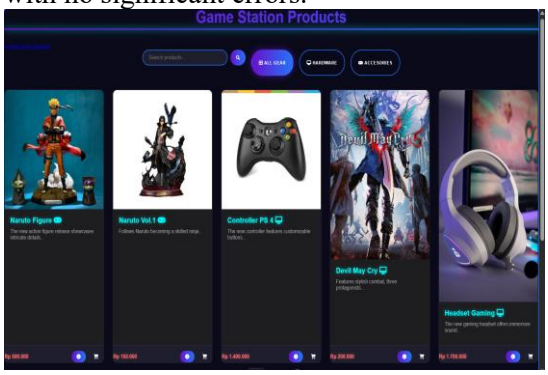

Figure 3. Game Station Web

2. Evaluation of Success

The platform effectively addresses the needs of users like Alex, who can now verify product availability online, and managers like Albert, who can update inventory and promote offers without physical materials. The gaming-themed design, with neon accents and Font Awesome icons, resonates with the target audience, enhancing engagement.

3. Limitations

Despite its functionality, the website has constraints. It currently lacks advanced features like online booking for gaming sessions or payment integration for purchases. Additionally, without real-user testing, its effectiveness from a customer perspective remains unverified. Scalability to accommodate growing user or product volumes also requires further exploration.

B. Discussion

Compared to basic websites used by other internet cafes, "Game Station" excels with its gamer-centric design and tailored features. To maintain a competitive edge, incorporating user analytics or promotional notifications could add value. Conducting user testing would provide insights for further refinement.

V. CONCLUSION

The "Game Station" website effectively addresses the challenges of information access in internet cafes by providing a user-friendly platform with a product catalog, search, filters, and a contact form. Its gaming-themed design, featuring a dark background and neon accents, engages the gaming community, while Object-Oriented Programming ensures a scalable codebase. The platform enables customers like Alex to check product availability easily and supports managers like Albert in managing inventory efficiently, enhancing the cafe's competitiveness.

Future enhancements could include online booking, payment integration, and user analytics to boost functionality. Real-user testing would refine usability, and backend integration could enable real-time updates. These improvements would strengthen "Game Station" as a model for digital solutions in internet cafes, ensuring long-term success in a competitive market.

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