Summative Document

Stage 1 – Design Specification

Agree on the purpose of the web site

We held our first meeting on May 4th using Google Meet where we discussed initial plans for the Theme Park and the purpose of the website. Initial thoughts on the reasons that a theme park operator might have a web site were the following:

- A website increases visibility and brand recognition. On a very basic level having a website in 2022 is the least that you can do to create or maintain a brand. For the average person looking to visit a theme park, the first thing that they will probably do is either use a search engine such as Google or Bing to look up the term "Theme parks in my area", or to search for the name of a theme park that they are already aware of. Without a visible online presence, both these methods would fail. In short, without a website, how are consumers expected to find and know about your theme park.
- A website helps to show legitimacy. Theme parks by their nature are meant to elicit fear. The world's highest rollercoaster, or the scariest haunted house, but this fear is tempered on the belief that these things are not actually dangerous. Having a website gives the theme park a more legitimate basis to show that it is a respectable business, and that it's safe to put your life in the hands of the theme Park operator.
- Before visiting a theme park, many people will choose to plan out their visit to make the most of the time that they have there. A website can serve as a great resource for this planning, where else can people find maps, and lists of rides, as well as more general information such as opening time and ticketing information. Without a website this planning process would be much more difficult, if not impossible.

Based on these discussions we first looked at the demographics of theme park visitors. According to statista.com (https://www.statista.com/statistics/360394/theme-park-visitors-usa/) the share of Americans that visited theme parks in 2018 remained at around the 30% mark for the two age groups of 18-29 and 30-49. This number dropped significantly to just under 20% for the 50-64 year old age range. With this information we discussed and decided that the following people would be looking at a website for a theme park, as well as their basic reasons for doing so:

- Children – looking for excitement
- Parents – looking to treat their children
- Young adults – looking for excitement
- Travel planners – looking to build packages to sell
- Potential investors – to get an impression
- BSc CS students – research

From our initial demographics we can group children, parents and young adults into prospective visitors that would want to visit the website for a theme park. These people will be visiting a theme park website for these main reasons:

- Plan their trip
- Buy or research tickets
- Decide on whether they want to visit
- Gauge quality
- Compare to other available attractions

Our other website visitors, travel planners, potential investors and students will be visiting for more vague reasons. More to appraise the legitimacy of the theme park, rather than for any specific visiting purpose. Our feeling was that their needs would be catered to by having a well-designed website focused on the former group, prospective visitors.

Therefore we decided that our target audience would be people ranging from 18 to 40 years of age. We decided to take children out of this target audience as, in the end, it is adults that would make the decision. We wanted to appeal to people that are old enough to book themselves, but would still be interested in waterparks.

Research theme park web sites

From this initial meeting we did some research on the following five different theme park websites:

Europa Park:
https://www.europapark.de/en
The homepage welcomes you to an immersive, comprehensive and soundless introduction video. Starting to scroll down, one can read an intro paragraph with some awards followed by a minimalistic booking section (this is after the page fold). After that, one can explore all departments of the park: from the actual park to conferences. More details are displayed per department as the page progresses. The site introduces special events, resort passes and several options in a subtle way. This pattern of design and theme is constant throughout the whole site. Only the menu navigation is unconventional, yet it is very well integrated into the design.
Overall, it is a very well designed website with a fresh touch. A great example of how it's done.
Pros:

- Excellent use of photo space, white space, heading sizes and flow of exploration
- Minimalistic ticket purchase, after a bit of scrolling
- Home page sums up all activities very well. Well grouped
- Good loading and interactive animations.
- Constant grouping and design with a fitting colour scheme.

Cons:

- The intro video is slow to load.
- Side menu is different to the generic website design, but it works well.

Ferrari World Abu Dhabi
https://www.ferrariworldabudhabi.com/
The homepage greets newcomers with a video playing muted. The video highlights several children focused activities. The general website layout corresponds to the classic structure. A minimalistic ticket booking is at the top, just under the navigational menu (it is somewhat intrusive on the video). Starting to scroll down, the website presents a ride and covid regulations. Next are park features and different rides represented in a different grouping style. The whole website keeps a constant colour theme, structure and occasionally uncomfortable text sizing.
In general it is a solid website, it just needs a bit of fine tuning to be a flawless and professional site.
Pros:

- Good use of white and photo space.
- Minimalistic ticket booking
- A well rounded website
    - Good navigation
    - And good use of design principles
    - Well presented

Cons:

- Several different types of content grouping.
- Not a good use of heading sizes
- Highlight videos and images struggle to load with bad connections
- Some elements overlap with text.

Six Flags Magic Mountain
https://www.sixflags.com/magicmountain
The website opens with a red top menu that links to other six flags theme parks around North America as well as some links for special visitors. Immediately below this is a set of Six Flags Magic Mountain specific menu items. The four main menu items are “Things to Do”, “Plan Visit”, “Help” and “Tickets & Passes”. These each have drop down submenus, and the “Tickets & Passes” menu button is coloured green. Under this is a video featuring different attractions at the theme park with an advert to the right on the different types of pass available. Immediately below this is information on ticketing prices which can be added to a cart and bought now. Below this is some information on jobs available, then an advert for a new ride opening this summer, then other various information items about the park. There is a sign up for a newsletter at the bottom, and then a footer containing links to all pages on the site.
Pros:

- The colour scheme of blue and red on white helps everything pop out at you, things appear clear and well-spaced and laid out in a coherent manner.
- The video does a good job of selling the theme park. Six Flags is known for its rollercoasters and thrill rides and they are presented in the video with a variety of people having a great time.

- Menu items are fairly simple and straight forward. Most information is one or two clicks away and easy to find.

Cons:

- Pricing front and centre near the very top of the page comes across as a little crass as if they are only interested in your money. It does little to sell the experience and I think it should be placed on a separate tickets page for people looking for that specific information.
- Job information on the front page. It suggests that staff turnover might be a little high, this could be off-putting for someone thinking about a visit. It also contrasts against the rest of the site, which is clearly designed for visitors in mind. In my opinion potential employees should be redirected to another part of the site, not the front page.
- Lots of information on the front page. It's unlikely that people will scroll down and read every item on the front page, in general people scrolling to the bottom of a page are looking for things like language or contact details; footer information. A bloated front page detracts from the user experience by adding unnecessary content for little to no overall benefit.

Disneyland

https://disneyland.disney.go.com/

Disneyland is one of, if not the most recognisable theme park of the modern day. While its fame can be attributed to many different factors, the website does play a massive role in this. We would do well to take note on the general aesthetic and structure of the website as it has proven to be successful. The first thing to note is a large friendly face to greet you. This turns into a short looping video, with the parks latest attraction or news. The top or head of the site is reserved for a navigation bar, with the labels being clear and direct for anyone who might be there for a specific reason, as opposed to anyone casually browsing.

The top of the body of the page has an option to quickly book a ticket. Unlike many sites of its kind, this does not follow you as you scroll down the page. Scrolling up shows you the Covid-19 information in an unobtrusive way.

Scrolling down brings you to a "Tickets and planning Guide "section and then an "Offers and benefits "section. Both of these use large pictures and a large font. Then they showcase some of their most popular attractions, with responsive pictures, that slightly move/ zoom when hovered over. The following section is commercial in nature, with offers, deals and merchandise. The foot of the page is then reserved for an extensive information section.

Pros:

- Booking label obvious, but not intrusive, does not follow when scrolling down
- Great, emotion engaging video/banner
- Slight zoom when picture or article is hovered over

- Mostly Pictures and large text (good for younger target audience)
- Modest, but findable covid-19 info div
- Detailed drop down menu

Cons:

- Website takes long to load in
- Drop down menus seem cluttered

Universal Studio (Japan)
https://www.usj.co.jp/web/en/us
I think the main page of this website is so inclusive. It includes:

- Events and attractions page
  - Ongoing and upcoming events
  - Attraction
  - Area introduction
- Enjoying the park page
  - Operation hours and schedule
  - Maps
- Food and merchandise page
  - Food and restaurant (with pictures)
  - Merchandise and shops
- Hotels
  - Partner hotels
  - Travel agency
- Buy Tickets
  - Official web ticket store

Pros:

- This website is very easy to use. You can change the language of the web site within seconds.
- Information for the prices of the tickets are so clear. (Prices vary day by day, but they included that as well)
- They included everything (events and attraction page, food & merch, ticket page in the home page) making it way easier for user to use.
- The theme is very consistent. The primary color was blue.
- Responsive and have some cool pictures and animations.
- Drop down menus are very easy to see
- You can change the language of the website to English, Japanese, Korean or Chinese very fast.

Cons:

- I personally don't like the color they primarily used for this site, too bright, maybe dark theme is way better?
- Maybe they could include more icons. (Like this Disney Resort web site)
- No introduction video

- Some explanations for the events or attraction can only be read in Japanese (no English explanation)

Agree on the content for the web site

During our second meeting on May 9th we discussed our own Theme Park. We settled on designing the website for a cyberpunk themed water park named Cyber Splash. Based on this theme and our target audience of adults aged 18-40 we decided on using some 2-3 bright colours on a white background. In our opinion this would help create the image of a fun and exciting place to visit to appeal to the younger side of our targeted demographic, while giving the website a clean and professional look overall to help appeal to parents.

We discussed the limitations of a three page website, and the information that we found other theme park websites presented. In line with our stated reasons that people would visit the website for a theme park we felt the following information would align with our goals:

- Plan their trip:
    - Attraction information
    - How to visit information
    - Accommodation information
    - Food services information
    - Opening Hours and Schedule
- Buy or research tickets
    - Ticketing information
    - Ticket buying services
- Decide on whether they want to visit
    - General park information
    - Promotional information
    - Accessibility information
- Gauge quality
    - Safety protocols
    - Guest Safety
    - Park Policy
- Compare to other available attractions
    - All of the above

Agree on the structure of the web site

Based on the information that we wanted to present on our website, and the fact that we have 3 pages to show this, we decided to break the page down into 3 different pages:

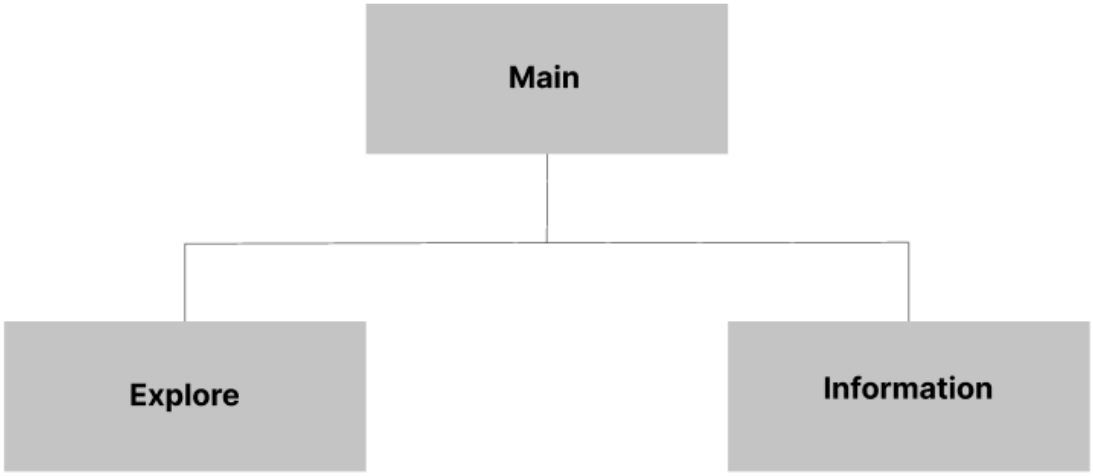
Home Page – This would present the following:

- General park information
- Promotional information

Explore Page – This would present the following:
- Attraction information

Information Page – This would present the following:
- Accommodation information
- Food services information
- Opening Hours and Schedule
- Safety Protocols
- Accessibility information
- Guest Safety
- Park Policy
- Ticketing information
- Ticket buying services
- How to visit information

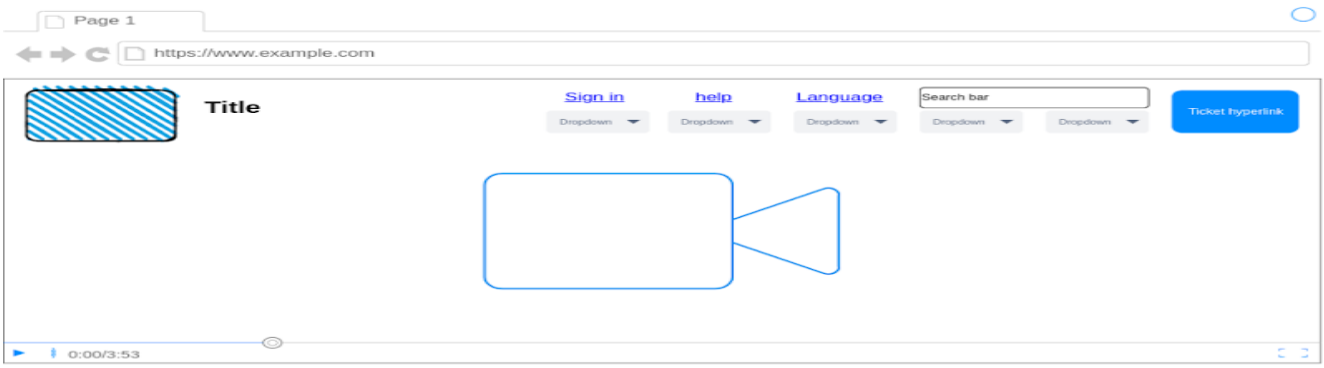
Initially we wanted to present the information in a fairly standard format. Our home page would be bright and fun and draw in visitors without being too deep on information. The idea is to sell the water park as an attraction, a place that someone wants to visit. The Explore page would then focus solely on the rides and slides we have available. Finally we felt that having the majority of the more serious information located on one page would allow the user to access all this together and make it easier to find. Here is our basic site map:



Design the wireframes for the web

For our first set of wireframes we had 3 team members put together a wireframe for each page on our website to get some ideas together about how we wanted the website to look. Our initial wireframes are as follows:

Index Page – Widescreen version



Heading

Text - smaller text picture	picture	Text - smaller text picture

Heading

Text - smaller text picture	picture	Text - smaller text picture

Heading

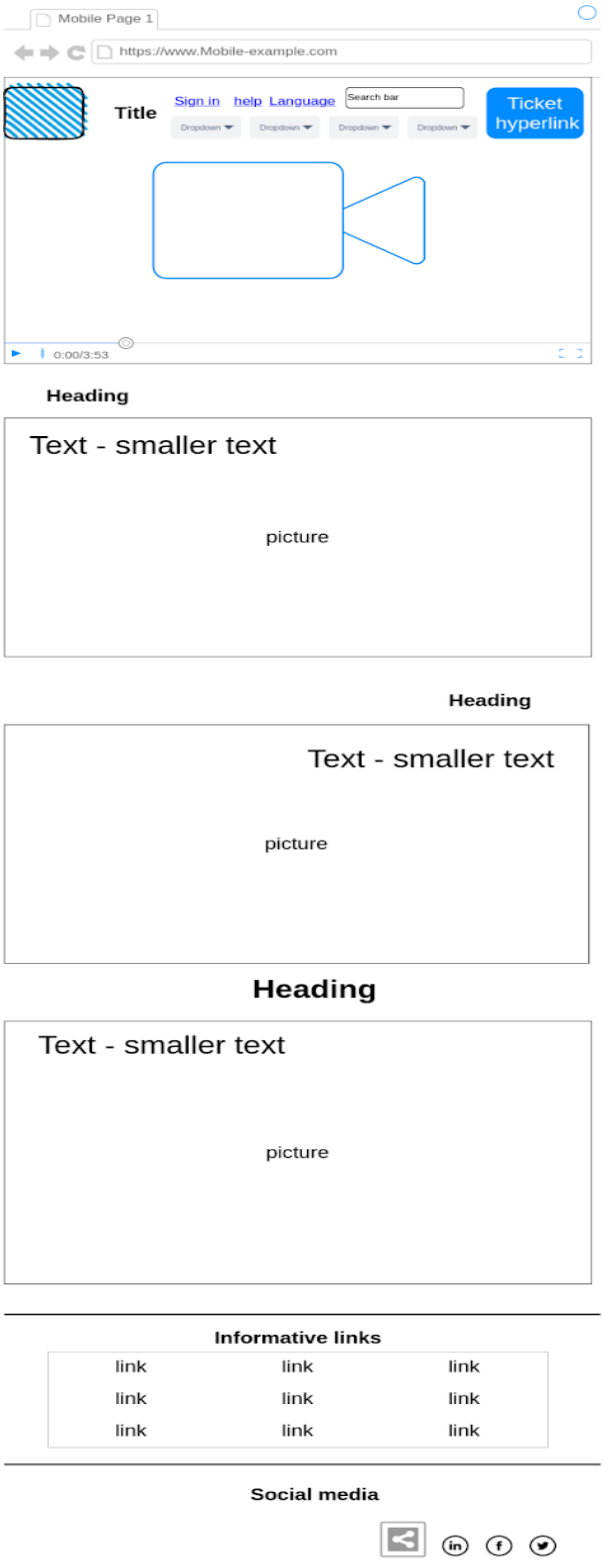
Text - smaller text picture

Informative links

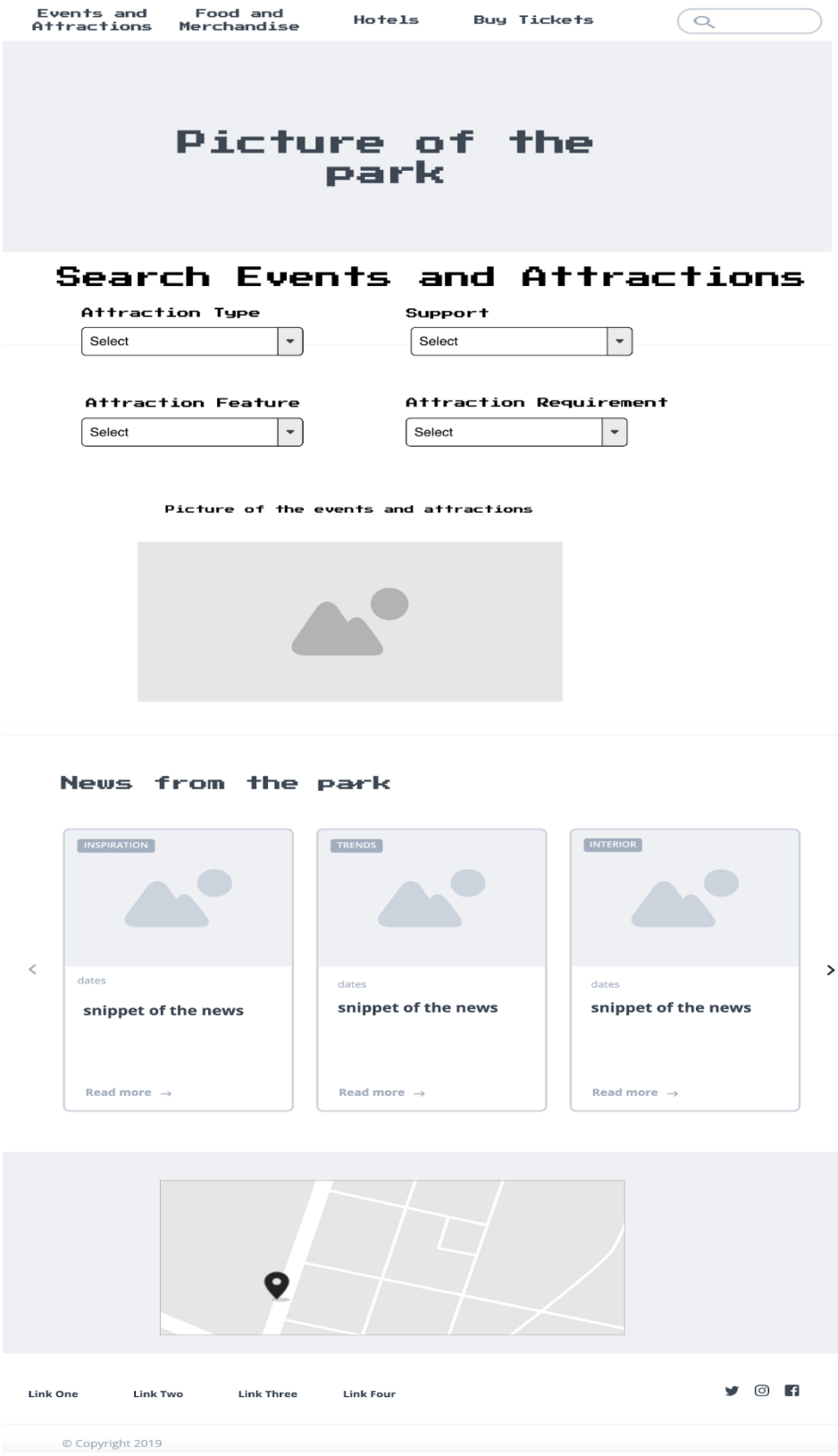
link	link	link
link	link	link
link	link	link

Social media

Index page – small screen version

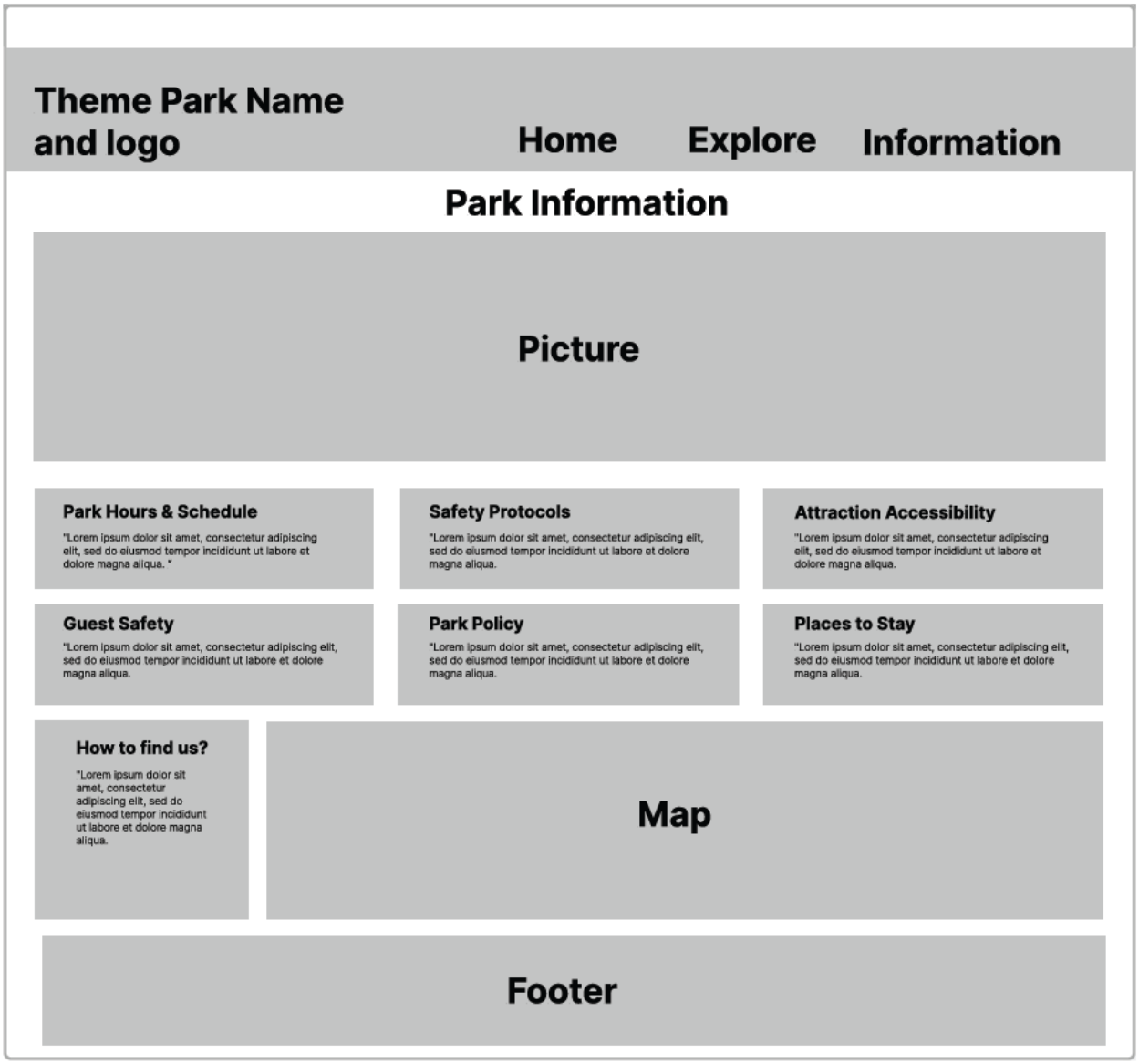


Explore Page – widescreen version



Explore Page – small screen version

Information Page – widescreen version



Information Page – small screen version

Markup wireframes with HTML

After making these initial wireframes we discussed in a meeting what we liked and didn't like about our provisional plans:

Index Page:

Pros:

- Clean layout
- Lots of pictures and images
- Video player

Cons:

- Not enough space for text
- Cluttered navbar
- Headings layout mismatched

Explore page:

Pros:

- Use of dropdown select boxes
- Search box
- Clean navbar

Cons:

- Not enough images
- No video
- More information then needed

Information page:

Pros:

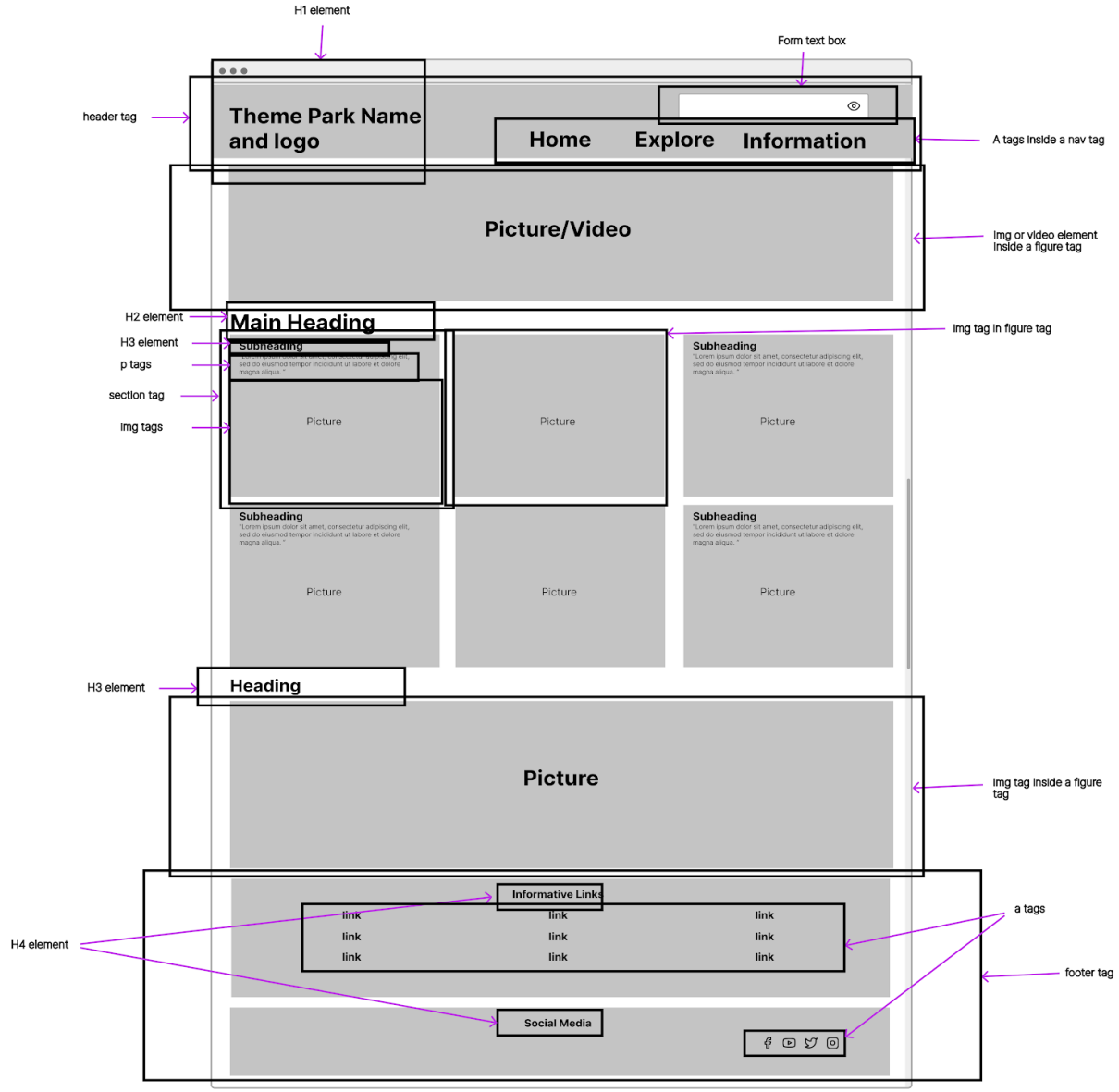
- Lots of space for text
- Clean navbar
- Clean layout

Cons:

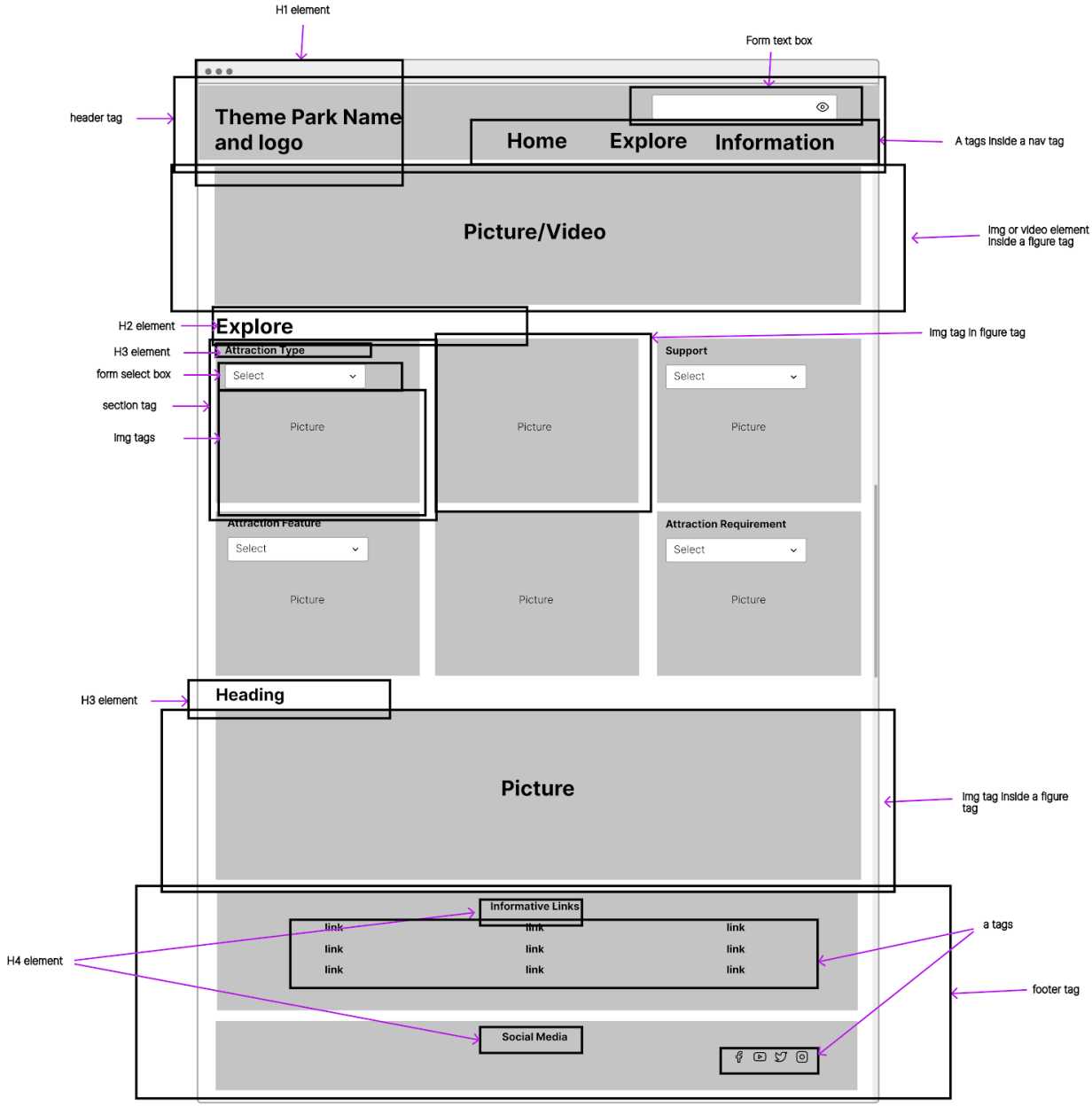
- Not enough images
- No videos
- Information a little too dense

Based on the things that we liked and didn't like about our provisional wireframes, we made some new wireframes and marked them up with some HTML tags:

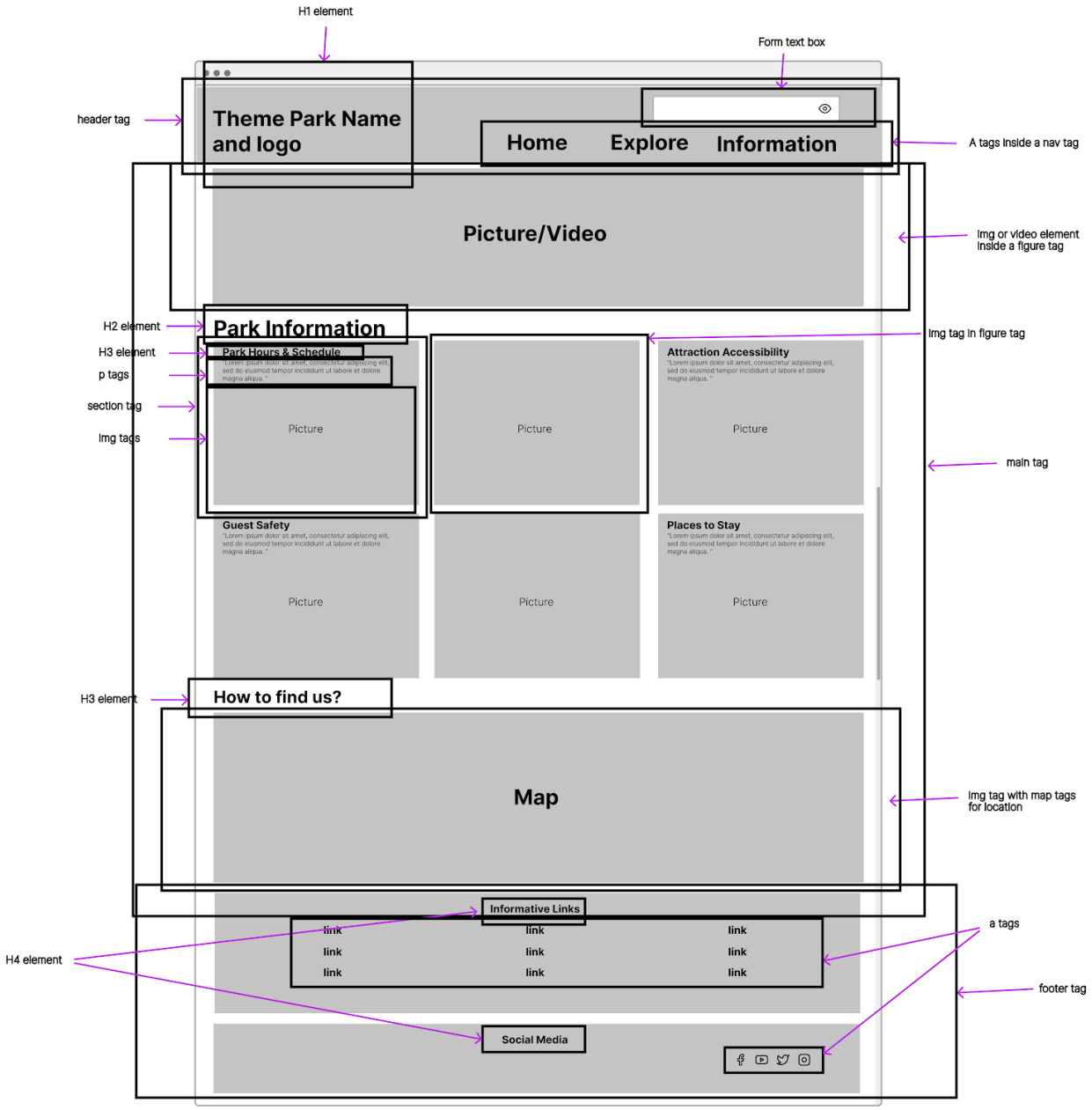
Index Page


H1 element
Form text box
header tag
Theme Park Name and logo
Home
Explore
Information
A tags inside a nav tag
Picture/Video
Img or video element inside a figure tag
H2 element
Main Heading
H3 element
Subheading
p tags
section tag
Img tags
Picture
Img tag in figure tag
Subheading
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
H3 element
Heading
Picture
Img tag inside a figure tag
H4 element
Informative Links
link
Social Media
a tags
footer tag

Explore Page



Information Page

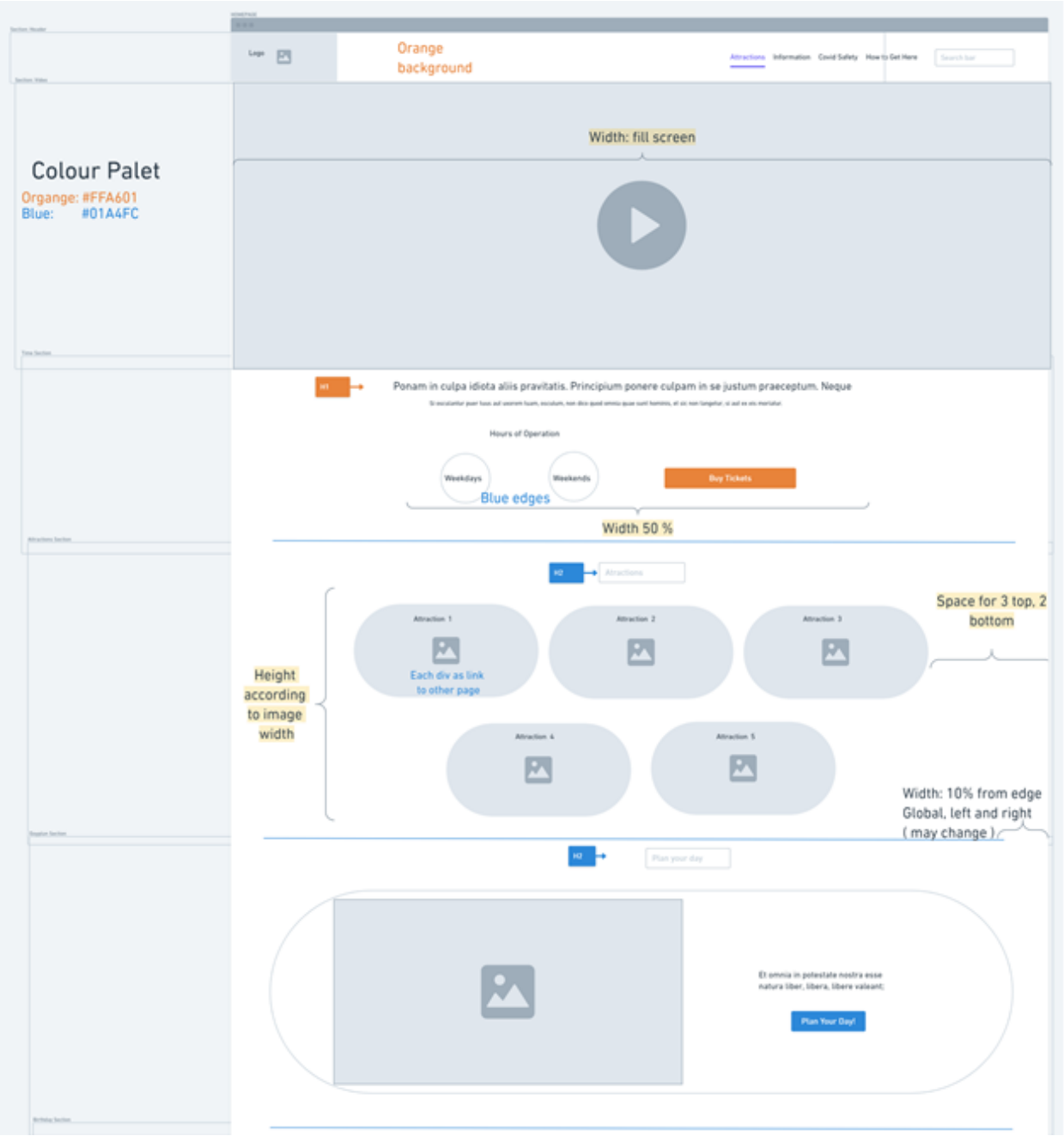


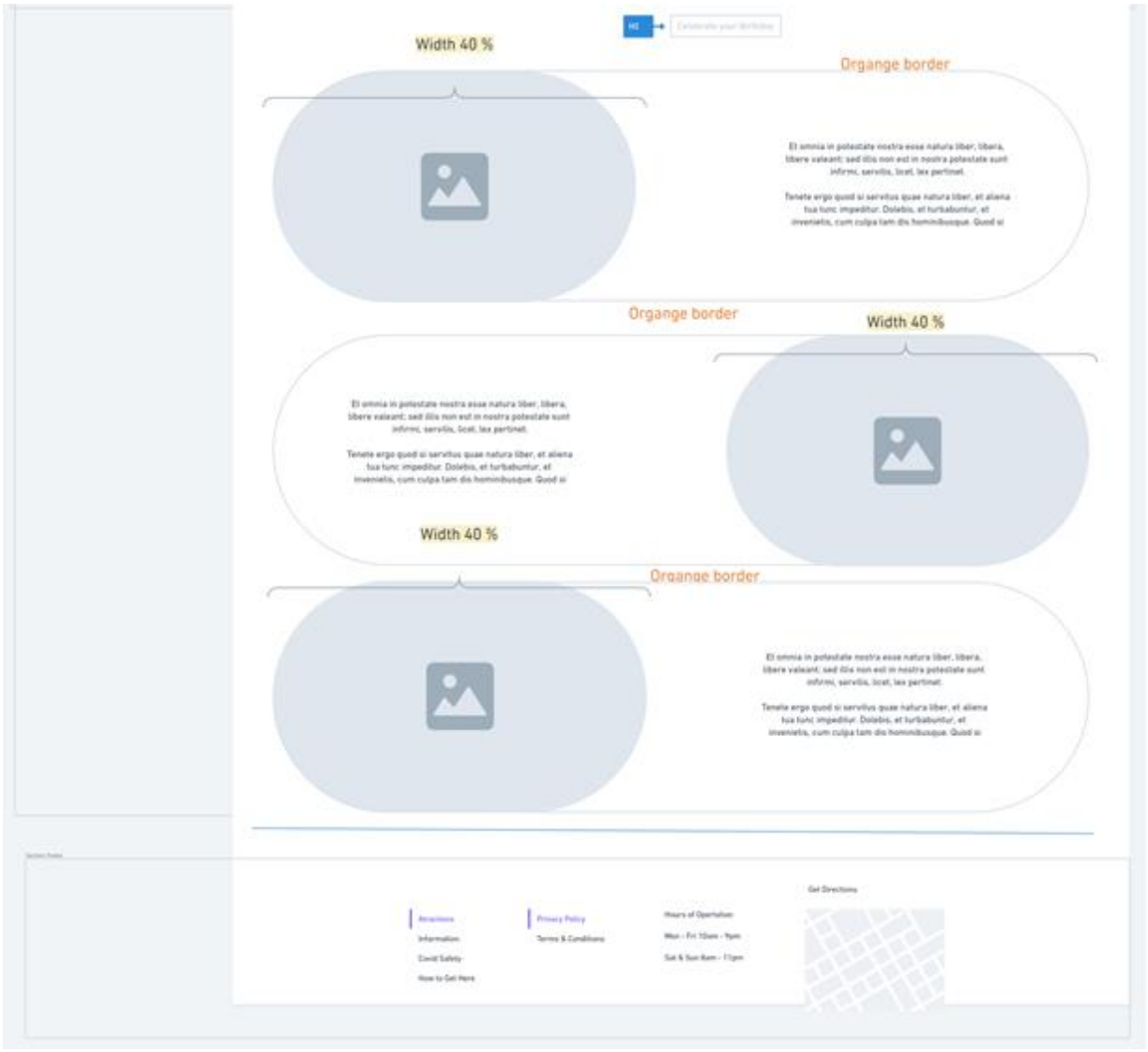
Mark wireframes up with appearance CSS

Once we had these wireframes coded with the HTML we went through one last round of revisions to our wireframes. Using a new piece of software called Whimsical we settled on using two main colours, a blue colour, #01A4FC, and an orange colour, #FFA601. We felt these colours contrasted well together and worked well with a white background to make information pop on the screen giving a neon effect in line with our theme of cyberpunk, while also keeping a clean look overall. Finally we agreed on using the

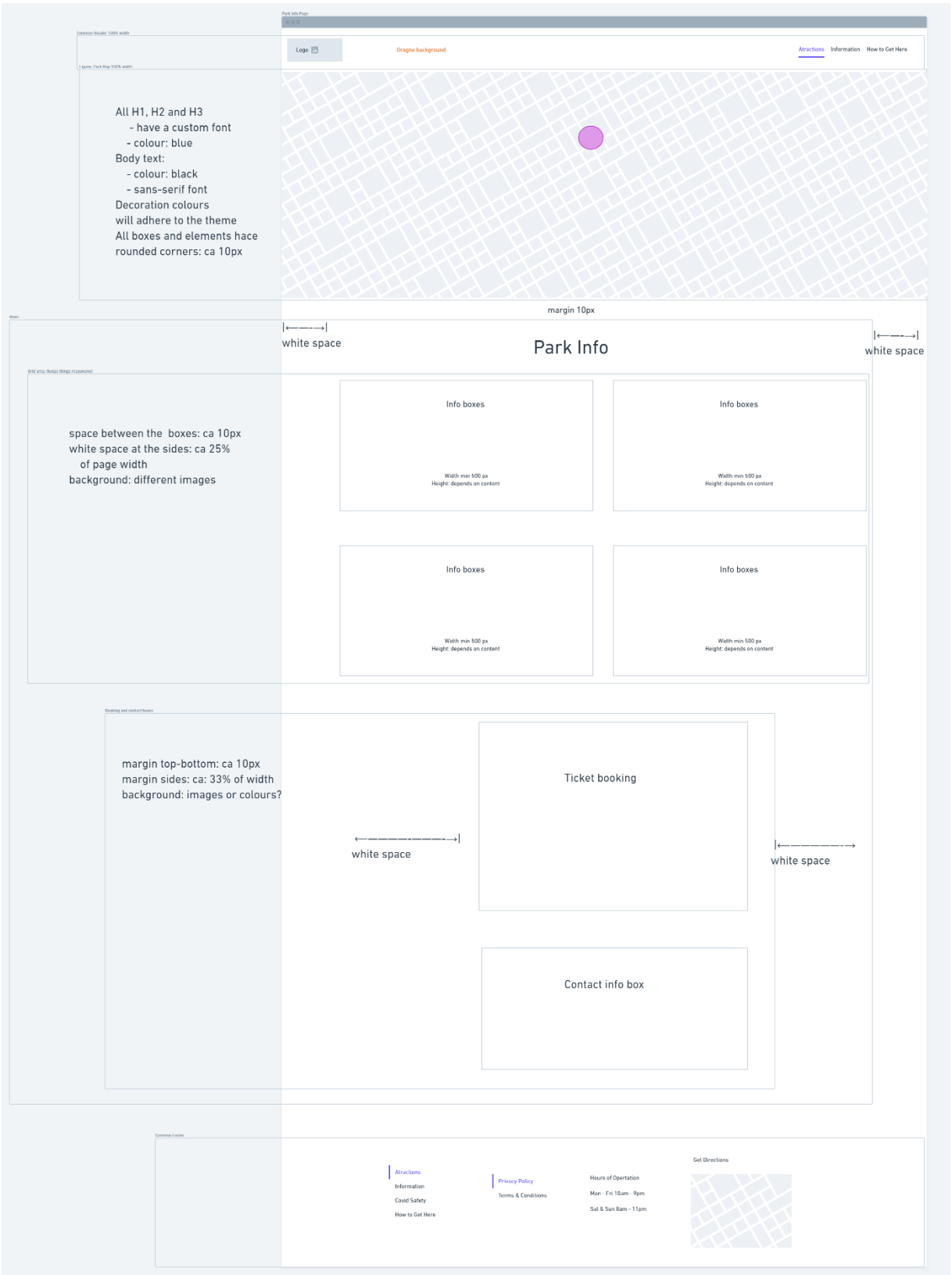
Robtronika font as our primary font to keep with the theme of Cyberpunk, and we would use verdana and san-serif as our backup fonts.

Index Page




Width 40 %
Organge border
Et omnia in potestate nostra esse natura liber, libera, libere valeant; sed dis non est in nostra potestate sunt infirmi, servitis, licet, lex pertinet.
Tenete ergo quod si servitus quae natura liber, et aliena tua tunc impeditur. Dolebis, et turbabuntur, et invenietis, cum culpa tam dis hominibusque. Quod si
Organge border
Width 40 %
Et omnia in potestate nostra esse natura liber, libera, libere valeant; sed dis non est in nostra potestate sunt infirmi, servitis, licet, lex pertinet.
Tenete ergo quod si servitus quae natura liber, et aliena tua tunc impeditur. Dolebis, et turbabuntur, et invenietis, cum culpa tam dis hominibusque. Quod si
Width 40 %
Organge border
Et omnia in potestate nostra esse natura liber, libera, libere valeant; sed dis non est in nostra potestate sunt infirmi, servitis, licet, lex pertinet.
Tenete ergo quod si servitus quae natura liber, et aliena tua tunc impeditur. Dolebis, et turbabuntur, et invenietis, cum culpa tam dis hominibusque. Quod si
Information
Covid Safety
How to Get Here
Terms & Conditions
Hours of Operation
Mon - Fri 10am - 9pm
Sat & Sun 8am - 11pm
Get Directions

Information Page



Explore Page

As a final late decision, we felt that the explore page had evolved into a page that just showed our attractions, and the name was not suitable, so we changed the name of this page to “attractions”