



Image courtesy of <https://coastercritic.com/2013/08/roller-coaster-gap-in-loop-youtube-geek-week/>

Peer-graded Assignment: 2.4.3 Team assignment. Part 1

Purpose of the web site

A theme park operator needs a website so potential customers can see what attractions, food, parking, hotels, dining and other miscellaneous items are available. Customers might also want to buy tickets ahead of time. These tickets might be for individuals or a group such as a family and could include packages for tickets and hotels. Customers might also check the website for theme park hours, special events, and off season information.

5 Theme Parks

Six Flags Great America - <https://www.sixflags.com/greatamerica/store/tickets>

Knott's Berry Farm - <https://www.knotts.com/>

Disney Land Paris - <https://www.disneylandparis.com/en-us/>

Noah's Ark - <https://www.noahsarkwaterpark.com/>

Parque Del Café - <https://parquedelcafe.co/>

Analysis

Type of information on the websites

The first thing you see is an image, video or animation, which gives you an example of what this page is about. The next thing you see on all websites is, you can get tickets and book them directly on the landing page, some even include the prices.

Structure

You always find the menu bar on the top, somewhere on the right top you will find a shopping cart or anything to do with buying the tickets. If there is a possibility to change languages or login you will also see it on the right top of the page.

Aspects that are good and work well

- Selling tickets generates money, so it is always good to have that as the first thing you see on the page.
- Animations or big images, that give you a good idea what it is about and maybe even makes you want to see more.

Aspects that are not successful

- If you need to look for things, or can't find things like opening hours on one of the websites.
- Too much content on the page. You will need to find where you are, what it is about and scroll around to look through all of the content. Visitors might just close the page.

Content for the web site

The theme of the theme park is university. Since we give student discounts, we expect many visitors to be students. Some attractions are “Final Exam”, “Midterm” or “Register for new Modules”.

Services include Food, Drinks, Hotels etc. People visiting our website will want to know things like:

- the opening hours
- examples of attractions
- services
- how to access
- where to get tickets
- contact info
- Discount options

Which all will build up the content of the website.

Structure of the web site

The site should have a landing page, a page dedicated to purchasing tickets, a page listing the rides, a page listing the restaurants, a page listing the hotels, a sitemap, a contact us form, and a page for the hours of operation. The pages should be linked to from a main navigation

Home Page

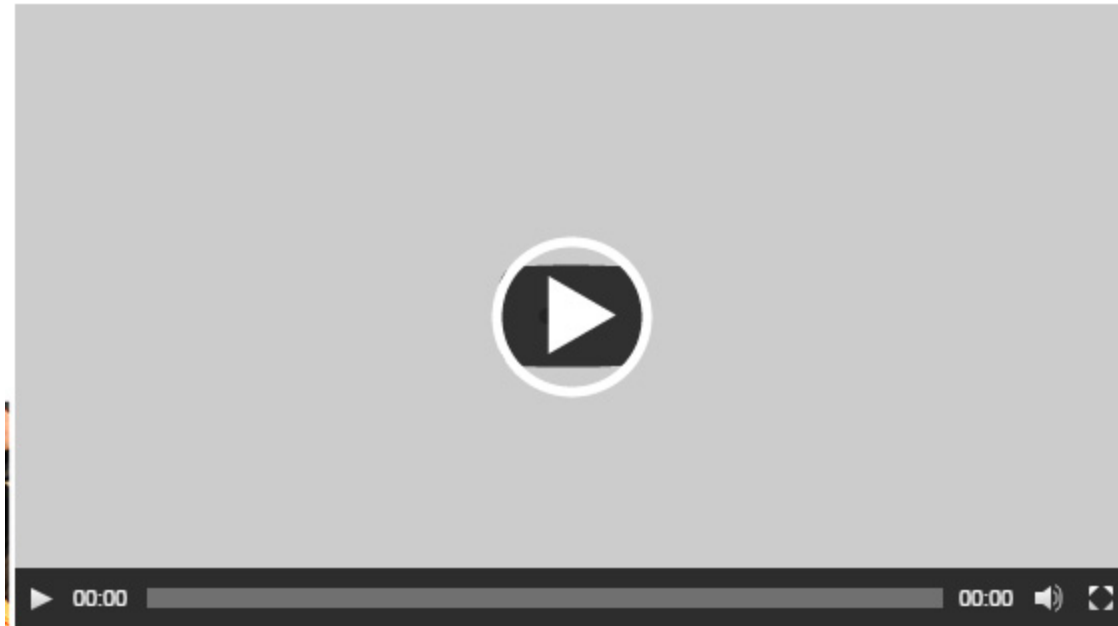
Hero image, links, booking widget, sections for additional information (see mock)

Tickets Page

Card column view, different ticket types, single, day pass, season pass with information about ticket, price and whatever.

Attractions Page

Card list view List of rides with a mock embedded video link



Dining Page

Card list view of restaurants with mock link to menu and photos

Hotels Page

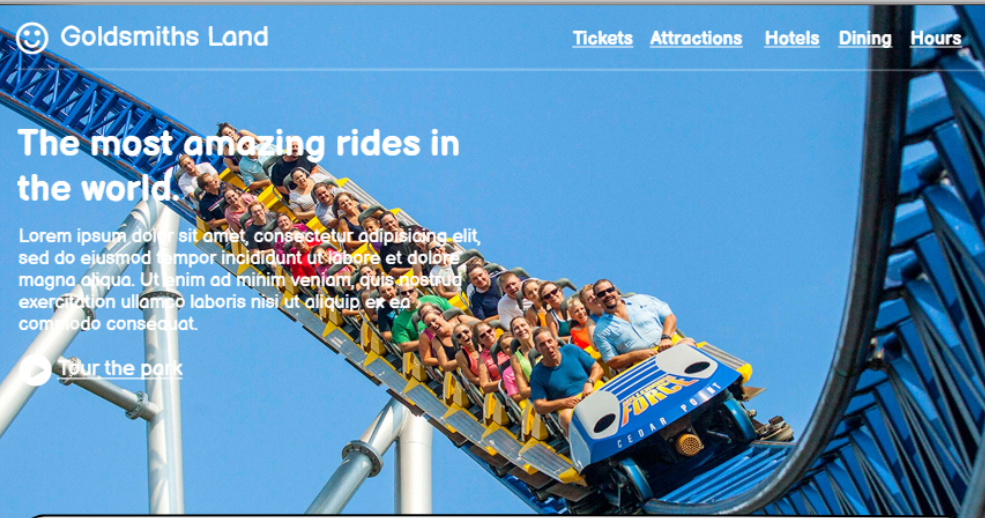
Card list view of hotels with mock link to hotel booking and photos

Contacts Page

Contact page where you can submit questions to get a response via Email or get general parks contact information.

Wireframes for the web site

See below for an example I whipped up in balsamiq. Currently only the home page for desktop.



Hotels + Tickets

Tickets

Pick your dates

Arrival Date

Departure Date

Hotels & Resorts

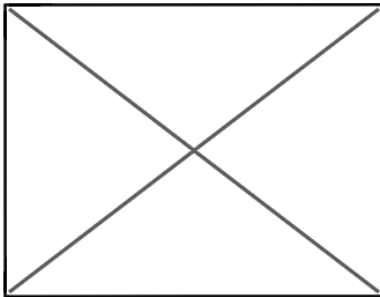
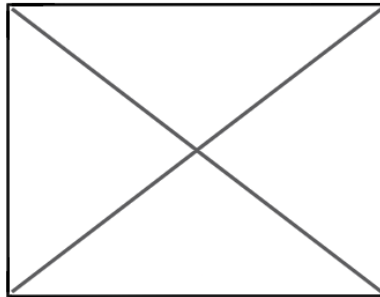
All Hotels

Rooms & Guests

1 room / 2 Guests

Find prices

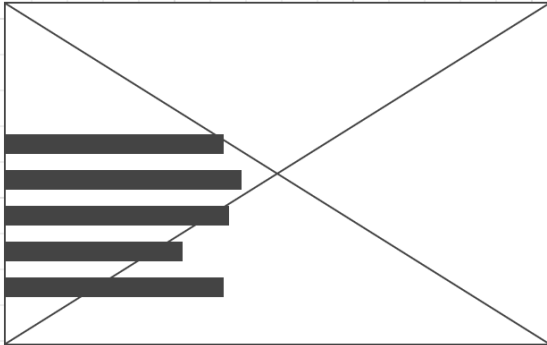
Goldsmiths Land 30th Anniversary

[illegible]

Goldsmiths Land Premier Access

[illegible]

☺ Goldsmiths Land



Pick your dates

Hotel & Resorts

(Just an attempt with wireframe.cc)

Tickets wireframe

