

CM1040: Web Development

Tutor Group 8 Mid-Term Assignment

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Purpose

The purpose of our website is to promote and serve an online presence to **Space Park**, a fictional theme park focused on space travel and related activities. The site shall provide information to visitors about the offerings of the park, as well as information on deals and offers that travelers can purchase.

The target audience for the site are young families with children looking for a short vacation.

The site as submitted in this mid-term assignment features basic structure and limited functionality as per the criteria, and can serve as the basis for a full-fledged site that works towards the stated purpose.

Theme Park Research

[Legoland](#)

What works well

- A consistency of navigation, color schemes, typefaces, and style of writing.
- **Header:** Easy-to-use navigation with top-level navigation options kept to a minimum (4) for the homepage
- **Content:** navigation links to respective geographical sites
- **Footer:** incorporates Logo, Title and relative advertisement banner, social media captions
- Clear labels for Navigation options - Sub-navigation options with clear categorization (placed in the HEADER) - UK site
- Optimal amount of time for users to reach the destination page kept within the “3-clicks rule”
- No walls of text and relevant information only
- Conforming with a grid layout rendering it easier for users to read and comprehend.
- Responsive website in respect to its contextualised screen size.

What can be improved

- Remove pop-up windows (providing Covid-19 related information) as they are interruptive by nature.
- A more efficient vertical placement of navigation links with respective pictures instead of a poor surrogate horizontal placement.

- Integration of a video incorporated in the “explore” page in order to provide users with the dynamics activities – instead of static generic pictures.

Top-Level Menu

1. Ticket Passes – links to a pop-up menu incorporating a structured list of information related to passes and accommodation
2. Explore
3. Plan Your Day

Universal Studios

What works well

- Easy to find menu items for most common needs, like tickets, hours, events, ride info
- Main page gives enough information about the park offerings
- Any additional information can be reached from the links in main page easily

What can be improved

- Placement of advert in the middle of the page

Top-Level Menu

1. Things to do (Main link)
 - a. Attractions (Sub link 1 opens a new page)
 - b. Dining (Sub link 2 opens a new page)
 - c. Tickets (Sub link 3 opens a new page)

Tivoli Gardens

What works well

- The scrollable side menu with links to different areas of the website ensures that anything you wish to access within 3 clicks from the home page. Makes everything easy to find
- All information clearly laid out, none of the pages feel cluttered
- Sizes well on desktop, mobile and tablet

What can be improved

- Font Type on the side menu could be changed to one that is more user friendly, making it easier to read

Top-Level Menu

1. Tickets and Passes (opens to a page listing all tickets, packages and passes on offer, including gift cards, group tickets, school groups and their aquarium)
2. Entertainment and Programme (opens a side menu listing options such as Programme, Music, Theatre & Dance, Tivoli Ballet Theatre, Tivoli Youth Guard and Events that when selected open to new pages detailing the above)
3. Food and Drink (opens a side menu listing options for Restaurants, Packages, Reception/Party, Business Lunch and Tivoli Food Hall)
4. Gardens and Rides (opens a side menu listing options for Map, Seasons, Rides, Shops, Café, Retreat, Venues, Ride Photos and Digital Amusement Line)

Disney

What works well

- Chat option readily available from the home page. Although this is always displayed as a pop up, it is not intrusive to the overall navigation
- Option to book a vacation package from the home page, with minimal page area dedicated to it.
- Sections are separated without hard borders, but are easily identifiable
- Each section is organized well within grids, with a banner image spanning page width, and three separate cells highlighting each section in the second row.

What can be improved

- Too many items from the top level menu. Disney does have a lot of park options, and this may be a better option rather than separate websites for each park
- No option to close the COVID-19 information banner. A close option for the banner could help the website look clutter free

Top-Level Menu

1. Parks & tickets - lists options for Tickets, Theme park names, Water parks
2. Places to stay - lists three options for accommodations. Expensive, moderate and affordable categories
3. Things to do - lists Dining, Shopping, Activities and Destinations as options

Six Flags

What works well

- All relevant information can be reached from the Home page with minimal clicks. Some important information like open hours are displayed on the home page with minimal space usage
- Option to ask questions via chat available from the home page. Although this option is displayed as a pop up, it does so without interfering with the website experience

What can be improved

- A bright orange colored texture is used as the background for the home page, which stands out from the actual content.
- The content of the home page is organized into tight grids with a much larger empty space on both sides. This makes the page look more emptier than the actual content
- Home page has a dedicated grid to display the Jobs section. This does not seem to be a fit for the Home page.
- Images used appear to be of lower resolution, size and quality. This again makes the page look content less.
- The menu item "Plan Visit" lists 15 options and runs out of screen to display. The menu items could be better organized with sub menu items.
- The option to switch the page to spanish is buried under the menu item "Plan Visit". This should probably be a separate item on the Home page on top.

Top-Level Menu

1. Things to do - Displays a list of ride categories plus Dining and Shopping links
2. Plan Visit - This item displays a lot of services provided including directions, maps, policies etc
3. Events - Opens a new page with featured events
4. Tickets - Opens a new page and displays different ticket options and also provides a comparison between different ticket options

Content

Possible themes for the park were explored and discussed. The following themes were marked as favourites, with the Space Themed Park selected for this assignment.

- **Halloween:** can include haunted houses, carnival, rides, themed food, and all kinds of spooky stuff. (Although this one is not in season, it would be rather easy to keep consistent as everything is spooky / black / orange theme)

- **Space themed park** – spaceships, aliens, UFOs, astronauts, planets, and general sci-fi stuff. (*selected*)
- **Dinosaur park**: similar to the park seen in the “Jurassic Park” film
- **Cat / dog theme park**: all about our beloved pets.
- **Zombie theme park**: speaks for itself.
- **Westworld park**: just like the show.

Structure

- Landing page
 - 'jumbotron'
 - Footer with contact info
 - Reviews from customers
 - Pictures
- Special offers - events
 - Upcoming holidays and their respective planned activities
 - Discount ticket events "mother's day weekend discount"
 - Student discount
 - Group discount
- Rides / popular attractions
 - About 3 rides (picture, rider restrictions {age, height}, length in time, open or not, excitement rating)
 - About 2 attractions (splash pad, haunted house, meet Santa)

Wireframes

See subsequent pages

Wireframes were created for both desktop and mobile pages using Google Slides. The outcomes have been documented on the subsequent pages.

Home page - desktop		
	Jumbotron Name of Theme Park - Overlaid on Ride -	Reviews from Customers
Pictures from the Theme Park		
Footer - Contact Info and Social Media Links		

“Prices starting at ...”	
Jumbotron - Theme Park name Overlaid on ride	
Pictures	Reviews
Footer - Contact Info & Social	

Deals & Offers - desktop

logo

navigation

Best Special
Deal (Group
discount)

Image in the background

H2 Heading: Special deals & offers

Image 1

Add to
Cart

H3 heading, description and price

Image 2

Add to
Cart

H3 heading, description and price

Image 3

Add to
Cart

H3 heading, description and price

Contact info

logo

cart

Navigation

Best Special Deal
(Group discount)

Image in the background

H2 Heading: Special deals & offers

Image 1

H3 heading, description and price

Add to Cart

Image 2

H3 heading, description and price

Add to Cart

Contact info

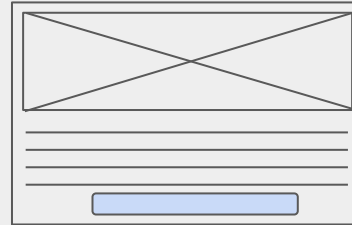
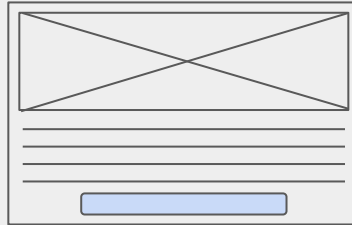
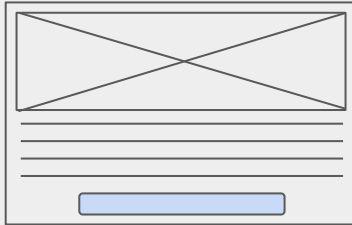
Deals & Offers - mobile

Rides & Attractions - desktop

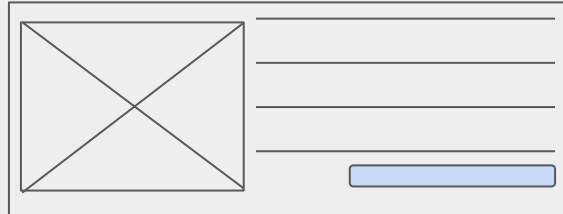
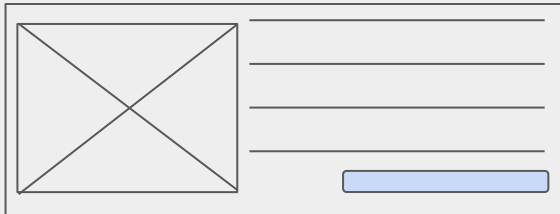
[Home](#) // [Offers & Events](#) // [Rides & Attractions](#)

Jumbotron

Rides



Attractions



Rides & Attractions - mobile

