## **Main purposes for theme park web site**

1. Improving discoverability of the theme park on Internet

2. Marketing

• Encouraging people to visit the park

• Why it’s worth to visit the park

• How can families or groups spend great time in this park

3. Providing rich information about attractions and places worth visiting.

Allowing families or groups to plan their visit at park.

Listing places where everyone regardless their age can spend great time.

## **Research theme park websites**

We currently have:

a) Alton Towers

b) Sundown Adventureland

c) Universal Studio Hollywood

## **Content on the web site**

What theme we should choose?

I’m happy with any, maybe a space park? With attractions like rockets, spaceships, themed roller coasters, Mars/(any other planet) camps that everyone can enter and maybe some alien worlds?Information about themed restaurants, medical points, parking and customer information point.

I think map of the theme park would be a really nice addon.

Also contact information in the footer of the website.

Structure of the website (based also on @Carl Che but with a little bit more details)

**1. Home page**

Header:

a) Logo

b) Main navigation

c) Tel number to customer information

Body:

a) Carousel with photos of our attractions. Those can be also used as anchors to second page

b) Few words for customers what to expect and what great time they can expect

c) Random photos

Footer:

a) Information about location

b) Full contact information

c) Information about accepted payment methods

d) Terms & Conditions dialog

e) Privacy Policy dialog with potentially information about cookies

**2. Ride & attraction page:**

Header: the same as on home page with different styling for active page

Body:

a) Attraction #1 with photos and description

b) Attraction #2 with photos and description

c) Attraction #3 with photos and description

Footer: the same as on home page

**3. Dining & Shopping**

I’m not sure about this one. We could maybe make more general page like FAQ with multiple sections like:

Park Info & FAQ:

Header: the same as on home page

Body:

a) Opening times

b) Ticket prices and information where to buy them

c) Dining and shopping

d) MapFooter: Same as on home page