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Part 1 - Design Specifications

Agree on the purpose of the website

Discuss the reasons for a theme park operator to have a website, the people who might look at such a web site and the reasons that they would be looking at the website.

A theme park website is a great way for theme parks to market themselves and to provide potential customers with information about the park, including opening and closing times, ticket prices, attractions, and special events. It is also an effective way to communicate with customers, providing them with updates on new attractions, discounts, and promotions. Furthermore, having a website helps to increase the visibility of the theme park and can help generate more visitors.

Research theme park websites

As a group, choose five different web sites of theme parks. Review the type of information that you find on the sites, and the structure that these sites have to help people find that information. Make a list of the aspects of the sites that you think are a good idea or that work well, and a list of the aspects of the sites that you don't think are so successful. This will give you some insights that you can use when designing your own website. Keep a record of the discussion in a document.

Canada's Wonderland - <https://www.canadaswonderland.com/>

At the very top of the page, it shows the current temperature along with the status of the park alongside links such as search, jobs, login to your account and their social media sites.

Next is the logo and the main menu items. Below that is the links to tickets and passes, rides & experiences, park info and promotional event.

The next item is a huge advertisement for their promotional event. This is the main item that you see when you open the page.

Next section gives an intro about the park and the different rides and events it offers with a sideways scroll menu.

As you scroll down the home page, the next section allows you to buy gold pass for the year.

The next section of the home page is information about different types of packages. This is followed by some advertising and lastly by the footer. The footer consists of multiple links.

Pros:

Very efficient and informative home page.

Six Flags Magic Mountains - <https://www.sixflags.com/magicmountain>

At the very top of the page, there is a yellow banner to choose locations of Six Flags and links such as search, jobs, promos, etc.

Next is the logo and the opening times. Beside that is the links to tickets and passes, rides & experiences, events, and planning visit.

The next item is an advertisements panel that scrolls and changes every 5 seconds.

Next section is a banner and link to all the events.

As you scroll down the home page, the next section provides link to Parking, Park Policies and Group Events

The next section of the home page are people sharing their memories of the theme park on Instagram. This is followed by the footer. The footer consists of multiple links.

Pros:

Very colourful design for home page.

Cons:

Too many items for home page could be very distracting.

Disneyland California - <https://disneyland.disney.go.com/>

Upon entering the site, the first thing you notice is a big banner with a small girl image. If you click on the image, it'll take you to an advertisement video. On the main site on the top, there is a static menu and a search bar to the right, and a Logo with a dropdown menu (main menu) in the left.

If you click the main menu button, the dropdown will appear offering 7 options and visit Disney.com at the bottom. The options in the dropdown main menu are the following:

- Parks and tickets
- Places to stay
- things to do
- Magic key
- My Disneyland
- Shop
- help

After clicking any of the above options a submenu with further information and links to related information on that topic will open hopefully showing what you need. If you scroll down the main page, after the child image you'll encounter price your vacation bar then today parks hours bar. Then tickets and reservations title with Theme Park details bar and ticket and reservation bar and then offers and other benefits. Before the end you will find images and other advertisements (for example Disney channels)

Once you reach at the bottom of the page there is a site map, help and guest services, privacy policy as well as showing more links tab bar where you'll also find in it as sub bar the FAQs and contact information (email and phone number).

What I like:

The static main menu at the top is always accessible even after scrolling down. This means you can access the menu without scrolling up. The main menu has 7 sections. The sections are well chosen and seem to contain the information a potential customer might be searching for.

I Like the countdown for Christmas in days, hours, minutes, and seconds done in the top of the website below the main image. I find the design colorful and cheerful which I believe is appropriate given the context of the site (a theme park).

What I don't like:

The repeatability of the information on the site. You can get the same information by clicking on the side bars in the menu bar, then on the frontal page, and at last at the other links when you scroll down.

Thorpe Park - <https://www.thorpepark.com/plan-your-visit/before-you-visit/opening-times/>

The first thing you notice when entering the website, a static upper part consisting of book now button on the left, a logo in the center that will take you to another page when you click on it, and a menu button on the right. If you click the main menu button, the dropdown will appear offering 11 options.

The options in the dropdown main menu are the following:

On the left: a cart logo button, a search button, and return home logo button.

Downwards:

- opening times for today
- Tickets and passes
- Short breaks
- Explore
- Plan your visit

Then in a different design

- Accessibility
- online shop.
- Schools
- conference and events
- jobs.
- contact us

After clicking any of the above food (restaurants) options, further information, and links to related information on that topic will open hopefully showing what you need. When you scroll down the main page first you will see an image and within it a discount for 2 people and other special discounts.

Then images for different theme park rides and another button for booking. After this is another image with a button to book staying overnight. At the end, signing up for the newsletter and buttons for visitor information, our company, trip inspiration, legal, and links to their social media sites.

Positive aspects: -

- 1- Bold text with matte single shade background colours allow text to be extremely clear and readable.
- 2- the homepage is fully functional and effective for mobile viewing.

Negative aspects: -

- 1- Parking is located under the “tickets and passes” menu, rather than in planning your visit or explore.
- 2- food is located under the tickets and passes bar and short breaks bar. Both having different food items and options. One must go through the website well to know all the available options.

Marah Land, Oman - <https://marahland.com/>

In the beginning of the webpage, there is the Logo at the left and beside that are the navigation links.

Below it is a set of scrolling pictures of the park, and under that are different descriptions about the different aspects of the park.

Next there is the basic information about the history of the park with a video montage and query links below it. Later, there's information about the facilities of the park.

At the end there is the footer of the page with information and social media links.

Pros: -

The web design is simple, unique, and dynamic.

Cons: -

The footer of the website could have been designed better.

Agree on the content for the web site

Agree within the group the theme for your theme park and the types of attractions that you will have for the different visitors that you expect to come to your theme park. Think of any other services that you will provide to visitors (for example food, access to money and medical help). Think of any other information that people looking at your web site will want to know before they come and visit your theme park. Keep a record of the discussion in a document.

We've decided to go with a Dragon based theme park. The reason for that is because Roller Coasters are typically similar to Dragons.

Attractions:

- Roller coasters
- Other Rides
- Events

Other services:

- Food and drinks

- Parking lot
- Medical assistance
- ATM's
- Merchandise stores
- Fast pass to avoid lines Website should include:
- Attractions and services information (what to do).
- Pricing and fees
- Ability to buy tickets online
- Calendar and service hours
- Location information
- Contact information
- Social media links
- FAQ section
- About section

Agree on the structure of the web site

Agree within your group the structure of your web site, with the aim of designing a web site with 3 pages. What information will appear on the main page, and what will appear on the other two pages. Think about how you might present the content, and whether you will have semantic parts such as asides or pop-up windows. Keep a record of the discussion in a document.

The first of the three pages will be the main page, which will contain a main menu with links to the other 2 pages, information and images showing upcoming special events, images and information of the main attractions available at the park. On the bottom there will be a footer with some contact information and a site map.

The second page will be a “Rides” page with information regarding all types of rides that are available including images and age range.

The third page will be the ticket purchase page. This should feature a basic price menu for various types of tickets (child, adult, fast pass), and have an interactive calendar that has information such as whether the park is open or closed and allows customers to choose the dates they’ll be visiting.

You should be able to select the number of each type of ticket you wish to purchase, by either typing in the number or by clicking and selecting from a dropdown. Once the dates and tickets have been chosen, the client will be able to input their personal information, billing information and confirm their purchase.