

# Purpose

## Answering Visitor Intent is Key

- 1- Ticket Prices & Promotions
- 2- Attractions
- 3- Food & Accommodations
- 4- Opening Time
- 5- Park Map
- 6- Address & Contact Info
- 7- FAQs
- 8- Legal (Terms & Conditions, Privacy Policy, Cookies, etc...)

## Content of the Website

### Theme of the Park

- 1- Thriller & water Park
- 2- Bands at night
- 3- Restaurants
- 4- Accommodation
- 5- First-aid and access to nearest hospitals
- 6- ATMs to have access to cash or payments buy credit cards

## Structure of the Website

### Home Page

#### Hero section

- Illustrated Pic of the Park Map

#### Featured Section

- Tickets & Seasons
- Accommodations
- Opening hours
- Location

#### Main Section

- Attractions
- Foods
- Night bands
- Upcoming Events
- Park map

## **Services Page**

- Tickets & Season Pass
- Attractions
- Food
- Accommodation

## **About Park Page**

- General information
- Directions & Parking
- Medical Services
- Money Services
- FAQs

## **Top Navigation Bar**

- Logo
- Home Page
- Services
- About Park

## **Footer**

- Newsletter sign up
- Website pages
- Social Media
- Legal ( Privacy policy, Terms & Conditions, Cookies)

# Research Theme parks

Website	Analysis
Thorpe Park	<ul style="list-style-type: none"><li>• Hero Section banner with a carousal</li><li>• Colors and Contrast</li><li>• Responsive to different screen sizes</li><li>• Call to action for booking and reservation</li><li>• Main attractions Section</li><li>• Newsletter sign up</li><li>• Bottom Nav structure for other pages</li><li>• Prompt to search or buy tickets</li></ul>
Efteling	<ul style="list-style-type: none"><li>• The user can find the necessary info in the homepage</li><li>• Side menu organized structure</li><li>• Responsive to different screen sizes</li><li>• Call to action for booking and reservation</li><li>• Chat prompt to chat with customer service</li><li>• Park Map</li><li>• Bottom Nav structure for other pages</li></ul>
Silver Wood	<ul style="list-style-type: none"><li>• Video of the park and its attractions starts playing</li><li>• Good structure of the top navigation and basic info</li><li>• Responsive to different screen sizes</li></ul>
Wild Adventures	<ul style="list-style-type: none"><li>• Hero Section banner with a carousal</li><li>• Upcoming event and featured shows</li><li>• Main attraction of the park</li><li>• Side menu Structure and Hierarchy</li></ul>
Oak Wood	<ul style="list-style-type: none"><li>• Video of the park and its attractions starts playing</li><li>• Call to Action to buy tickets</li><li>• Basic info layout about the website (Address, opening times, ticket prices)</li></ul>