Website Design Specification

Voyager Theme Park

CM1040 Web Development

Peer-graded Assignment: 2.4.3 Team assignment. Part 1

November 4, 2019

Prepared by:　Hazel O'Keeffe
Kenjiro Ono
Kishore Mishra
Kristina Kozaj
Laurence Sonnenberg

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I.   Purpose of the web site

i.   Reason for a theme park operator to have a web site

The primary purpose of a theme park operator to have a web site is to turn website visitors into actual theme-park visitors, which eventually convert into sales. A theme park operator intends to compel web site visitors to take tangible action, such as visit the park or purchase tickets, season passes, or accommodation combo deals in advance. However, at a deeper layer, we can summarize a theme park's motivation for deploying a website as follows:

Promote: A web site enables a theme park operator to increase awareness of the park for people that have never heard of it and target wider audiences, unrestricted of its users' geolocation.

Inform: Prospects can be kept informed. A website allows a theme park operator to inform interested stakeholders, including potential (new or returning) visitors about: (i) essential information like their address, opening hours and contact info, (ii) information presenting what they offer such as entertainment facilities and program, food and drink facilities and latest events and deals. In addition, it could help prospects to compare the theme park and decide which one attracts them more.

Sell: A web site may be used as a direct sales channel and revenue stream by selling online theme park tickets, annual passes, room and ticket packages, seasonal events passes, or merchandise inspired by the park's theme.

Assist: While it may not be possible for a theme park business to have employees assisting and answering the phones 24/7, its website information is always available. Even if it provides continuous customer support, having answers to common questions such as price or opening times online saves time for both the business and the customer, in addition to improving the overall customer experience.

Control: A webs site offers a theme park operator complete control over how it builds and presents its brand, as well as what content is displayed. This may often not be the case with other mediums like social media.

Lastly, with theme park attendance on the rise, competition is growing rapidly. A web site facilitates how a theme park operator responds to competitors, which can be done almost instantaneously through deals and discounts.

ii.   People who might look at the web site

Theme parks are synonymous with vacation for millions of people. However, visitors are not the only stakeholders and users of their web site. The user base or people who might look at the website of a theme park includes, but is not limited to the following groups:

a) Users in the local area;
b) Prospective theme park guests;
c) Returning/loyal guests;

d) Job seekers;
e) Other businesses and organizations;
f) Competitors.

iii. Reasons that they would be looking at the website

a) **Users in the local area**: may be searching for local attractions, deal, and events;

b) **Prospective theme park guests**: may want information on things like directions, parking, pricing, opening hours, age limits, entertainment, food and accommodation facilities;

c) **Loyal guests**: may want to see what has changed since their last visit and get informed on latest offerings, deals, and events;

d) **Job seekers**: may visit the web site to view current employment opportunities;

e) **Other businesses and organizations**: may be interest to visit the park for corporate events, partner with the park, or use the website for research;

f) **Competitors:** may use the site to keep up to date with what the competition is doing and offering, how they're marketing and positioning themselves, as well as draw inspiration form the web site in order to improve their own.

II.   Review of five theme park web sites

The 5 (five) different web sites of theme park we chose to analyze as team are: (i) Oakwood Theme Park (ii) Les Machines de L'ile (iii) Silver Dollar City Theme Park (iv) Theme Park IV (v) Theme Park V. Presented below are individual in-depth reviews of the type of information that can be found on the sites, the structure that these sites have to help people find that information, as well as respective lists of the aspects of the sites that work well, and lists of the aspects of the sites that are so successful.

i.   Oakwood Theme Park - https://www.oakwoodthemepark.co.uk

Type of Information found on the website:

- Information for visitors
  - Opening times
  - How to get there
  - Ticket prices
    - Day pass / Season pass / Annual pass / Extras tickets
    - Standard / Junior / Concession (OAP/student) pricing
  - Accessibility information
  - Health and safety information
  - FAQs
  - Information for groups
    - Schools

- o Groups
- o Corporate
  - ▪ Information about the park
    - • Park map
    - • Information about attractions/rides
      - o Thrill rides
      - o Family rides
      - o Rides for kids
      - o Other attractions
    - • Information about food, beverages and souvenirs
    - • Charity requests
  - ▪ Online ticket purchase
  - ▪ Events calendar
  - ▪ Blog containing posts such as "6 kid-friendly rides" or "How does it feel to ride a rollercoaster"
  - ▪ Career information
  - ▪ Legal / Site information
    - • Park T&Cs
    - • Cookie policy
    - • Legal info
    - • Privacy policy
  - ▪ Contact information
  - • Newsletter subscription

Structure: How does the site structure guide the user?

Most users to a theme park website will be interested in knowing more about the park (such as what rides are available, when is it open, what special events are happening) or planning a visit (such as directions, ticket cost, accessibility information, group information). Most of this information can be directly found from the main navigation. The video banner gives users an immediate idea of what they can expect, plus an indication of pricing. There are also large buttons for Calendar, Price and Getting Here beneath the main banner. For casual browsers, the homepage provides some reasons to attend for different people such as families or thrill seekers.

Positive features: What do we think works well?

- ▪ This is a seasonal park, and the countdown timer makes it very clear how many days there are until the end of the season.
- ▪ The buy tickets button is prominently displayed on the site.
- ▪ They use a social media carousel to ensure that new information is always loaded onto the site.
- ▪ The main relevant categories such as opening times, buy tickets etc. are available from the navigation while more niche information such as the Careers info is hidden in the footer.

Negative features: What do we not think is successful?

- In general, the site does not feel very professional. There are some strange font choices and content sometimes does not fit well in the frame. We would be a little reluctant to visit this park based on the site.
- The video banner on the homepage takes up a little too much of the screen real estate, and the text in the video at times overlaps with the headline and even the navigation.
- The event calendar is very confusing. There is a calendar that is shaded with 8 different colours to indicate opening times for that day. The legend is at the top of the calendar only, and it requires visitors to scroll up and down to understand the opening times for a given date. It would be better to dynamically present these to the user when they click a date. It would also be better for the opening times of the current day to be displayed on the homepage.
- "At the Park" and "About Us" are vaguely named sections that sound like they have an overlap. Better more instructive section names might be "Plan your visit" and "Our Attractions".
- The Park map is not downloadable, and therefore not very accessible.
- The ticket sales direct to another site and do not feel very secure.
- On mobile, the "Wales' biggest theme park" section copy is illegible.

ii.   Les Machines de L'ile - https://www.lesmachines-nantes.fr

Type of Information found on the website:

- About the park
  - Photo slides of rides
  - Info of rides
    - Photos
    - History of architecture (rides are created as an artwork)
- Project
  - Artistic project story
  - Future projects
- Event info
  - Live concert banners
- Gift-shop / cafe info
- Online Gift-shop link(external)
- Options of languages
- For business/press
- Newsletter
- Social media links
- Footer
- Sponsor / partner banner
- Practical info
  - Opening hours
    - Calendar shows different opening hours

- Ticket price
  - for a ride
  - family pass
  - entry price
  - Payment method
- Address and map
- Access info
  - Address
  - Map
  - Modes of accesses
- For group visitor
- Contact details
  - Webform

Structure: How does the site structure guide the user?

The main navigation bar contains directions for most of the necessary information. The display language option is placed at the right-end of the nav bar. Commercial press info are placed at
left-end of the nav bar. Full-screen photos are used at the top of each content; also full-screen photo slides are used on the home page. The different background colour used for different content within the page. Opening hours, calendar, ticket info, and access info links can be found near the bottom of the page. At the bottom, newsletter, gift-shop, and social media links are found as well as the footer and sponsor/partner banners.

Positive features: What do we think works well?

- The main navigation bar contains most of the essential information; therefore, the rest of the page is kept simple and making it easy to read the content.
- Full-screen photos are used at the top of each content and then fade into the paragraphs, which creates a nice transition from the visual information to reading paragraphs.
- The mobile version is also easy to navigate. Illustrations and paragraphs fits neatly to the mobile screen and only require scrolling down the page to navigate.
- Overall, the layout and styling are consistent, so it is easy to navigate.
- Buttons are highlighted in red colour. Easy to identify.

Negative features: What do we not think is successful?

- Park map is contained on the access page. It may be better to have a distinct park map page
- Odd online booking directions. Booking online link takes you to the individual ride page then online booking link there takes to the page where all rides bookings are done.
- Direct to the booking page following the link is better
- No information for disabled visitors about the rides.

- No information other than rides and future projects. More information about the whole facility may make it look better, such as an event venue
- On the mobile version, the promotional logo dominates the home screen unpleasantly. Resizing may improve the first impression.

  iii.   Silver Dollar City Theme Park - https://www.silverdollarcity.com

Type of Information found on the website:

- Information for visitors
  - Ticket & pass info
    - Season passes
    - Tickets according to three different age groups
    - Special offers & Add-ons
    - Vacation Packages
    - Discounts on local attractions, restaurants, shops and hotels
  - Upcoming Schedule
    - Calendar for entertainment & activity schedules.
    - Upcoming Festivals
  - Festivals & Events Information
  - Guest Services
  - How to visit the park
  - Information for groups
    - General Group of 10+
    - School
    - For Company
- Information about the park
  - Park map
  - Rides and attractions
  - Shows
  - Dining & Shopping
  - Crafting Shows and Classes Information
- Photos and Videos of the past visitors
- Search bar
- App for mobile OS like Android and iOS
- Newsletter Subscription
- Social Media Links
- Career information
- Other Silver Dollar City Attractions
- FAQ
- Legal information
- Contact information

Structure: How does the site structure guide the user?

At the top of the homepage 4 logos are provided, each logo is linked to the respected Silver dollar city attractions website. For the theme park website, the user can easily find the important info about the park, season passes, tickets etc. from the navigation bar at the top just below the logos. The information provided is detailed in every navigated page. A search bar is provided at the top right corner. The special upcoming event banner is right below the navigation bar. In the middle of the homepage upcoming schedule, entry to sweepstakes, large buttons for info about the park are listed like for rides, shows, park attractions are provided. Photos and videos of the past visitors are listed as large buttons on the homepage, users can click on particular photos to see them. At the bottom of the homepage, address of the theme park, a button to book tickets, links to contact park, social media, legal information, how to reach the park, and silver dollar city other attractions like water park can be found. A background image is used at the bottom of the homepage.

Positive features: **What do we think works well?**

- Links to different SilverDollar city are provided at the top of the homepage.
- Special upcoming event banner.
- Most of the information can be found through the navigation bar.
- The gallery at the bottom of the home page tells the story of the range of activities and attractions offered.
- The park is also smart to use its site to market its app, which allows users to access info at their fingertips.
- Map provided is very useful. All the restaurants and other info are provided as icons which can be pointed at and the relevant info pops up.

Negative features: What do we not think is successful?

- The "how to visit the park" info is provided at the bottom of the page which makes hard for the user to find that.
- The map can be downloaded but the info provided in the pdf is hard to understand due to the use of small text.
- Most of the reviews for the app complains about the incorrect wait times for rides.

iv.   Zero Latency - https://zerolatencyvr.com

Type of Information found on the website:

- The theme park's mission statement
- Explanation of what potential patrons can expect
- How the experience works
- The equipment patrons can expect to use
- Games available to play
- Location information
- Days available

- Available gift vouchers
- News and updates regarding the theme park
- Bookings information
  - Bookings for (school/university) groups
  - Bookings for corporate events
- Costs (this is worked out during the booking phase)
- Giveaways and other marketing information
- FAQs
- Information (the names of magazines, etc.) regarding the theme parks features in other forms of media
- Extra information regarding:
  - The team
  - The VR industry
  - E-Sports
- There are also options to find further information if needed through:
  - Social media links
  - Subscription

Structure: How does the site structure guide the user?

- There has been careful thought put into the top nav with obvious titles guiding the user to either find important information (about the experience, games, locations gifts and news), or to perform bookings.
- The location search is bold and is the first thing you see when clicking on the Book Now button so it's easy for potential patrons to find a location before attempting to actually make a booking.
- Buttons opening Informational pages have an icon indicating they open in another tab.
- Visual calendar with clearly marked open/closed days help guide users through the booking process.

Positive features: What do we think works well?

- They have done a good job aligning the website with their overall futuristic gamified theme.
- It is minimal and therefore all aspects are easily visible.
- The Book Now button is highlighted making it even less likely to be missed. As mentioned above having the location search as the first thing that shows after clicking the Book Now icon is also convenient for potential patrons.
- Their use of creative loaders.
- Streamlined booking and payment service (checkout)
- Well defined enquiry form.
- Informational pages open in a new tab allowing easy referencing while browsing the rest of the site.

Negative features: What do we not think is successful?

- When your mouse cursor hovers over certain pieces of the site, they change colour tint and the text becomes hidden in some cases.
- The footer is overly large and seems like a waste of page space.

   v.   Futuroscope - https://en.futuroscope.com

Type of Information found on the website:

- Information for visitors
    - Practical Information
        - Dates & time
        - Services & Helpful Tips
        - Brochure
        - Online Help
    - Visitors Reviews
    - Online Passes and Ticket Booking
    - How to visit the park
- Information about the park
    - Park map
    - Attractions & Shows Information
    - Shows
    - Restaurants Information
- Advance Meals Booking
- Online tickets booking
- Groups Info
- Social Media Links
- Partner Websites
- Page Translation Option
- Legal information
- Contact information

Structure: How does the site structure guide the user?

All pages are covered by a background image. Top of the website contains a logo and a navigation bar below it with categories like attraction & shows, park map, practical information, tickets booking. Users can find most of the information from the navigation bar. Drop down Menu contains links in columns. On the homepage slides are used for latest offers. Reviews of the past visitors are present above the footer. Other links to attractions and shows are present with big icons. Footer contains links to social media, legal information, how to find the park, legal information and partner websites

Positive features: What do we think works well?

- Most of the information can be found easily from the navigation bar.
- Latest offers slides are a good idea to catch the users attention.
- Reviews of the past visitors are useful for the users.

- Online booking of tickets and meals makes work easier for users and the park itself.
- Map provided is very useful. All the restaurants and other info are provided as icons which can be clicked and the relevant info pops up.

Negative features: What do we not think is successful?

- Group information is provided at the end of the pages. It would have been better if the information was provided with a separate category in the navigation bar.
- Park mobile app is available but its not marketed on the website.
- Park map can be downloaded but the info provided is less. It will be hard for the user to navigate through the park.

III. Voyager Theme Park: Content, Structure and Wireframes

i. Content of the web site

Theme

The theme of our group's park will be "Space". Voyager Theme Park: Space is the Place. Spend a Day in our marvelous universe!

Target audience

Our target customers will include all age groups, genders, races, income levels, local residents, as well as nonlocal residents. and particularly space. The common denominator of our audience, consisting of children and adults with a keen interest in science, will be curiosity and a genuine wonder for our outer space, intertwined with entertainment.

Types of attractions

The attractions that our theme park will offer for the different visitors that we expect to visit our park include the following:

- VR interactive planetarium to discover planets, stars and constellations;
- Spacewalk simulator, experienced in reduced gravity and a space suit;
- Moonwalk simulator, experienced in reduced gravity and a space suit;
- Space shuttle which takes visitors into a flight to the International Space Station;
- Lunar rovers which could be driven by both kids and adults;
- Mars habitat, with domes visitors can enter and take an educational journey on the Red Planet.

Other facilities and services

Additional facilities and services that will be provided to visitors, in order to make their experience as comfortable as possible will include:

Auditorium, Garden, Lounging Area, Bar, Restaurant, Shop, Childcare, Locker Rentals, ATM, First Aid Center, ECVS and Wheelchairs, as well as Sign Language Interpreters.

Additional Information

Additional information that people looking at our site will want to know before they come and visit our theme park and that will be provided on our web site are:

Pass prices; types of tickets and packages; opening hours; park maps; directions and parking options; accommodation options; availability of locker rentals; contact information; social media pages.

ii. Structure of the web site

The structure of our web site, with the aim of designing a web site with 3 pages, will contain the following:

Main page: Home Page

In addition to the shared elements comprised of a web site header, a navigation bar and a footer which will be displayed in all three pages, the Home Page will also include the following semantic elements:

- a responsive slideshow/carousel with figures of the main attractions;
- section header for introductory content of our theme park, displaying our mission statement;
- section with articles and details of the main attractions;
- section with customer reviews;
- aside including (i) news section showcasing past and future events, *and* (ii) embedded social media feed.

Page I: Prices and Booking

The Prices and Booking page will include the following semantic elements:

- navigation bar and footer;
- top of the page section with 3 cards each showing information about a different type of pricing - cards: adult pricing and conditions, children pricing and conditions, group discounts pricing and conditions;
- underneath cards, section with form for information regarding booking - form fields: name, email, number, # adults, # children;
- total amount payable;
- a proceed button to redirect the user to the payments page (email verification of booking would sent on successful payment).

Page II: Practical Information

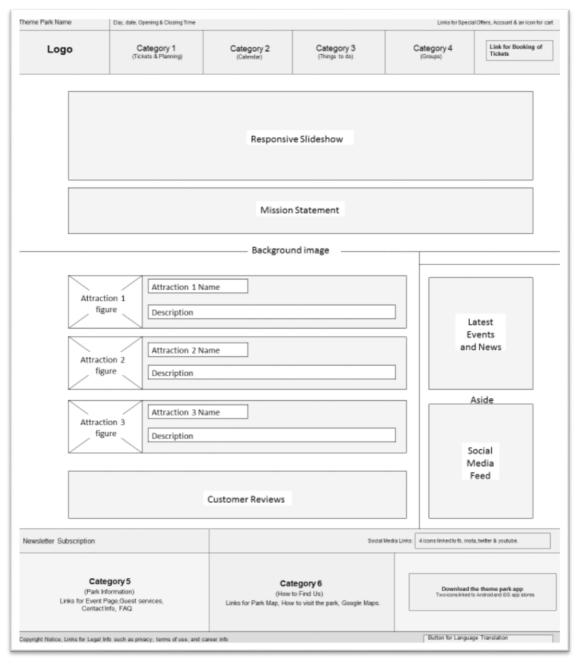In addition to the shared elements comprised of a web site header, a navigation bar and a footer, the Practical Information page will include the following semantic elements:

- navigation bar and footer;
- section header with page title;
- details with a short description of the information that can be found on the page;
- main content will present sections for park hours, directions, guest services and helpful tips.
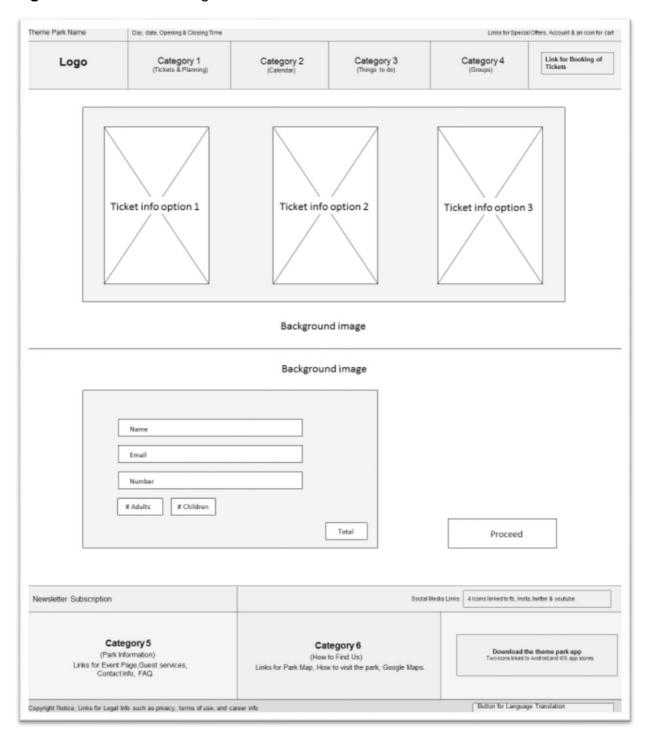
iii.   Wireframes

The wireframes of the Voyager Theme Park website, with concepts for both a wide screen and small screen, can be found as part of the submitted .zip file. For indicative purposes only, presented below are images of all wireframes:
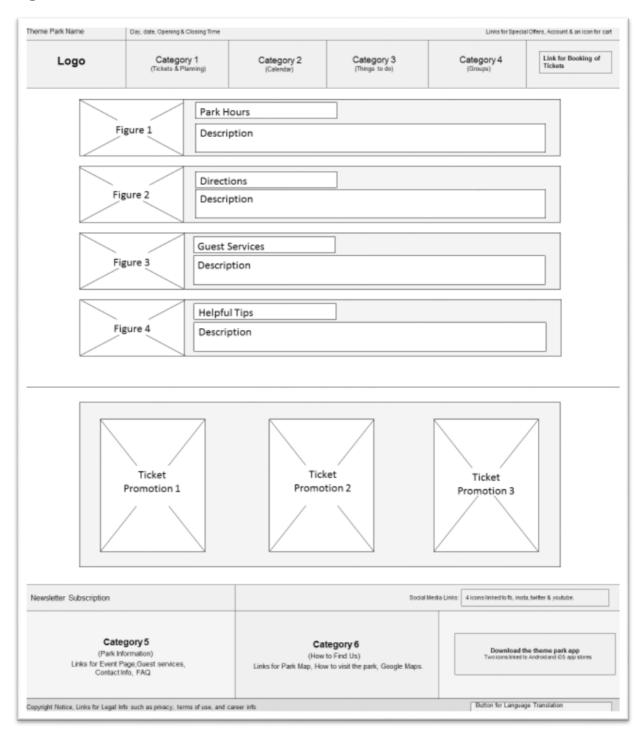
Main Page: Home Page – Wide Screen

Page 1: Prices and Booking – Wide Screen

Theme Park Name	Day, date, Opening & Closing Time			Links for Special Offers, Account & an icon for cart
Logo	Category 1 (Tickets & Planning)	Category 2 (Calendar)	Category 3 (Things to do)	Category 4 (Groups)

Link for Booking of Tickets

Ticket info option 1

Ticket info option 2

Ticket info option 3

Background image

Background image

Name

Email

Number

Adults   # Children

Total

Proceed

Newsletter Subscription

Social Media Links: 4 icons linked to fb, insta, twitter & youtube.

Category 5
(Park Information)
Links for Event Page, Guest services, Contact Info, FAQ

Category 6
(How to Find Us)
Links for Park Map, How to visit the park, Google Maps.

Download the theme park app
Two icons linked to Android and iOS app stores

Copyright Notice, Links for Legal Info such as privacy, terms of use, and career info

Button for Language Translation

Page 2: Practical Information – Wide Screen

Small Screen Wireframes

Home Page	Prices and Booking Page	Practical Information