

Recorded December 9th, 2021.

Grant Brown 4:59 PM, Wednesday, November 24th, 2021

I'm going to start some threads to discuss the week 4 prompts. Please jump in. I'll plan to collect notes from our discussion and submit them when we're ready. (edited)

Grant Brown 5:01 PM

- **Agree on the purpose of the web site**

Discuss the reasons for a theme park operator to have a web site, the people who might look at such a web site and the reasons that they would be looking at the web site.

- Grant Brown 15 days ago

I think the main goal of a theme park website would be to sell tickets. I imagine most visitors to the site would be adults considering a trip to the park. For visitors to the site, buying tickets would certainly be a goal. Secondary goals might include finding information about the park schedule and travel information including COVID info.

- Eric Chan 15 days ago

I agree with you about the goal of a theme park website is to sell tickets and the park schedule/ travel information.

One thing I would like to add is the "Special Offer" section, we can show something like there's some discounts when you purchasing 2 or make tickets, or a student discount, or season pass discount, etc. (edited)

- Elvan Tay 10 days ago

We can add something like Attraction of the theme park kinda stuffs. Introduce to the customer the knowledge and history behind it.

Grant Brown 5:06 PM

- **Research theme park web sites**

As a group, choose five different web sites of theme parks. Review the type of information that you find on the sites, and the structure that these sites have to help people find that information. Make a list of the aspects of the sites that you think are a good idea or that work well, and a list of the aspects of the sites that you don't think are so successful. This will give you some insights that you can use when designing your own web site. Keep a record of the discussion in a document.

- Grant Brown 15 days ago

- I took a look at <https://disneyland.disney.go.com/>. The first thing I noticed is a big COVID-19 info banner, which makes sense. The nav bar has easy-to-understand categories including "Places to Stay" and "Things to Do." The site is clearly optimized to sell tickets, as there is a very prominent "Build Your Vacation" bar immediately below the main nav with a big Find Rates button. The site is graphically rich, well spaced, and provides relevant info as you scroll down the page. CSS and JS are seamlessly integrated. Desktop and mobile versions of the site work equally well.

- My only complaint is the video that auto-plays at the top of the page is a little obnoxious but there is a pause button, so this is a very minor problem. (edited)
 - disneyland.disney.go.comdisneyland.disney.go.com
 - Disneyland® Official Site
 - Welcome to the official website of the Disneyland Resort in California.
- Francisco Mousinho 15 days ago
 - I'm having a look at <https://www.portaventuraworld.com/>, it also has the COVID-19 info banner and all Things to Do/Hotels/Schedule, pretty similar to the Disney's website, also the autoplay video on the background
 - [portaventuraworld.com](https://www.portaventuraworld.com)[portaventuraworld.com](https://www.portaventuraworld.com)
 - PortAventura World - Un mundo de experiencias únicas
 - Explora todo un mundo hecho de diversión y conoce nuestros asombrosos parques temáticos, los hoteles tematizados más increíbles y la mejor oferta de entretenimiento, relax, gastronomía y shopping que puedas imaginar.
- Eric Chan 15 days ago
 - I am choosing <https://www.oceanpark.com.hk/en> .
 - This first thing I noticed is the "CRITICAL NOTICE" that listed all the COVID related info that a visitor need to know before their visit.
 - There's a nav bar at the top of the website that listed all the information about this theme park, like buying tickets, park information...
 - The body section have a banner element that contain some news about the park. Followed by a series of boxes container that redirect to the theme park's news/article/offer pages. At the bottom of the body section, there's a sitemap link section that have all the hyperlink/page in this website.
 - One thing I dislike about this theme park website is the buying ticket section is not at the front page. In my opinion, the core of a theme park website is to buy the ticket as easy as possible.
 - I do like it showed the latest update about what is effected because of the COVID, and remind the visitor what rules needed to be follow. (edited)
 - [oceanpark.com.hk](https://www.oceanpark.com.hk)[oceanpark.com.hk](https://www.oceanpark.com.hk)
 - Ocean Park Hong Kong
 - Ocean Park Hong Kong, a theme park that offers roller coaster rides, shows, tours, family & kids attractions and activities.
- Christian Shim 11 days ago
 - <https://adventure.lotteworld.com/eng/main/index.do>
 - I researched Lotte World in South Korea and interestingly enough, unlike the other sites you guys posted, they do not have a banner or any notice for COVID. Most likely because it is standard for every public place in Korea to have temperature readings and such before anybody to even enter so I guess why have a notice. Access to tickets are on right side on the nav bar but I'd say its weirdly designed and wasn't able to find it easily

without looking hard at the page. Accessibility wise, it is nice that it has site translation on the top for eng, kor, china, jp. Other than that, it is pretty standard.

- adventure.lotteworld.comadventure.lotteworld.com
- Lotte World Adventure (9 kB)
- <https://adventure.lotteworld.com/eng/main/index.do>
- Elvan Tay 10 days ago
 - Seaquarium not really display the COVID updates prominently. Yet it do highlights attractions, education of these knowledge to share to every customers visiting.
 - <https://www.rwsentosa.com/en/attractions/sea-aquarium>
 - rwsentosa.comrwsentosa.com
 - S.E.A. Aquarium™ (Attractions in Singapore) - Resorts World Sentosa
 - Enter and explore the marine realm of S.E.A. Aquarium, home to more than 100,000 marine animals of over 1,000 species. It's a marine life experience you won't forget.

Grant Brown 5:22 PM

- **Agree on the content for the web site**

Agree within the group the theme for your theme park and the types of attractions that you will have for the different visitors that you expect to come to your theme park. Think of any other services that you will provide to visitors (for example food, access to money and medical help). Think of any other information that people looking at your web site will want to know before they come and visit your theme park. Keep a record of the discussion in a document.

- Grant Brown 15 days ago
 - I think for this we need to start with a theme. Anyone have ideas? I think dinosaurs would be cool. Or space. Or space dinosaurs. :grin:
- Francisco Mousinho 15 days ago
 - Having space dinosaurs as a theme will have many attractions possibilities for sure :joy:
- Eric Chan 15 days ago
 - Space dinosaurs sounds fun
- Christian Shim 11 days ago
 - agreed
- Elvan Tay 10 days ago
 - Interesting topic. Im in.
- Grant Brown 8 days ago
 - I haven't heard from Ervin yet but it looks like the majority agrees on the theme of space dinosaurs :space_invader: :lizard: So, what type of attractions do we want to feature? Since it's fictional there are few limits. I think it would be cool to ride a space dinosaur. Any other ideas?
- Grant Brown 1 day ago
 - @Francisco Mousinho @Ervin Jász @Christian Shim @Elvan Tay @Ervin Jász Any other ideas for attractions or services?

- **Agree on the structure of the web site**

- Grant Brown 15 days ago
 - I think the homepage needs to have COVID info and a link to buy tickets at a bare minimum.
- Francisco Mousinho 15 days ago
 - Totally agree with the 3 pages, and yeah the COVID info is pretty accurate, we can have a second page with the schedule and map/directions, maybe a third one with all attractions, what do you think?
- Eric Chan 15 days ago
 - I am ok with 3 pages, the first page could be buying ticket + covid + brief description with pics
 - The second page could be the park schedule + map
 - The third page could be parking info. + transportation info.
 - I would like to have the buy tickets section at the homepage as clear as possible. Here's an example from Expedia. (edited)

- Grant Brown 8 days ago
 - Since the criteria says 3 pages, I'm thinking of that as a minimum. I feel like our space dinosaurs theme park should be in space, so we could have a galactic map in the travel section. (edited)
- Grant Brown 8 days ago
 - The Expedia tickets section is great. The Disneyland site has something very similar.

- Grant Brown 8 days ago
 - Purchasing tickets will require a form at a minimum. Normally this would require at least one additional page to collect payment info. We could fake

it with some JS but use of JS for this project is not recommended and we won't get marks for it.

Grant Brown 5:22 PM

- **Design the wireframes for the web site**

Produce a set of wireframes for the site, showing the concepts for both a wide screen and small screen. These can either be drawn by hand or produced using a tool such as PowerPoint or a graphics package such as Illustrator. Avoid painting or photo-editing software such as Paint or Photoshop as designs produced in this way are difficult to edit. Ensure that the designs are clear and easy to read.

- Grant Brown 15 days ago
 - Anyone interested in taking lead on this part?
- Grant Brown 15 days ago
 - Adobe XD is a great tool for wireframing. It's free and works on Windows and Mac.
- Francisco Mousinho 15 days ago
 - I can be on that if it's ok, I can also use Figma and we can get the student account with our UoL addresses
- Eric Chan 15 days ago
 - I ok with either XD or Figma
- Grant Brown 14 days ago
 - @Francisco Mousinho Awesome! Definitely use what you're comfortable with. :slightly_smiling_face:
- Grant Brown 8 days ago
 - @Francisco Mousinho Do you have enough information to get started on the homepage wireframe? I find that trying to start is a good way to become aware of all the missing pieces.
- Francisco Mousinho 7 days ago
 - Sure, I will start then!
- Eric Chan 5 days ago
 - @Francisco Mousinho If you are using Figma, invite me into the project with my email: [redacted]
- Grant Brown 4 days ago
- @Francisco Mousinho Share with me too, please! [redacted]
- Francisco Mousinho 4 days ago
 - I've sent you guys an invite, just started and will finish it for tomorrow, just been a packed week, let me know if something is missing at the home page too