

## Purpose of the website

### 1. Distribution of information regarding services

The website will act as the main source of information for potential customers and visitors.

It shall display information such as:

- Various attractions
- Attraction timing
- Opening hours
- Pricing and packages
- Location
- Contact information

### 2. Sale of tickets

- The website serve as a platform for visitors to purchase tickets online
- The website shall display several packages
- The website shall allow display information regard ticketing policies

Stakeholders	Audience
Marketing campaign manager Investors Landowners The country's Tourism board The developer Real estate administrative manager The whole tourism and transport industry	Children Able bodied elders Parents Adults Couples Basically anyone

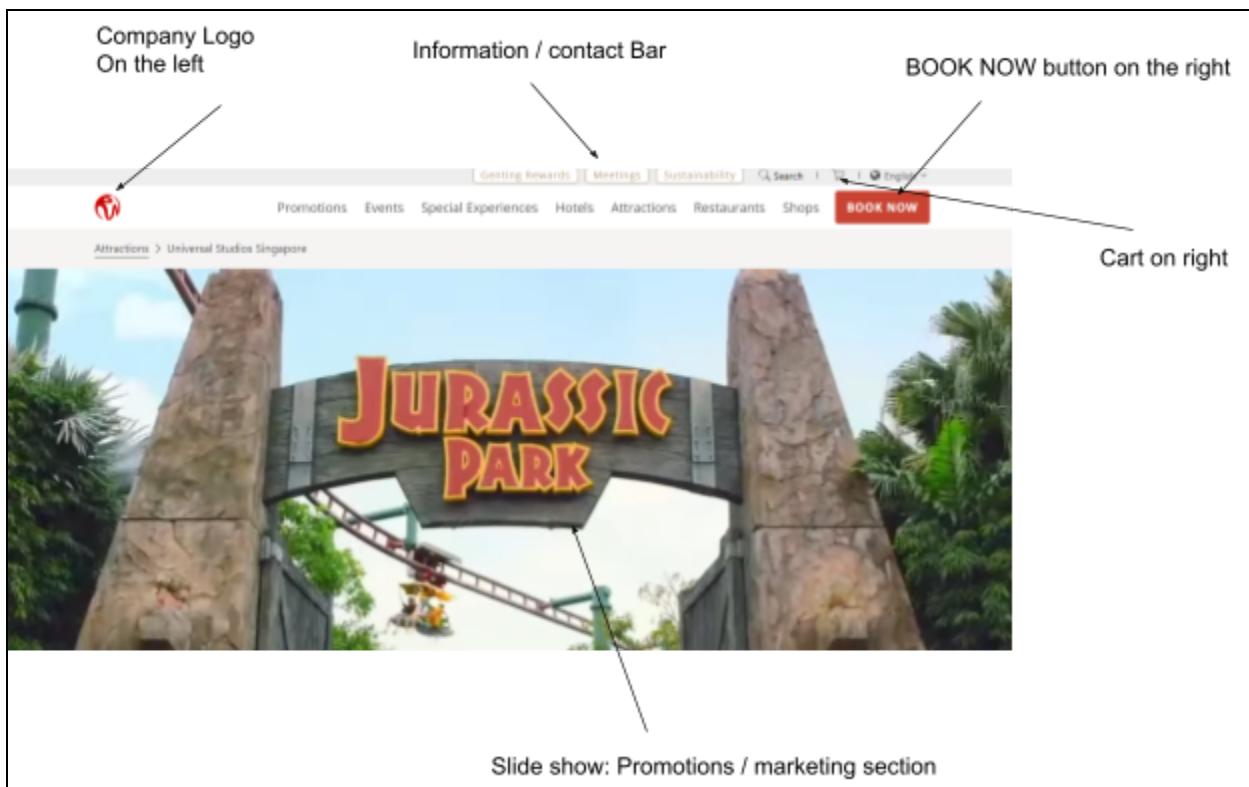
## Analysis for 5 theme park websites

Url and amusement park	Main page
Gardens by the bay, Singapore <a href="https://www.gardensbythebay.com.sg/">https://www.gardensbythebay.com.sg/</a>	
Universal Studios Singapore <a href="https://www.rwsentosa.com/en/attractions/universal-studios-singapore">https://www.rwsentosa.com/en/attractions/universal-studios-singapore</a>	
Wild Wild Wet Singapore <a href="https://www.wildwildwet.com/">https://www.wildwildwet.com/</a>	
Sun World Ba Na Hills, Da Nang City, Vietnam <a href="https://banahills.sunworld.vn/en/">https://banahills.sunworld.vn/en/</a>	
Legoland, Johor, Malaysia <a href="https://www.legoland.com.my/">https://www.legoland.com.my/</a>	

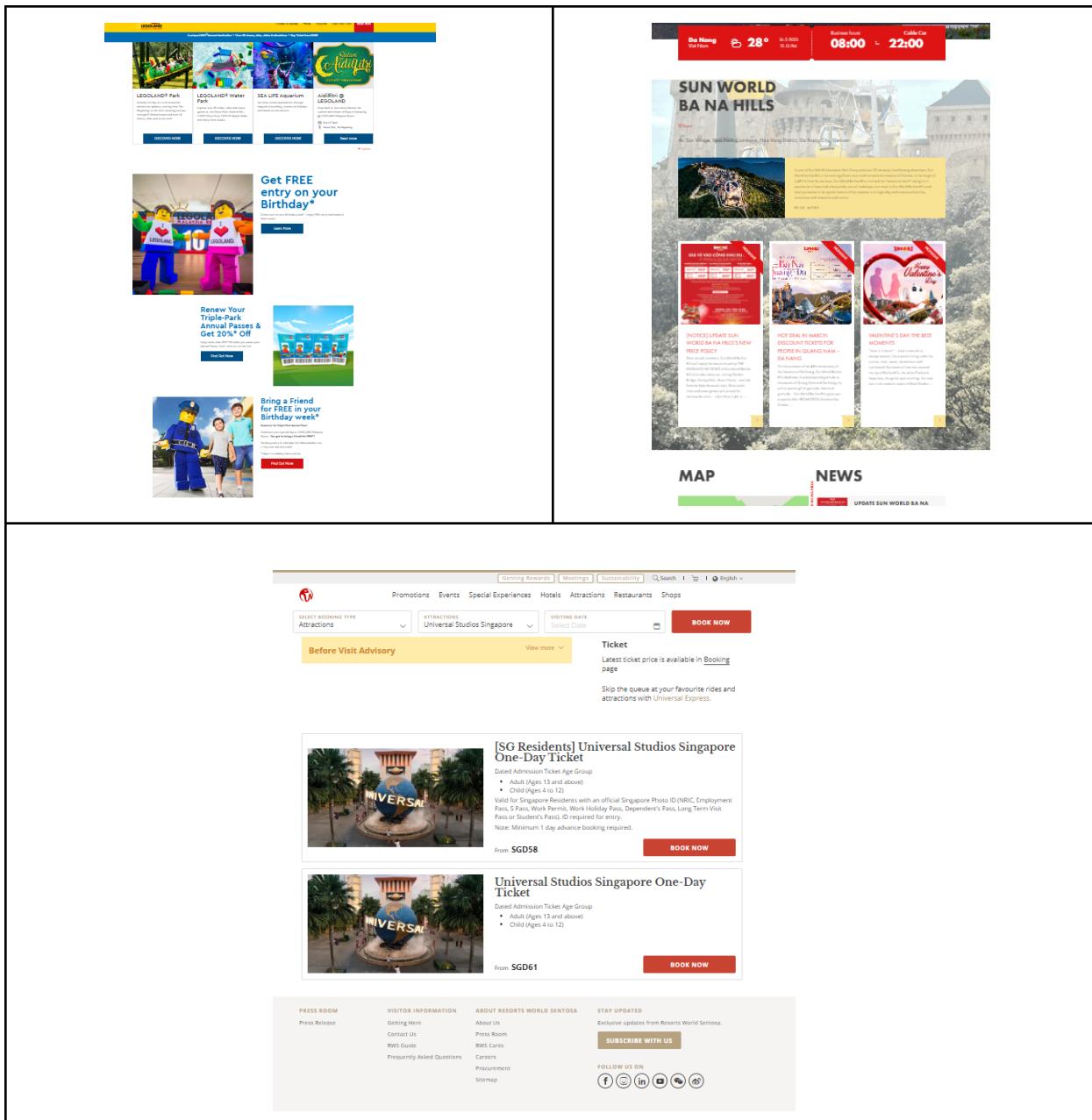
## Analysis of common elements

A theme park website, typically, from the data we collected, would have the following layout properties

1. A contact / information on the nav bar where the customer can find contact information such as a “contact” us button, a cart button, a “select language” button
2. Just below the top bar, there is another heading, where the logo would be displayed on the left hand side. (With the exception of the example sunworld ba na hills). The right side of this layer would have a “BOOK NOW” button, usually filled with bright colors such as bright red
3. Then the largest portion of the website would be attributed to the slideshow of pictures, where ongoing promotions, new attractions and other important promotions the company wish to push as part of their marketing campaign



4. Further down the website, the elements shown here are not consistent amongst website  
 Some website tend to layout all their promotions, while others, list their price and even some



The image displays two side-by-side screenshots of theme park websites and one screenshot of the Universal Studios Singapore website.

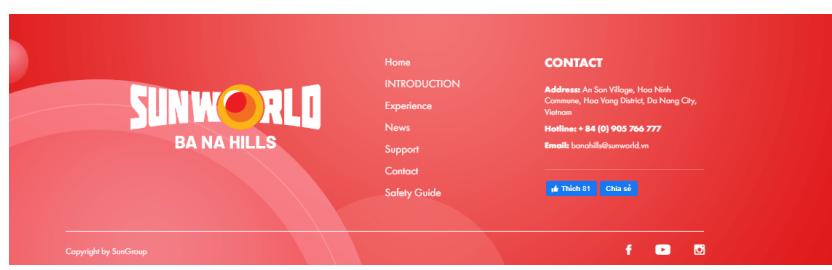
**Top Left (LEGOLAND):** Shows promotional banners for "Get FREE entry on your Birthday\*" and "Valentine's Day". It also features a "Renew Your Triple-Park Annual Passes & Get 20% OFF" offer.

**Top Right (Sun World Ba Na Hills):** Shows promotional banners for "SUN WORLD BA NA HILLS" and "HOT DEAL IN MARCH! DISCOUNT TICKETS FOR TRAVEL TO QUANG NAM - BA NA HILLS".

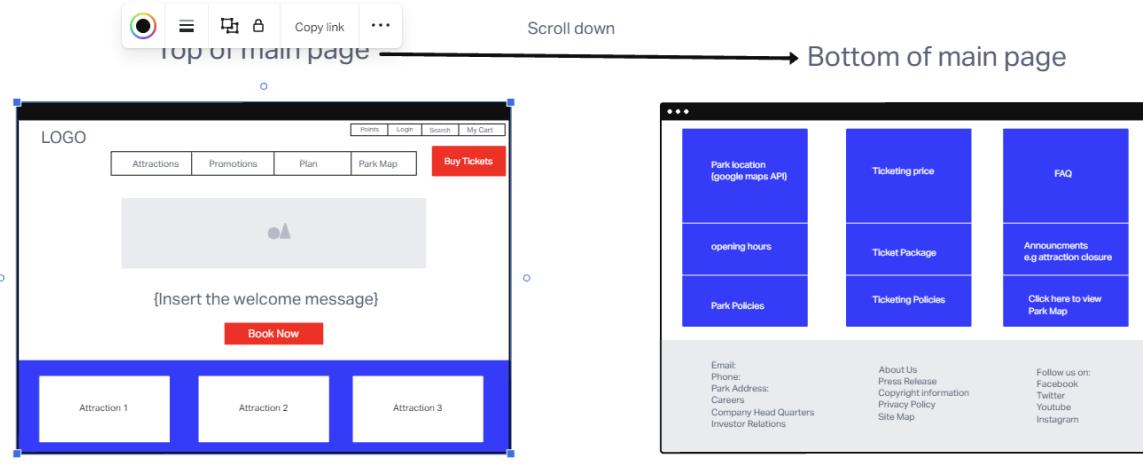
**Bottom (Universal Studios Singapore):** Shows the booking interface for a "Universal Studios Singapore One-Day Ticket". It includes a "Before Visit Advisory" section, ticket pricing (SGD58 or SGD61), and a "BOOK NOW" button. The ticket details page specifies "SG Residents" and "Universal Studios Singapore One-Day Ticket" with age group requirements (Adult: 13 and above, Child: 4 to 12).

5. However when it comes to the most bottom later, we found out that all website list their contact information such as

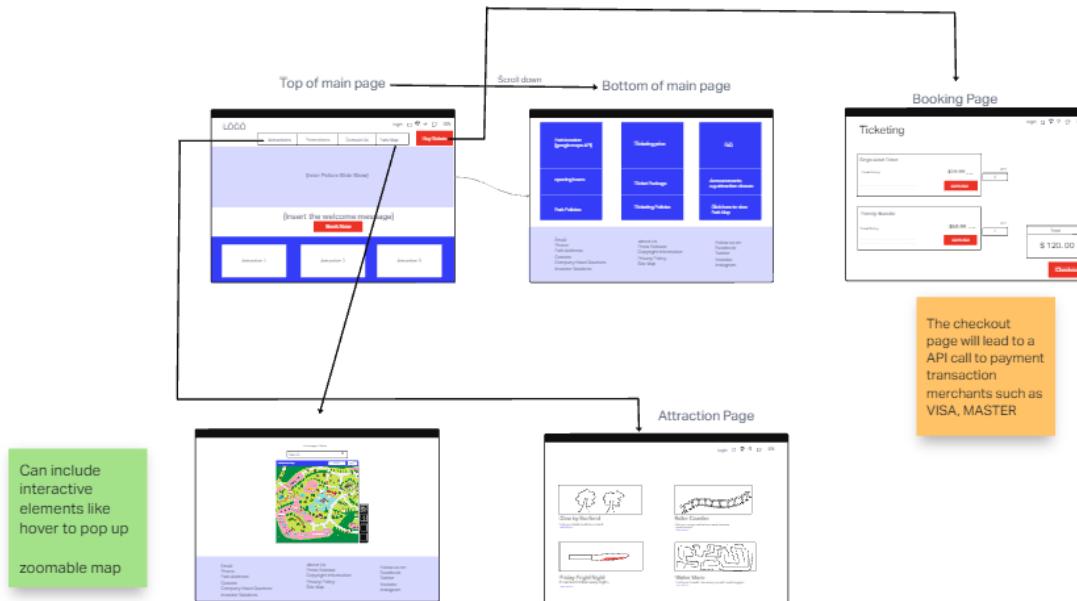
- Contact for investors
- Location
- Opening hours
- Social media links
- Press releases
- Information about the company
- Copyright information
- Park policies
- Awards

LegoLand Malaysia	
Universal Studios Singapore	
Sun World Ba Na Hills Vietnam	

## Low fidelity wireframe



## Wireframe



Made using invision

