



# **Mid Term Assignment**

## **Web Development**



## Purpose of the website

### 1. Distribution of information regarding services

The website will act as the primary 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 serves as a platform for visitors to purchase tickets online
- The website shall display several packages
- The website shall allow the display of information regarding 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

### 3. Promotion and marketing

- The website serves as an avenue to advertise their services
- The website also promotes its own features and tries to increase leads and prospects
- The website is also the first company material most prospective investors look at



## Design of the theme park

The theme park shall consist of various attractions, of different suitability

- There are low-intensity ones for young children and elders
- Adrenaline-stimulating rides for the younger audience
- Romantic sights, views, and rides for couples
- Fun, cartoonish for children and toddlers

## Analysis of 5 existing theme park websites

Url and amusement park	Main page
Gardens by the Bay, Singapore  <ul style="list-style-type: none"><li>• Garden-based theme park</li><li>• Mostly for all ages</li><li>• No adrenaline-stimulating rides</li><li>• Suitable for all ages</li></ul> <a href="https://www.gardensbythebay.com.sg/">https://www.gardensbythebay.com.sg/</a>	
Universal Studios Singapore  <ul style="list-style-type: none"><li>• Many rollercoasters for adrenaline seekers</li><li>• Theme parks based on different movie sets</li><li>• Suitable for all ages</li></ul> <a href="https://www.rwsentosa.com/en/attractions/universal-studios-singapore">https://www.rwsentosa.com/en/attractions/universal-studios-singapore</a>	



<p><b>Wild Wild Wet Singapore</b></p> <ul style="list-style-type: none"> <li>• Water park in Singapore</li> <li>• Suitable for a younger audience</li> </ul> <p><a href="https://www.wildwildwet.com/">https://www.wildwildwet.com/</a></p>	
<p><b>Sun World Ba Na Hills, Da Nang City, Vietnam</b></p> <ul style="list-style-type: none"> <li>• Theme park/sightseeing location</li> <li>• Contains historical and cultural elements</li> <li>• Suitable for all ages</li> </ul> <p><a href="https://banahills.sunworld.vn/en/">https://banahills.sunworld.vn/en/</a></p>	
<p><b>Legoland, Johor, Malaysia</b></p> <ul style="list-style-type: none"> <li>• Based on the Lego theme</li> <li>• The primary audience is children and their parents</li> </ul> <p><a href="https://www.legoland.com.my/">https://www.legoland.com.my/</a></p>	

## Analysis of common elements

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

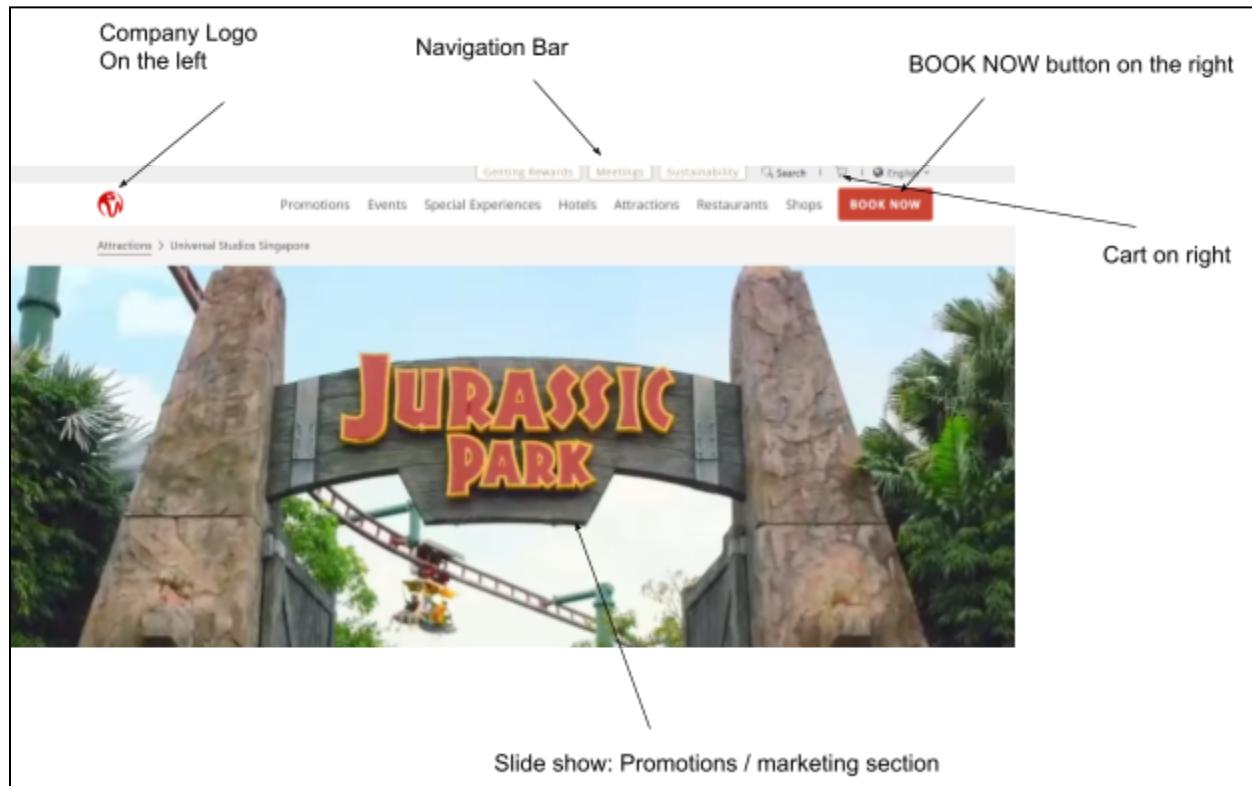
### Navigation bar and header

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 to attract attention

3. Then the most significant portion of the website would be attributed to the slideshow of pictures, where ongoing promotions, new attractions, and other vital promotions the company wish to push as part of their marketing campaign



### Nav Bar designs considerations

Legoland Malaysia	
Nav bar follows the theme of the company  The brightly colored nav bar indicates possibly a younger audience	



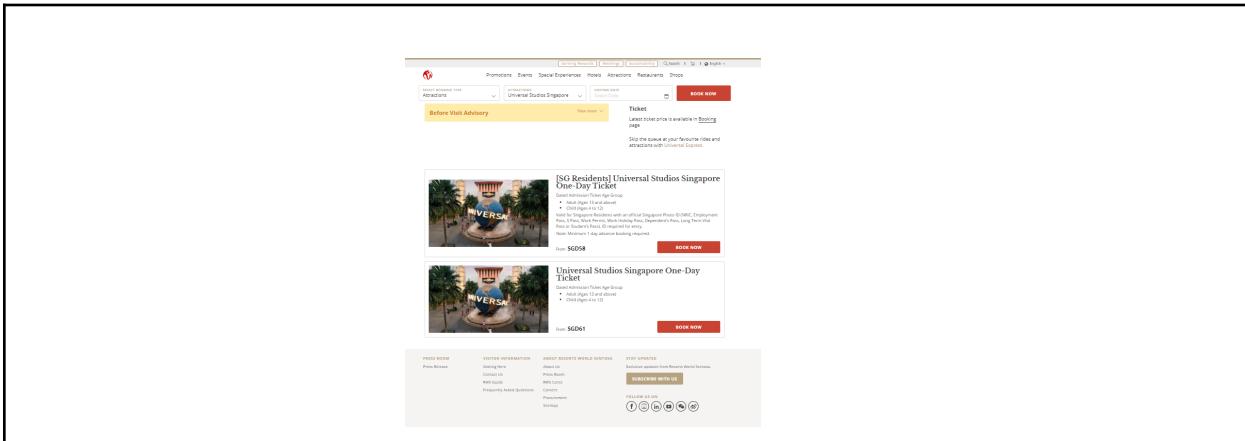
<p><b>Universal Studios Singapore</b></p> <p>A cleaner white navbar possibly indicates a more mature audience</p>	
<p><b>Sun World Ba Na Hills Vietnam</b></p> <p>Bright red to suit Vietnam's red color flag</p>	

## Body

1. Further down the website, the elements shown here are not consistent among the website  
Some websites tend to lay out all their promotions, while others, list their price, and even some
2. The body of the main page tend to be filled with information on the theme park's various attraction, promotions, and packages

## Body Design Considerations

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## Footer designs considerations

<p><b>Legoland Malaysia</b></p> <ul style="list-style-type: none"> <li>Include company awards</li> <li>Information for investors</li> <li>Park policy and legal information</li> <li>Contact information</li> <li>Career and recruitment information</li> </ul>	
<p><b>Universal Studios Singapore</b></p> <ul style="list-style-type: none"> <li>Contact information</li> <li>Awards</li> <li>Press release</li> </ul>	
<p><b>Sun World Ba Na Hills Vietnam</b></p> <ul style="list-style-type: none"> <li>Contact information</li> <li>Press release</li> <li>Career and recruitment information</li> </ul>	



When it comes to the footer, 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

### **Final designs agreements**

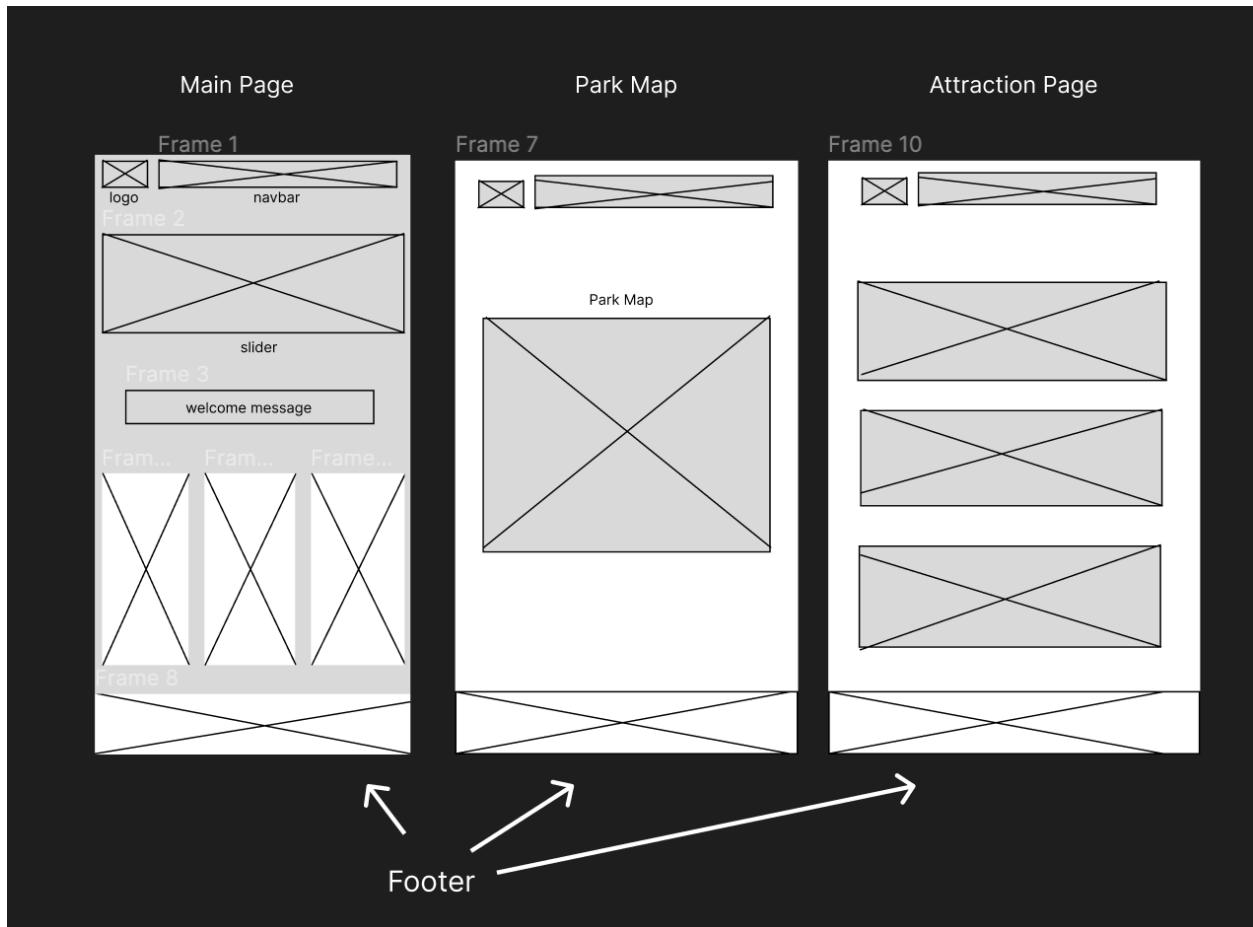
The final design elements all members of the group agree on

1. 3 pages consisting of a main page, park map page, and contact us page
2. To include a FAQ under the park map made with accordion
3. To list various attractions under the main page
4. Hover in CSS
5. A slider on the main page
6. Sitemap made using breadcrumbs





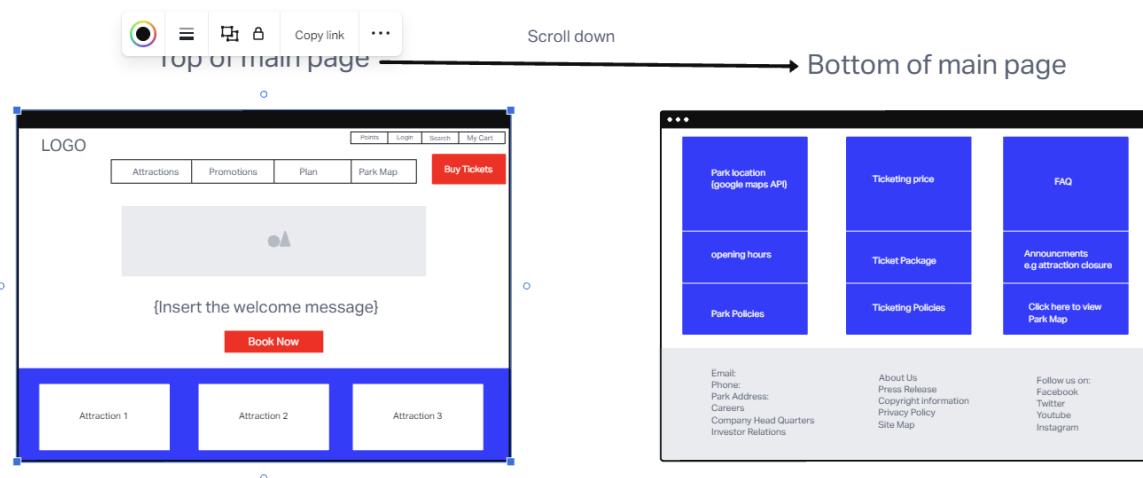
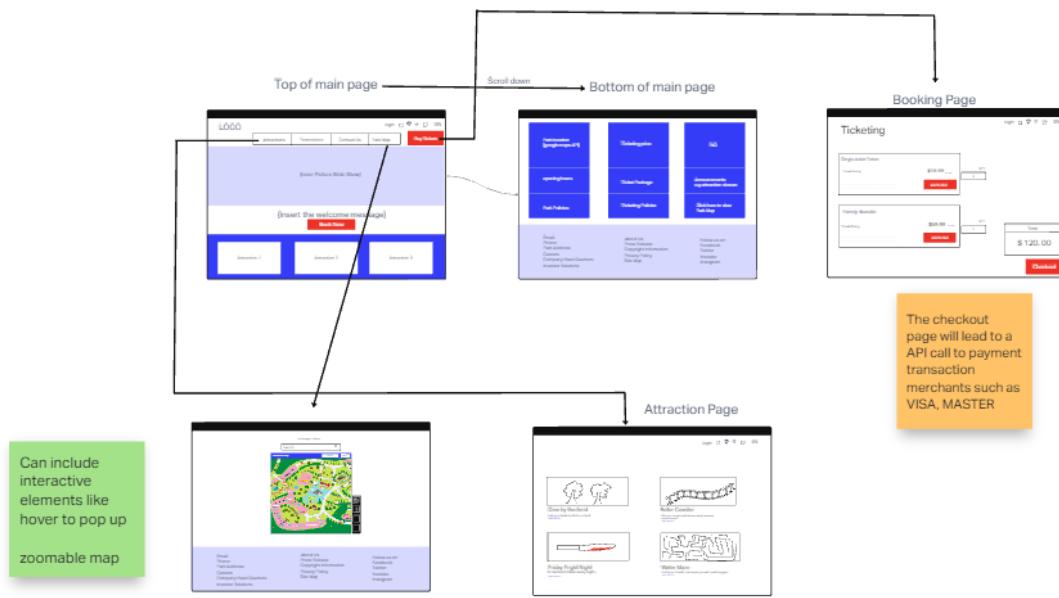
Original Low Fidelity Wireframe



Original semi - fidelity wireframe



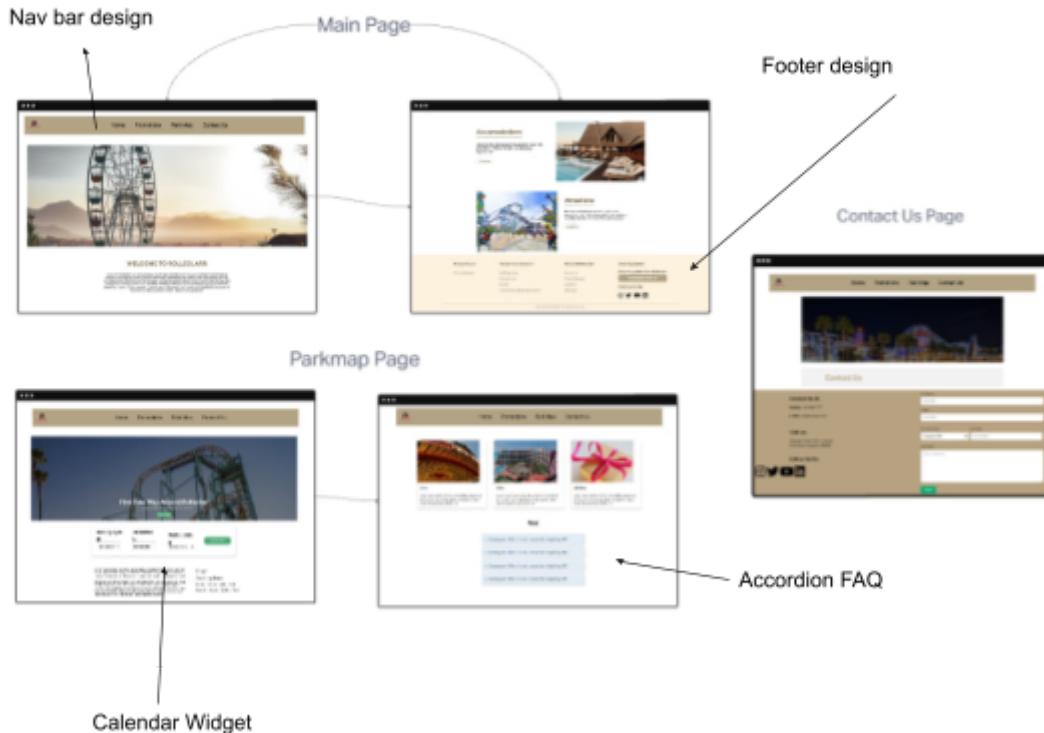
## Wireframe



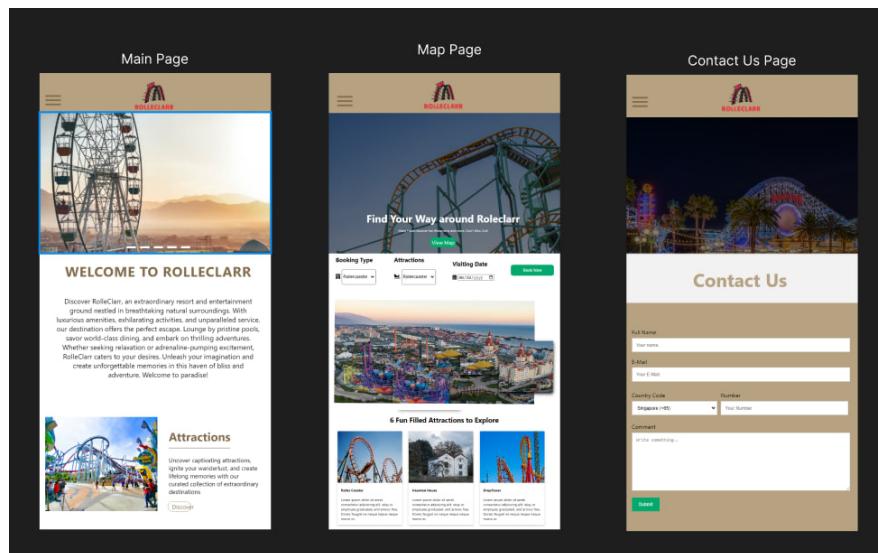
Made using invision



## High Fidelity Second Iteration



## High Fidelity Wireframe for the mobile version of the website



Made using Figma



## Final High Fidelity wireframe

### Main Page

### Mobile Site

### Footer Design

### Map Page

### Contact us Page