

# Lounge Lizard Launches Immersive New Website for Night of Mystery, Transforming the Murder Mystery Shopping Experience

*Bringing intrigue, suspense, and storytelling to ecommerce with a bold redesign that makes the party start online*

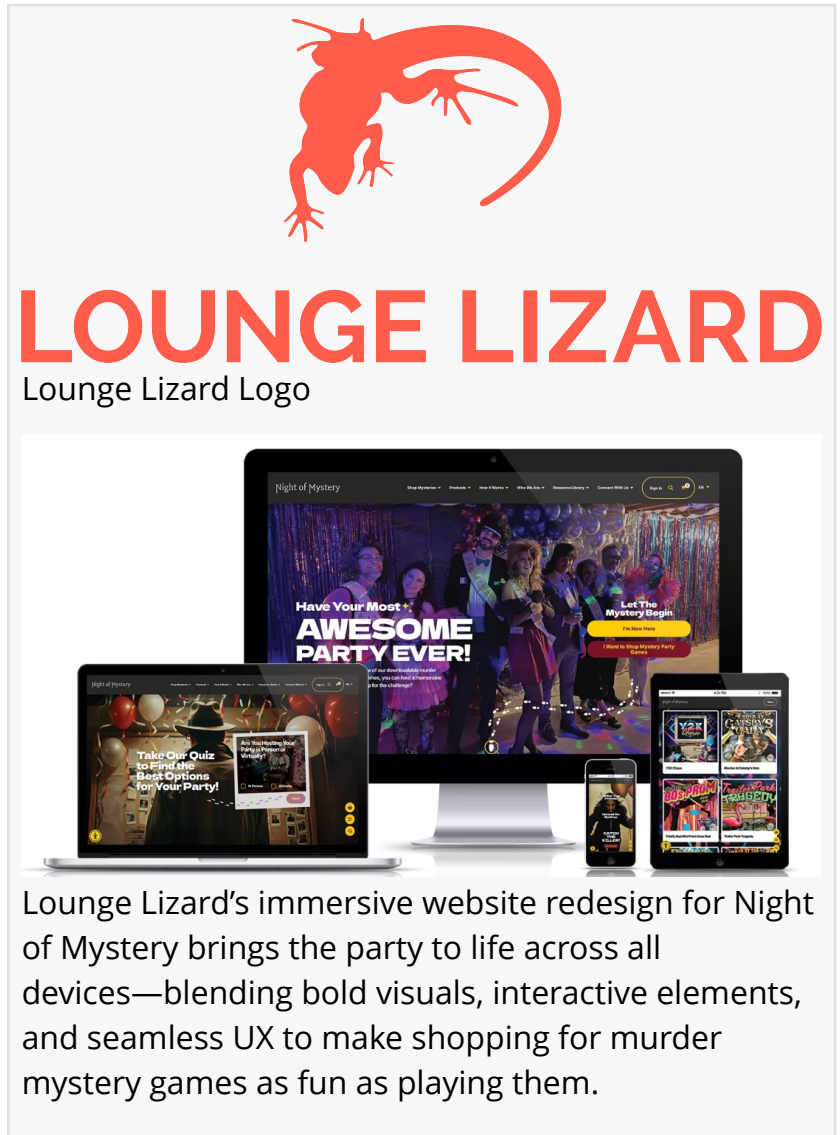
LONG ISLAND, NY, UNITED STATES, July 23, 2025 /EINPresswire.com/ -- [Lounge Lizard Worldwide Inc.](#), a leading digital marketing and [web design agency](#), is proud to announce the launch of a fully reimagined website for [Night of Mystery](#), a top creator of downloadable murder mystery party kits. The new site invites users into an immersive whodunit experience before they even hit "Add to Cart."

With themes ranging from vintage noir to spooky supernatural, Night of Mystery's products turn everyday gatherings into unforgettable events. Their team partnered with Lounge Lizard to transform their outdated site into a modern, visually dynamic ecommerce platform that reflects the energy and fun of their brand.

"We set out to build a site that feels like the mystery is already unfolding," said Ken Braun, Co-Owner of Lounge Lizard. "Every scroll, click, and interaction was designed to spark curiosity and drive conversion."

Website Highlights Include:

- Custom Mega Menu with Product Previews for intuitive browsing



- Interactive “Find Your Adventure” Quiz to guide users to their perfect party kit

- AI-Generated Visuals to bring each story to life with dramatic flair

- Conversion-Optimized Homepage showcasing best-sellers and featured mysteries

- Full-Site Redesign focused on immersive storytelling and streamlined user experience

Built on WordPress for backend flexibility, the new site empowers Night of Mystery to easily update content, launch seasonal kits, and engage their growing audience. Early results already show improved engagement and purchasing behavior, with user feedback praising the site’s ease of use and creative direction.

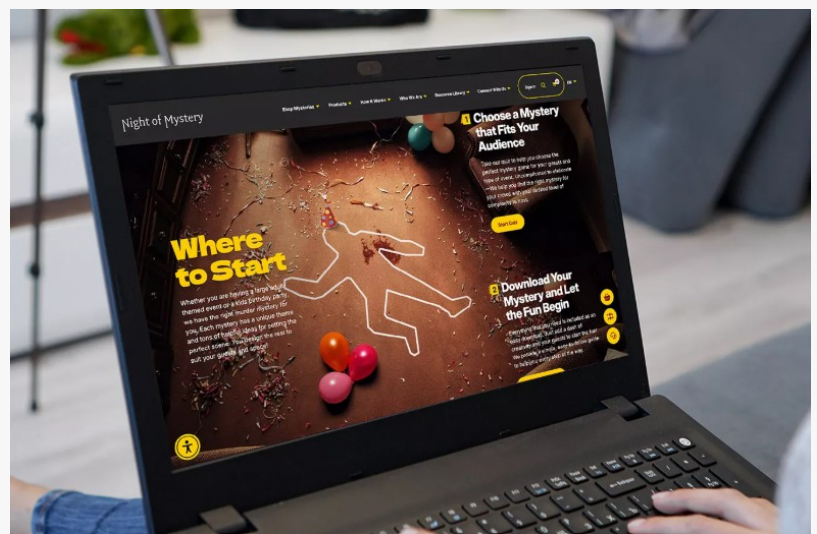
This launch underscores Lounge Lizard’s commitment to turning brand visions into digital experiences that captivate and convert.

Check out Lounge Lizard’s case study regarding this project:  
<https://www.lounge lizard.com/work/night-of-mystery/> .

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About Lounge Lizard:

Founded by industry leaders Ken Braun and Sharon Sexton Braun, Lounge Lizard is a family-owned digital marketing agency that has been in business for over 25 years. Headquartered in Long Island, NY, with offices in New York City, Washington D.C., Nashville, Charleston, Los



The redesigned Night of Mystery website makes getting started a breeze—guiding users step-by-step through choosing, downloading, and hosting their perfect murder mystery party with playful visuals and intuitive navigation.



Optimized for mobile, the new Night of Mystery website brings user-generated content front and center—inviting party hosts to explore real event photos and get inspired to plan their own unforgettable whodunit.

Angeles, Richmond, Austin, Las Vegas, and Miami, our award-winning firm excels in branding, web design, and results-driven digital marketing, earning accolades for our innovative strategies and tangible results. We foster long-term partnerships with our clients, creating impactful 360° digital experiences that propel their success in the ever-evolving digital landscape.

Ken Braun

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