

CM1040
Web Development
Mid-Term Team Assignment
Team 2 (Tutor Group 1)

PURPOSE OF THE WEBSITE

These are the set of reasons why a theme park might want a website:

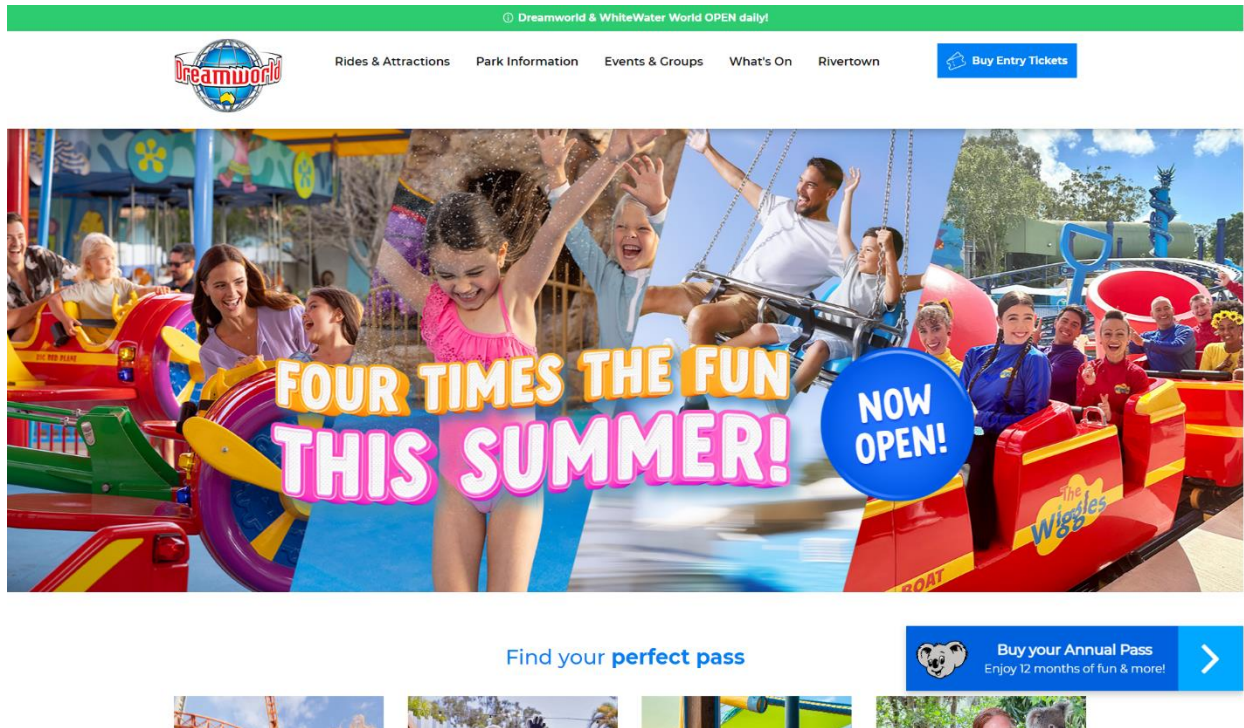
- To market and promote the website
- To provide essential details about the park's location, operating hours, ticket prices, contact information, and upcoming events.
- Showcasing attractions, rides, and entertainment to entice potential visitors and boost ticket sales.
- Offering the convenience of purchasing tickets in advance.
- Providing maps, ride schedules, accessibility information, and guidelines for a better visitor experience.

The website could have visitors of various demographics. For instance:

- Thrill Seekers: Looking for roller coasters, high-speed rides and adrenaline-pumping experiences.
- Families: Seeking kid-friendly rides, games, character meet-and-greets, interactive shows.
- Tourists: Looking for a fun place to spend their time in a new city/country with various amenities including varied dining options, souvenirs and other attractions.

GENERAL ANALYSIS OF THEME PARK WEBSITES

1. DREAMWORLD



Review of <https://www.dreamworld.com.au/>

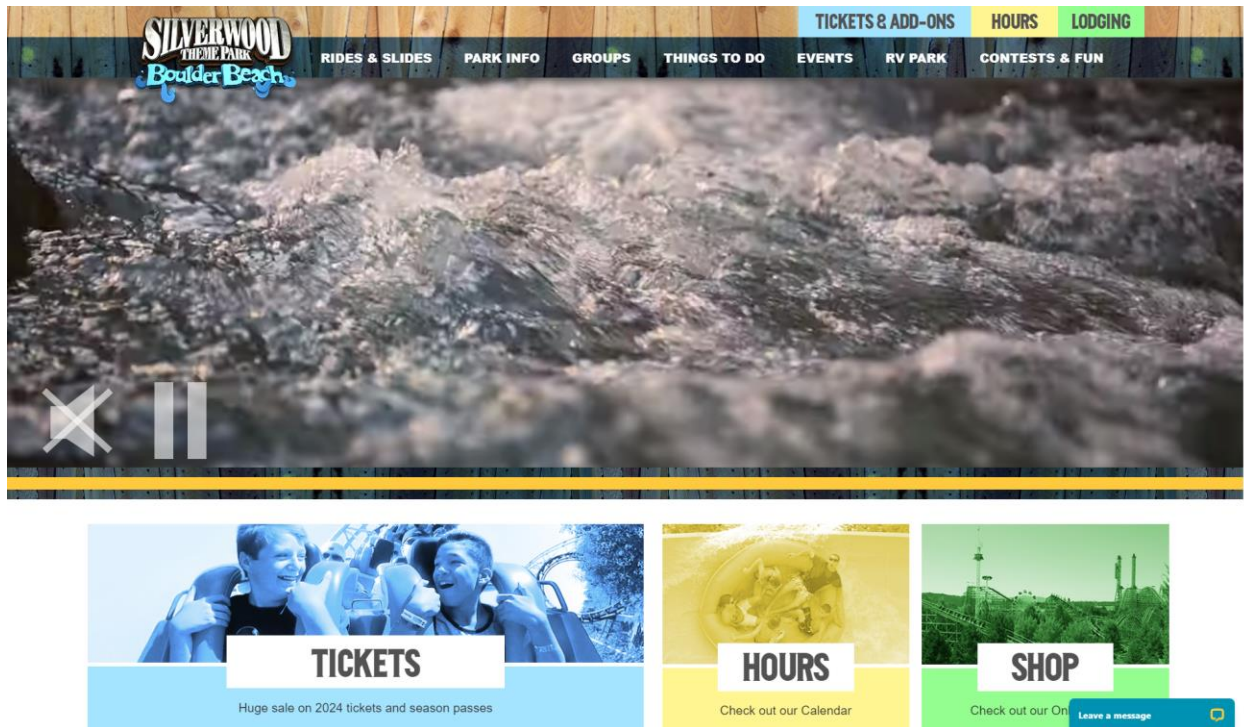
Lighthouse scores (mobile):

- 51 Performance
- 71 Accessibility
- 91 Best Practices
- 85 SEO

Analysis

- It loads relatively fast.
- They focus heavily on selling tickets at the landing webpage, there is virtually no other info.
- The navigation is conservative but easy to understand.
- When it comes to the entertainments, it is text oriented, there is not much visual representation of the offerings (pictures, videos, etc.)
- Working OK on SM viewport, it is following responsive design although it offers only a quite basic UX.

2. SILVERWOOD THEME PARK



Review of <https://www.silverwoodthemepark.com/>

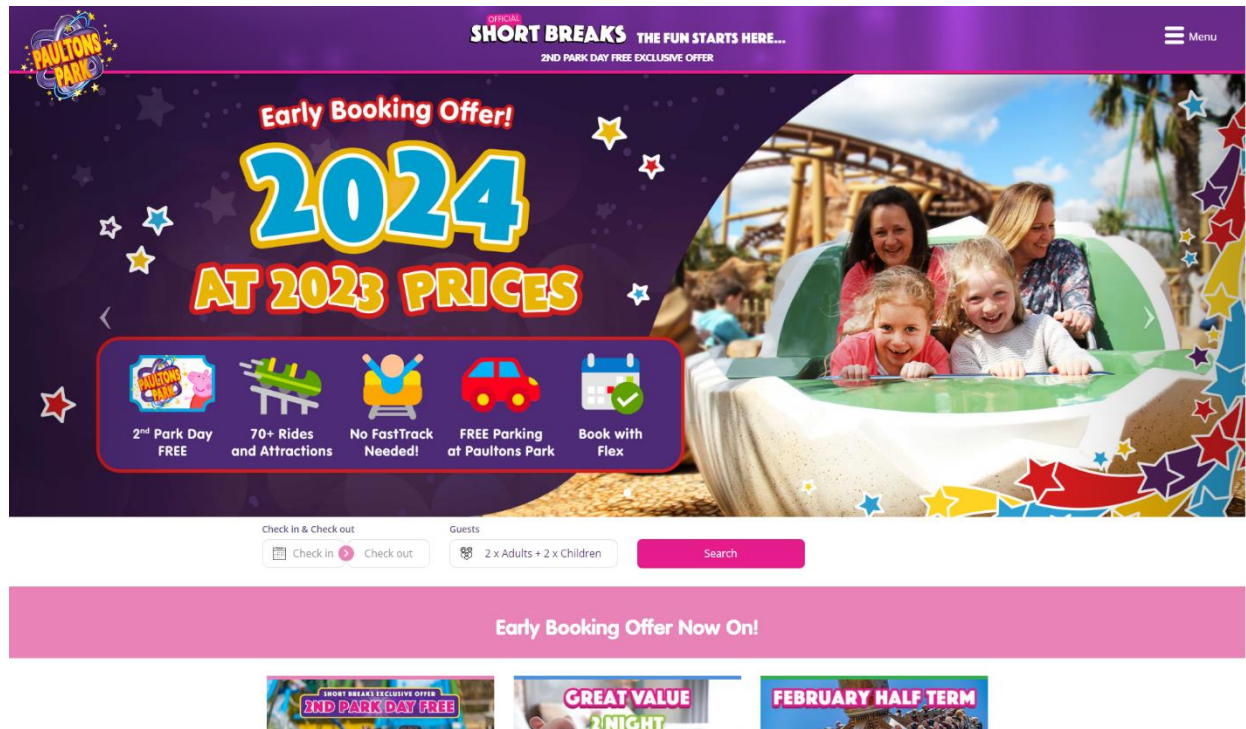
Lighthouse scores (mobile):

- 22 Performance
- 93 Accessibility
- 77 Best Practices
- 92 SEO

Analysis

- The site has a video on the homepage showcasing the park activities and rides which is very captivating
- Ticket selling is still emphasized on the landing page but it gives some more useful information than the previous one. It is easier to find important information like, opening hours.
- Navigation is little more stylish; it has some basic effects. It is not well functioning, it is hard to click on the links but at least it is not too clustered, it is still easy to understand.
- It has some SM viewport adaption but overall, it does not work well. Responsive design is only partially implemented.

3. PAULTONS PARK



Review of <https://paultonspark.co.uk/>

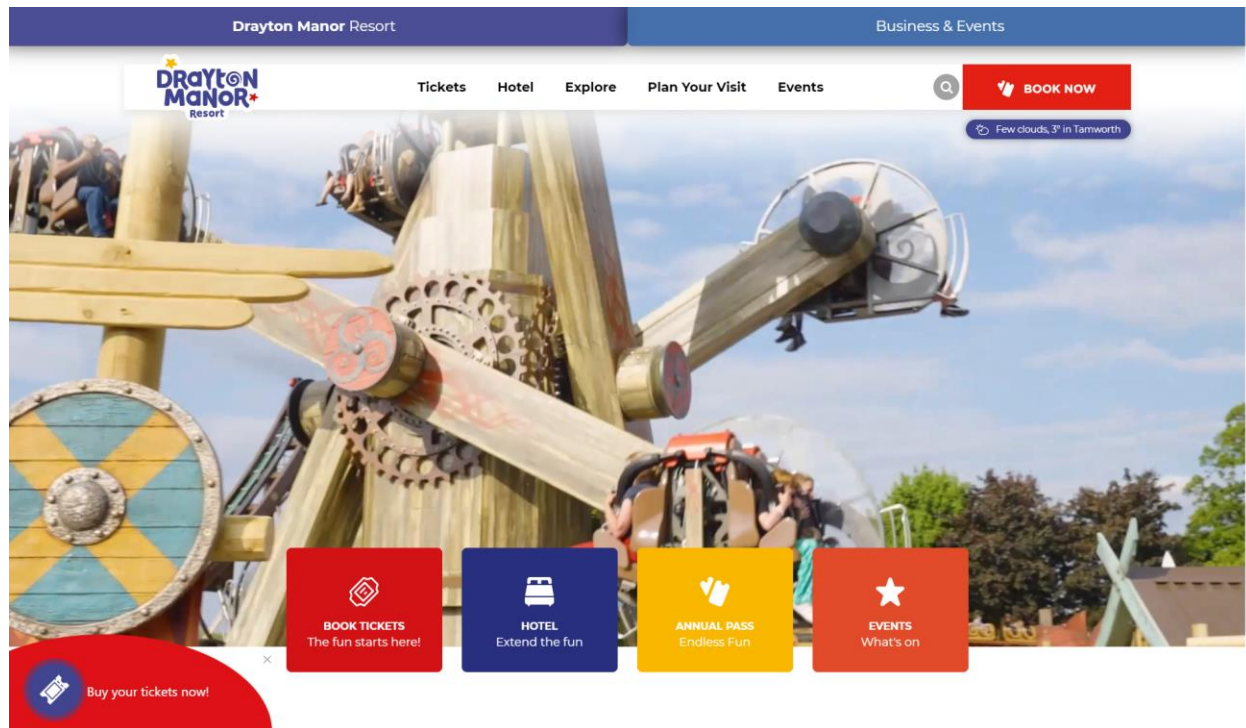
Lighthouse scores (mobile):

- 32 Performance
- 82 Accessibility
- 91 Best Practices
- 99 SEO

Analysis

- The park's website is visually appealing, with themed colors and customizations
- Emphasis is on the actual offerings. There are videos which shows the various rides at the park.
- The navigation is stylish but stays - functional and neat.
- Emphasis is on how the customer can buy the ticket but not 'obnoxious'.
- When it comes to details of different entertainments, it has a good mixture of visual elements and text.
- Working well on SM viewport, it is following responsive design.

4. DRAYTOR MANOR RESORT



Review of <https://www.draytonmanor.co.uk/>

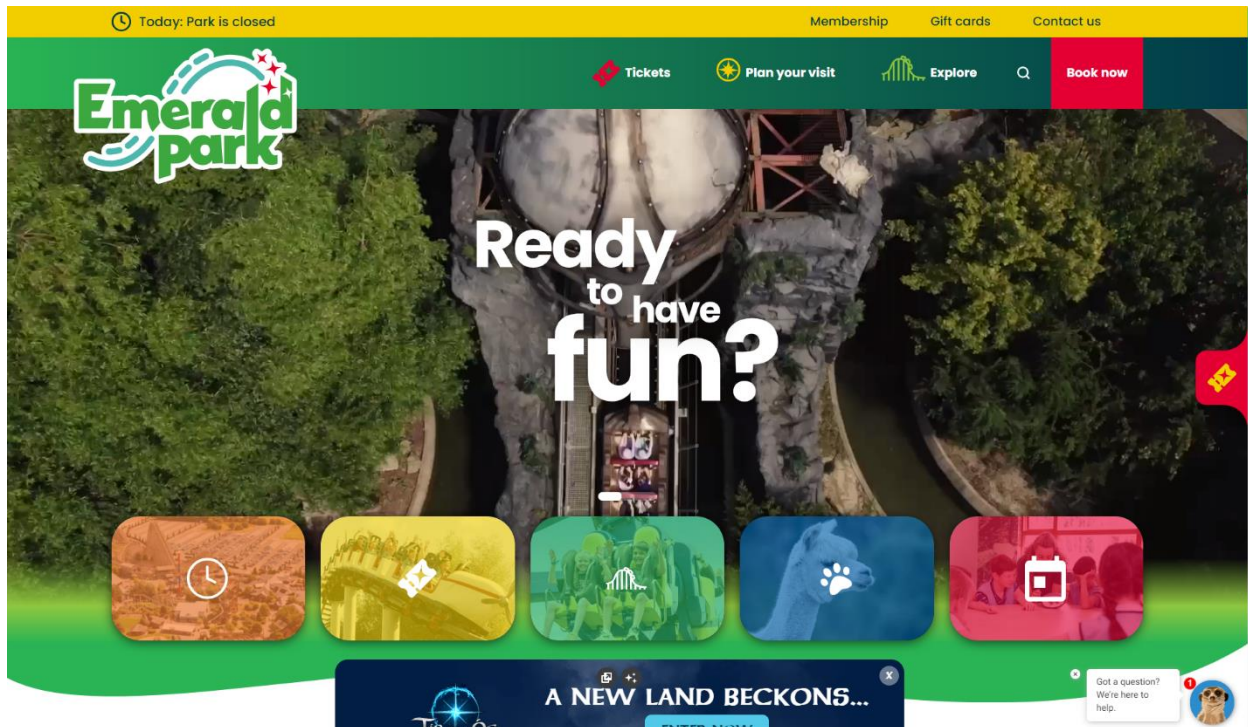
Lighthouse scores (mobile):

- 30 Performance
- 83 Accessibility
- 86 Best Practices
- 93 SEO

Analysis

- The website takes a while to load
- There is a video on the landing page which shows one of the rides in the park.
- Colorful and content-oriented website.
- Navigation stylish and works well.
- The entertainments are presented well balanced with enough textual and visual information.
- Working well on SM viewport, it is following responsive design

5. EMERALD PARK



Review of <https://www.emeraldpark.ie/>

Lighthouse scores (mobile):

- 36 Performance
- 82 Accessibility
- 95 Best Practices
- 100 SEO

Analysis

- The website is well built with colorful designs and is easy to navigate
- There is an eye-catching video on the landing page which shows various of the rides in the park.
- The navigation is neat and stylish, works well, no bugs are identified.
- The sale part (selling tickets) is well emphasized but in a balanced way.
- The different entertainments are presented extremely well, with art and actual images.
- Working well on SM viewport, it is following responsive design

WEBSITE CONTENT

We discussed and the team decided that our park, 'Adventure Realm' itself is for children but the target audience (the users) of the website will be adults who want to buy tickets, etc. Hence the design can stay conversative and functional, instead of too animated and colorful. In accordance with the theme our website will contain:

- Rides and Attractions catering to different age groups and preferences:
 - Thrill Rides
 - Family Rides
 - Shows
- Ticket Section where one can buy different kind of tickets and passes
- Food and Drink facilities
- Shopping Facilities
 - Candy Shops
 - Toy Shops
 - Gifts and Souvenirs Shops
- A FAQ section to aid visitors with some of the queries they may have
- Information and contact sections.
- A map of the park to aid the visitors in navigation

STRUCTURE OF THE WEBSITE

As per the team, some effective aspects for the website might include user-friendly interfaces, vivid imagery of attractions, clear navigation, mobile responsiveness, and integration with booking systems.

Every page should have unified header (logo, navigation bar) and footer sections.

Its landing page should show basic information and ticketing along some nice eye-catching visuals.

It should have a page, detailing the different entertainments with pictures and description.

The website will have three pages which would include:

1. Home page

The main page of the website should showcase highlights like a welcoming message, featured attractions and ticket purchase options.

- Navigation Bar: It contains the park logo and links to main sections such as Rides and Attractions and Park Info.
- Hero Image: A large image banner showing one of the park's attractions.
- Featured Attractions: A brief summary to some of the park's attractions with a call-to-action button that leads to the rides and attractions page
- Tickets Options: Different ticket options with the ability to make the purchases on the website.
- Footer: It contains general information about the park such as the operational hours and address. It also contains the park's contact information

2. Rides & Attractions Page

This page contains the details about different attractions categorized by type.

- Navigation Bar
- Thrill rides: This section shows all thrill rides including descriptions, images, and ride restrictions.
- Family rides: This section shows all family rides including descriptions, images, and ride restrictions.
- Shows: This section shows all the available shows including descriptions and images.
- Footer

3. Visitor Information Page

This page shows park guidelines, services available, FAQs, contact information, and maps.

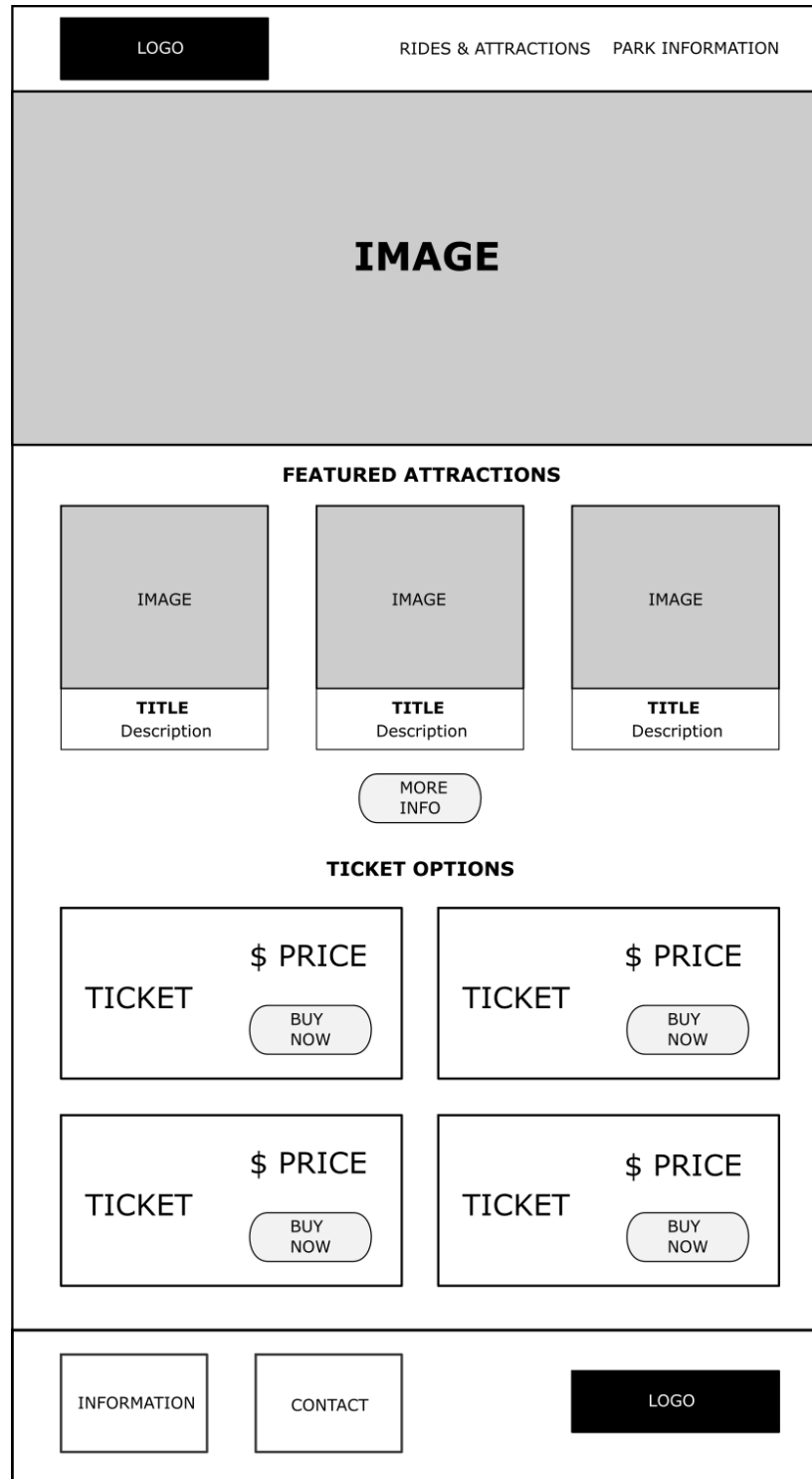
- Navigation Bar
- Food and Drink: This section shows all the food and drink services available in the park including descriptions and images.
- Shopping: This section shows all the shopping areas available in the park including descriptions and images.
- FAQ: This section has an FAQ to answer the park's visitors most asked queries.
- Map of the Park: A detailed map of the park to aid in navigation
- Footer

The website should have a clean and intuitive layout for easy navigation. The website should also have a simple but attractive layout with proper use of multimedia to avoid over bloating leading to slow loading speeds. Information should be organized well to avoid a cluttered design.

WIREFRAMES

*On the actual website we decided to add a 'Home' link to the Navbar to link back to the home page in addition to clicking on the logo since this might not be obvious to all users

HOME PAGE



RIDES AND ATTRACTIONS PAGE

LOGO

RIDES & ATTRACTIONS

PARK INFORMATION

IMAGE

FEATURED ATTRACTIONS

IMAGE

TITLE
Description

IMAGE

TITLE
Description

IMAGE

TITLE
Description

MORE
INFO

TICKET OPTIONS

TICKET

\$ PRICE

BUY
NOW

TICKET

\$ PRICE

BUY
NOW

TICKET

\$ PRICE

BUY
NOW

TICKET

\$ PRICE

BUY
NOW

INFORMATION

CONTACT

LOGO

PARK INFORMATION PAGE

LOGO	RIDES & ATTRACTIONS	PARK INFORMATION
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FOOD & DRINK

NAME	NAME	NAME
IMAGE	IMAGE	IMAGE
Description	Description	Description

SHOPPING

NAME	NAME	NAME
IMAGE	IMAGE	IMAGE
Description	Description	Description

FAQ

INFORMATION

MAP OF THE PARK

INFORMATION	CONTACT	LOGO
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REFERENCES

1. Banner Photo by [Jason Chen](#) on [Unsplash](#)
2. Aquatic Odyssey Photo by [Nazarizal Mohammad](#) on [Unsplash](#)
3. Time warp theater Photo by [Lasse Diercks](#) on [Unsplash](#)
4. Ferris Wheel Photo by [Wesley Tingey](#) on [Unsplash](#)
5. Bumper Car Photo by [alessandro fazari](#) on [Unsplash](#)
6. Wild Encounters Photo by [Tianlei Wu](#) on [Unsplash](#)
7. Galactic Odyssey Photo by [Brian McGowan](#) on [Unsplash](#)
8. Candy Shop Photo by [Iwona Castiello d'Antonio](#) on [Unsplash](#)
9. Toy shop Photo by [Yana Hurska](#) on [Unsplash](#)
10. Gift Shop Photo by [Rehina Sultanova](#) on [Unsplash](#)
11. AI Generated Images references: Playground AI with stable diffusion 3.0
12. Banner Text CSS Animation Code from HTML.am (<https://www.html.am/html-codes/marquees/css-slide-in-text.cfm>)