

THEME PARK REPORT

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1. Introduction

The following report contains the points our group covered to help navigate the design of our theme park website. We discuss the purpose, content and structure of our website and use 5+ example websites to help guide our design decisions. The points below helped us design and build the wireframes and the site itself.

2. Purpose of the website

A theme park website can serve several purposes for the shareholders. First and foremost, it establishes a web presence for the park. It is almost mandatory these days to have a web presence, and a website is a very easy and accessible way to establish this presence. Other purposes include allowing potential customers to view relevant information like hours of operation, rides, food vendors, and cost of entrance. Depending on the type of web presence, customers may even be able to buy passes to the park online.

All these items automate customer inquiries and free up resources on the shareholders' end to spend on other important tasks like park maintenance or marketing. Lastly, the site should also have marketing on it, for example, any special events and the like.

The potential customers could have several reasons to visit the site depending on the customer's demographic.

- Customer who knows what they want
 - This customer may know they want to buy a ticket for Monday. If the site has easy accessibility and relevant links/design, this type of customer would easily be able to access the information they are looking for. The easier the site makes this, the more likely a Call to Action will be clicked and a sale will be made.
- Window shopper
 - This individual may have come to this website via a blog or forum link. We want to try to entice this potential customer to buy a pass to the park. Therefore, the landing page needs to captivate potential customers and lead them to the call-to-action button to make a purchase. This can be done with images, summaries, and visual hierarchy.

The above are a couple of examples of types of entities that will visit this site and the site will serve many different demographics and users with different purposes. The shareholders need to ensure it sticks to a few main points to at least have a good skeleton to build on for user testing.

1. The website is fit for purpose; it allows potential customers to view the theme parks amenities, and cost of entrance and individuals can buy passes online
2. The website is easy to use and does not provide any blocks to individuals using the website, i.e., no convoluted link names.
3. The website is reasonably secure.

We want the website to be usable and visually satisfying. However, we do not want to bloat it with features that are not needed either. The site should get the main points done without providing distractions.

3. Research theme park websites

We have chosen the below theme parks to serve as our research sites.

- Canada's Wonderland - www.canadaswonderland.com
- Calaway Park - www.calawaypark.com
- Disney World Florida – www.disneyworld.disney.go.com
- Alton Towers - www.altontowers.com
- Universal Orlando Resort - www.universalorlando.com
- Chimelong - chimelong.com

Each one of these sites has a different design. However, there are several main points that each of these sites shares.

- They all have standard website features. For example, a nav bar at the top with the logo on the top left, a footer at the bottom that shares admin information and vertical scrolling with call-to-action prompts. This is to be expected as a website designer wants to make their site unique while simultaneously making it easy for user navigation, meaning these features need to be consistent across the web.
- In the header or under it, there seems to be some noticeable call to action. Disney World has a section to jump right into pricing out a vacation stay. Others have the tickets call to action front and center in the header itself. This is because the sites all want you to make a purchase.
- Media such as photos or videos of the park in action is the second main thing a user sees as they enter one of these sites; the visual pitch, if you will. The larger the park the more extravagant this second piece is. They either highlight something like an upcoming event or a group of individuals enjoying their time at the park.

- After this main media section, most sites seem to have several sections on either part of their theme park or reasons to buy tickets now. It seems like the more you scroll on each page, the more they're trying to see if something will sell you on buying a ticket. You can easily see that visuals such as images and quick videos are the main part of these websites. They are trying to sell the theme park and they are using the park's attractions to do so.
- At the end of the website, the footer is there. Depending on the size of the theme park, you can have different admin-like information down there. Some have awards, while others have partnerships. All have a careers option and a FAQ section, making this section for information that a non-regular user can peruse.

Good ideas

- Use of media such as images and videos.
 - I do not have children, but one look at any of these websites and I am sure it would not be easy to get them off the topic. These websites try to convey the fun that can be had from a visit there. The picture of Hogwarts on Universal's site is captivating to Harry Potter enthusiasts.
- Call to actions
 - We like how some sites like Disney World and Alton towers have a little section that sticks with the page. It always reminds the user that a purchase is a couple of clicks away. We don't notice it getting in the way either, so we think it is well-placed.
- Short walls of text
 - Text does not sell a theme park, and all these sites seem to embrace that. You will not find long wordy paragraphs on these pages.

Bad ideas

- Footers
 - The footers on these sites seem to be very cumbersome. A lot of this information probably does not get much traffic. Things like Canada's Wonderland have such a massive footer with so much blank space. It begs the question of why it cannot be smaller.
- Nav bars
 - The nav bars in some cases have so many options to click. I think it is best to have the main points of buying a ticket and ride info at the top, while the rest can be hidden behind a hamburger menu. The Calaway park nav bar is an example of an overloaded design.

- Load time
 - The sites with videos, while a great visual piece of advertising, take a little too long to load. That may hinder some folks with slower internet from getting the full experience. Now, these are expensive places so maybe their demographic is not individuals with slower internet. We still feel like videos may be a better secondary piece, rather than one of the main points at the top of the website with their load time.

Overall, the focus on all of these is visual media and a call to action to buy park passes.

4. Content for the website

We think that a theme park centred around Computers is a great idea for this site. The theme park will be called VRland. We can adjust the ride images and the short paragraph blurbs to hit a more techie kind of demographic since 15–30-year olds are a strong demographic to aim for. We like the idea of our site having a black-and-blue design that mimics a Tron-like atmosphere. The design will be a simple header, body, and footer build. The header will have links to the two other pages we are making and a hamburger menu icon that will be “under construction”. We can then have a body which will display the content for the page in question. Lastly, a footer will follow with a dummy form to fill out email information and some links to social media with copyright at the bottom.

Our attractions are listed below.

- Usual rides like roller coasters, log rides, and spinning contraptions will be a mainstay at our park. However, because this is a make-believe park. We will force every user to wear a VR set while riding any rides. This VR set will transport the users to a scenario related to the ride name. This would probably be a terrible motion sickness idea in real life, so belief is suspended here. Our main ride attraction will be called the “Colossal Reality Coaster,” where a massive coaster takes you on an adventure through the history of the human race. We will also have other rides and coasters that are a mix of different worlds that are theme park created and licensed out.
- In each part of the theme park, we will have food vendors that create dishes based on the worlds from the rides around the vendors. For example, we will have a ride from the Legend of Zelda, where one can eat Bokoblin horns or something of the like.

- We will of course have a gift store, where we can sell all the usual goodies and also be the exclusive retailer of a video game based on our VR park. Each copy allows you to “ride” all the current rides in VR and serves as a snapshot of the park during the client’s visit.

Our website will sell all the attractions and reasons for visiting the site. However, information needs to also be front and center as well, so there will be sections for purchasing tickets and ride information.

Of course, we need a navbar with highly sought-after information up there.

We used 3 web pages for this site. The below 3 seem to be a good skeleton for creating a theme park page. All examples we looked at have some form of the three below.

- Landing page
 - This will host a front-and-center call to action, with some brief information touching on what VRland is, our newest attraction and our gift shop.
- Tickets page
 - This page will house several of our ticket options and a couple of photos to help sell the park.
- Things to do page
 - This page will house some information on our main attractions, and how the park changes throughout the seasons.

5. Structure for the website

As said before our website will follow a simple header, body, and footer model. The body will be split into a maximum of two main columns at points.

- Landing page
 - Nav bar (This is consistent across the 3 pages. In the nav bar, we’ll have our logo in the top left, with a blank space separating it from the right side of the navbar. The right side will have links to the other two pages of the site. Depending on how everything looks we may have an “In production” hamburger menu that contains a drop-down menu with filler text for future development
 - Below the header, we will have a large image of our main attraction below the navbar with some see-through text and flashy marketing lingo in the text. It will mimic the design of the sites we have researched so far, which share

this design Idea. As such, we will follow this to keep our site congruent with what users expect.

- Below this image, we'll have a section introducing the park to the user. With a little elevator pitch
- Below this, we will highlight our newest attraction: The Hyrule Ride. On this ride, customers can defend Hyrule from Ganon.
- Finally, a footer will follow with another navbar, copyright, and, depending on the look in action, the logo again on the left side.

- Tickets page

- Header
 - Here we will have the same information as our landing page. However, we will highlight the link for this page to indicate to the user that we are currently on this page.
- Body
 - We will once again start this section with a large image banner and some overlay text with some fancy marketing lingo inviting the user to purchase a ticket.
 - Below this image, we will have several containers with made-up ticket options for guests to choose from: day passes, the season passes and maybe a section for a kids-like learning experience.
 - Photos will be interlaced throughout this page to entice the user to click on purchase.
- Footer
 - Footer will be the same as the landing page.

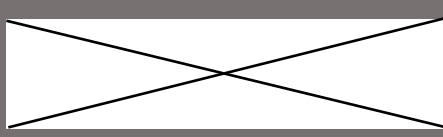
- Things to do page

- Here we will have a more complete breakdown of our made-up attractions. We will have a couple of rides, some food vendors, and a breakdown of our season's events. Each item will be contained in its div, and the flex-box will dynamically resize them.
- Header
 - Same as the other two pages
- Body
 - Once again, an image will start this page, which will be an image of our main ride attraction. Some lingo will overlay this as well.
 - Below this image, there will be smaller containers containing information about our other larger attractions and food vendors.
 - Below this will be our season section, which will cover all 4 seasons.
- Footer
 - Same as the other two pages

The overall structure may change a little as we develop the wireframes and realize what works and does not work.

6. Conclusion

VRLand's website will no doubt be a struggle to build and design. However, we look forward to completing this project.



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Introduction/elevator pitch

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Tickets

Attractions

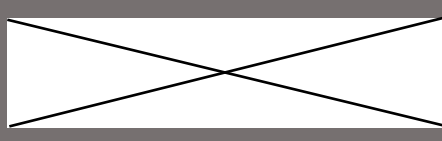
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Tickets Introduction

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Ticket option 1

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Ticket option 3

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Ticket option 4

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Home

Attractions

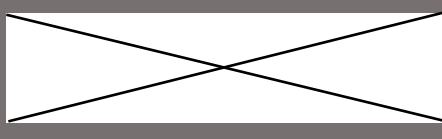
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Attractions Introduction

Attractions Introduction

Information on the many attractions VRLand has

IMAGE OF ATTRACTION

Newest attraction section

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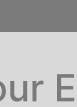
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Tickets

Home

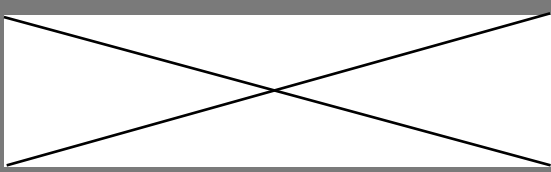
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Welcome

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CTA

Introduction/Elevator pitch

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Join our mailing list

Enter Your Email Address

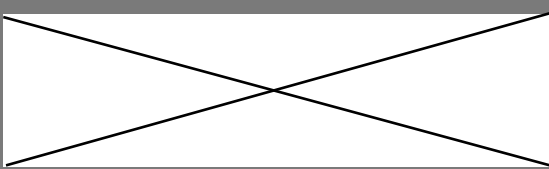
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Tickets

Attractions

Follow us





Tickets Introduction

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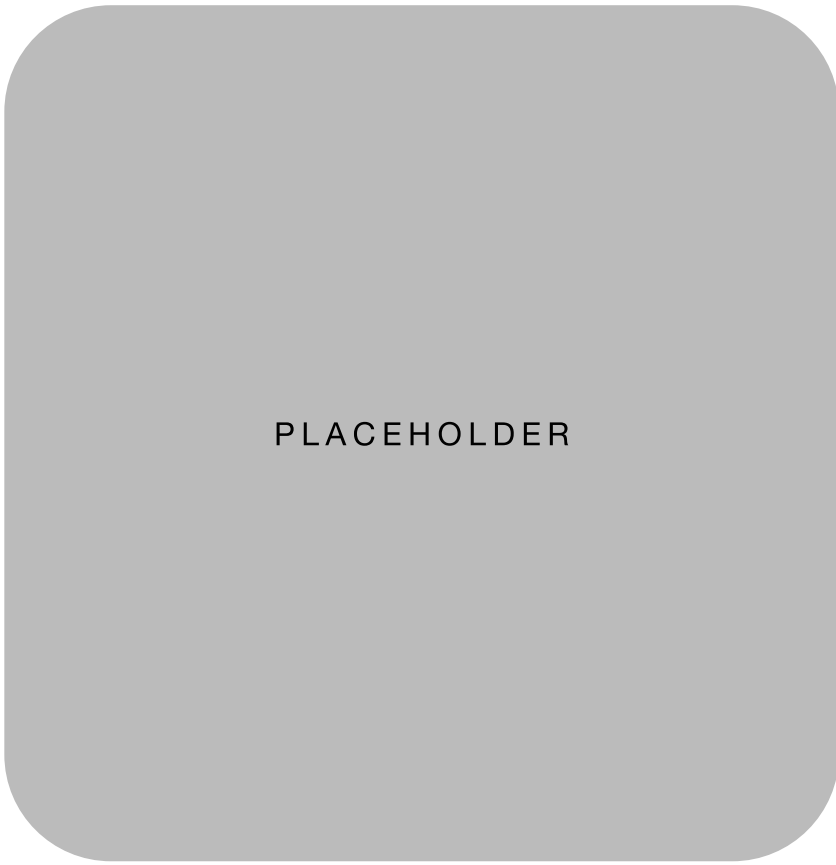
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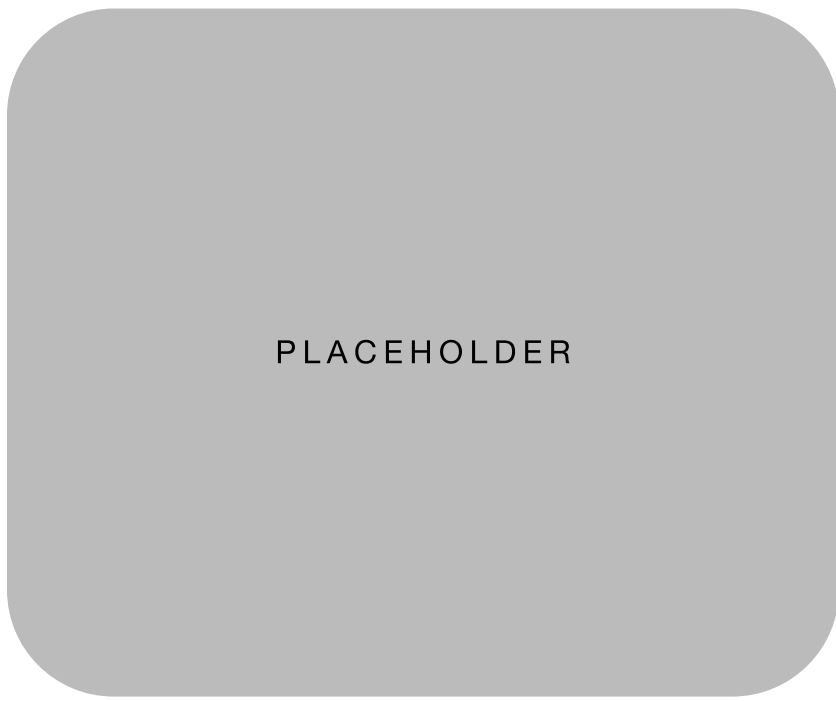


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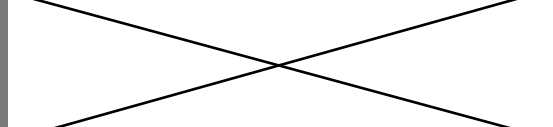
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Home

Attractions

Follow us





Attractions Introduction

Attractions Elevator pitch

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