Part 1 - design specification

This assignment is made up of the following parts:

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.

ideas:
operator:
show ticket prices and promotions, selling tickets, getting famous, extra revenue from advertising, to show opening/ closing times, park open and closed days, display working times and days during public holidays, the attractions, shops and restaurants, t-shirts and souvenirs, show which hotel is available, contact information, park address

users:
compare ticket prices with other theme parks, buy tickets, to look up opening and closing times and days, research on types of available rides, family trip, gift for someone, costs (entry, food), attractions, location, map for travelling, parking, overnight stays (hotel), age of visitors allowed and demographics, weather, safety

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 website. Keep a record of the discussion in a document.

idea:
everyone chooses a page close to him/her, adds research results into this document

Marina: https://www.europapark.de/en
good: for the amount of information the site is well structured, easy to understand for all kind of users (age, country), special attractions (shows, topics like Halloween) are prominent, call to action (tickets, hotel) are prominent but not aggressive, footer is a compact overview of all kind of information available, humans with attractions in background deliver the fun someone can have in the theme park
not so successful: it takes a while to find specific answers (e.g. for a specific attraction), the price list is a long list with all sort of possibilities

Marlene: https://www.tsogosun.com/gold-reef-city-casino/theme-park

good: Simple and easy to find what you are looking for. Useful information like the weather in the top bar, but the information is not overwhelming. Lots of good pictures of the park and a map that users are able to download. Call to action buttons are clear and easy to locate.

bad: the site could be a bit more playful particularly because it seems like the target audience is children. The game and theatre links look out of place. It's not responsive (header and footer).

Marc: https://www.wrs.com.sg/en/night-safari.html

Positive:

- The website has a clear structure and is easy to navigate using the bar at the top. The main events and attractions are directly visible on the landing page and social media sites are also being embedded.
- Same design and layout throughout the entire web site.
- Tickets can be easily purchased, the process seems very straightforward. There is a large variety of options, but they are well explained.
- Colors, font and picture selection support content.

Negative:

- The pages which are listed under the menu tab "Learning with Us" could be put together with the ones listed under the tab "Plan your visit".
- A text box showing the opening hours and the address of the theme park is placed at the bottom of the page, however this information should be placed at the top of the page, in my opinion.
- Got lost on a subpage and couldn't easily get back to the main page.
- There seems to be a slider, it isn't one.

Conclusion:

All in all, the content of the site is well put together, nevertheless, some information could be bundled together and a few pages seem redundant/repetitive.

Mathew: https://www.altontowers.com

Positive Aspects	Negative Aspects
- On menu hover, all subcategories will show up. Saves you multiple click to the final destination - Park opening and closing times on view on a banner on the top, under the menu - Seasonal website theme and	- Too busy and cluttered pages, overfilled with information - Search button is tiny and is hidden away at the top right corner of the page - No address location is provided in the main page or any obvious pages

background images ● Well structured and detailed footer area	● 'Buy Ticket' area sticks to the bottom of the page and cannot be closed or hidden away, taking up a lot of space

Tomas: https://www.betocarrero.com.br/en

Positive:
- Easy access to sales center
- You can easily check whether there are tickets to buy for the planned day
- Footer with relevant information and site map

Negative:
- As a Brazilian website, the English version of the website does not translate everything. This makes it impractical for a foreign to navigate.
- No search area, which can be needed

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.

ideas:
target group:
- teenagers (12 and above)
- adults
- all kind

specialisation:
- fairy, pixie, fairytales
- witches, Halloween, horror
- water, bubbles
- typical roller coaster, eg. like on a annual fair
- countries (eg. Europa Park)
- Marvel (problem: pictures / copyrights)
- Safari
- general comics
- *Space theme

*science for dummies as something to keep in mind for marketing

important pages:
- welcome
- attractions
- prices/tickets (book tickets)
- hotel
- partner?
- food (restaurant, special offers, fast food,...)
- shows or movie?

Agree on the structure of the web site

Agree within your group the structure of your web site, with the aim of designing a web site with 3 pages. What information will appear on the main page, and what will appear on the other two pages? Think about how you might present the content, and whether you will have semantic parts such as asides or pop-up windows. Keep a record of the discussion in a document.

target group:
- teenagers (12 and above)
- adults
(science for dummies as something to keep in mind for marketing)

agreed on content for:
1. main page (welcome page)
2. sub page (ticket sales)
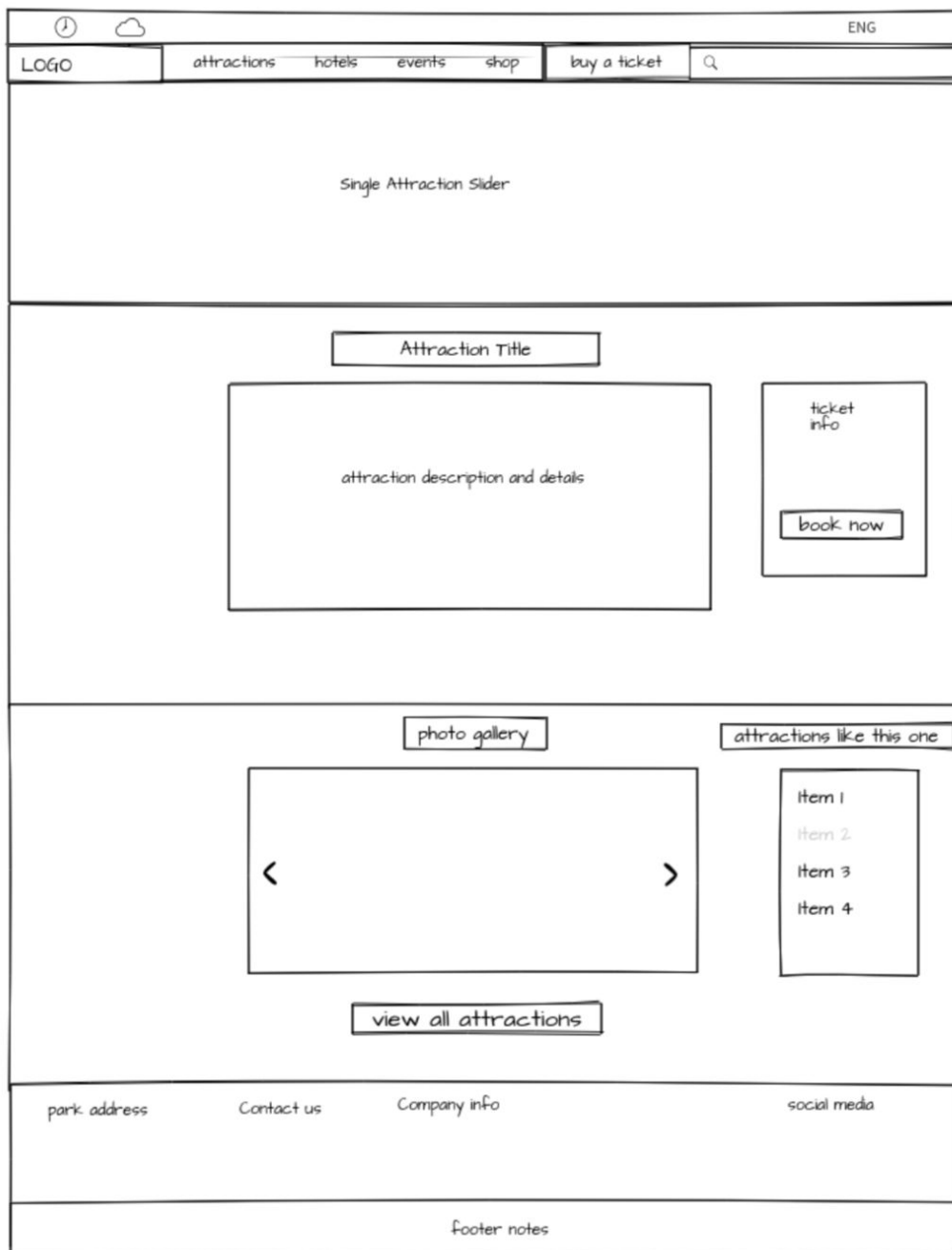3. sub page (single attraction example)
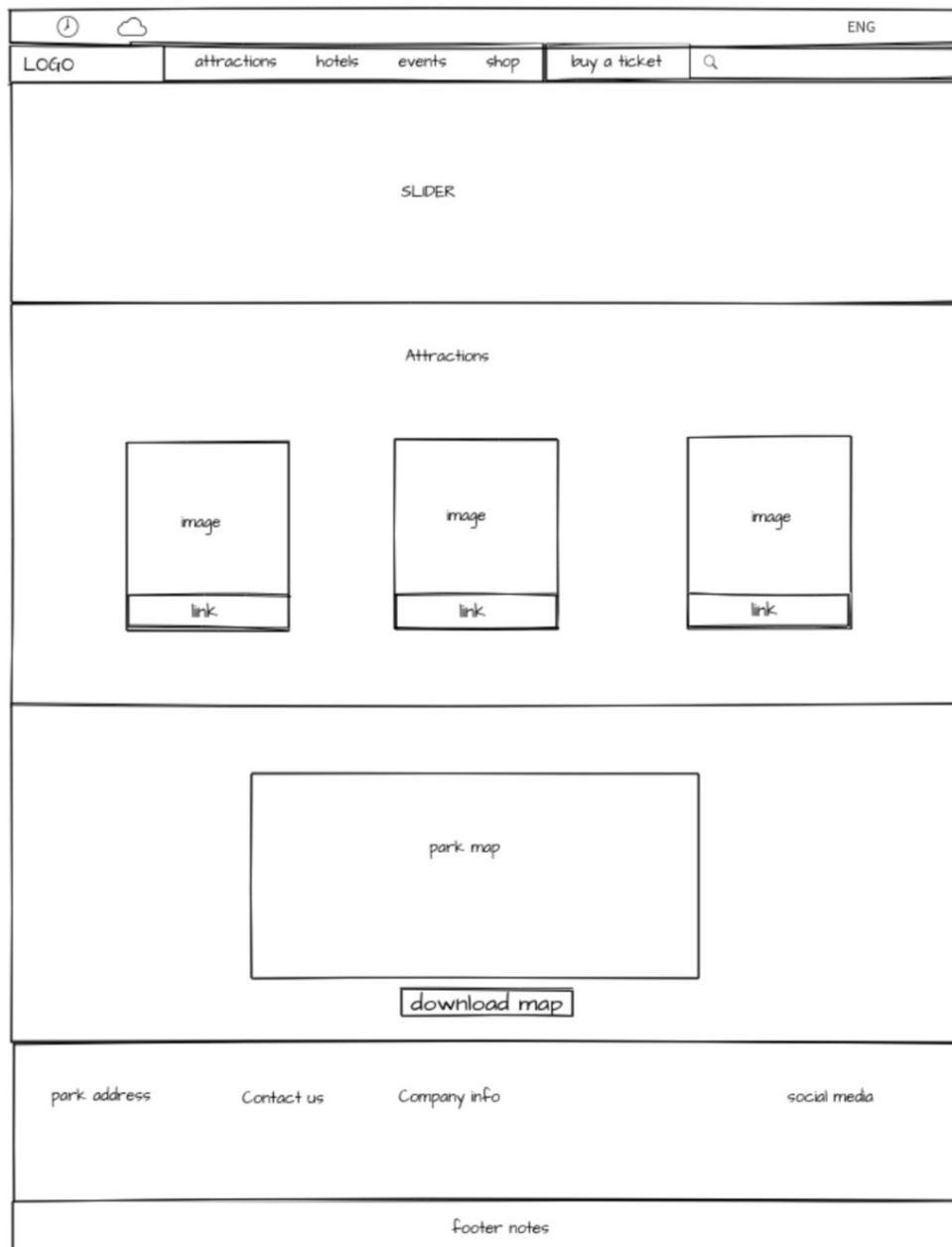
Design the wireframes for the web site

Produce a set of wireframes for the site, showing the concepts for both a widescreen 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.

idea: each person does at least 1 wireframe per page, so we can put our ideas together and agree on 1 for the later stages

top voted wireframes:
Desktop & Mobile / pages for main, attraction, tickets:

LOGO | attractions   hotels   events   shop | buy a ticket | 🔍

Single Attraction Slider

Attraction Title

attraction description and details

ticket info

book now

photo gallery

attractions like this one

< >

Item 1
Item 2
Item 3
Item 4

view all attractions

park address   Contact us   Company info   social media

footer notes

LOGO | attractions | hotels | events | shop | buy a ticket | 🔍

SLIDER

Attractions

| image | image | image |
| link | link | link |

park map

download map

park address | Contact us | Company info | social media

footer notes

LOGO   attractions   hotels   events   shop | buy a ticket | 🔍

Category > Tickets > Dates > Add-ons > Checkout

Category

general
admission
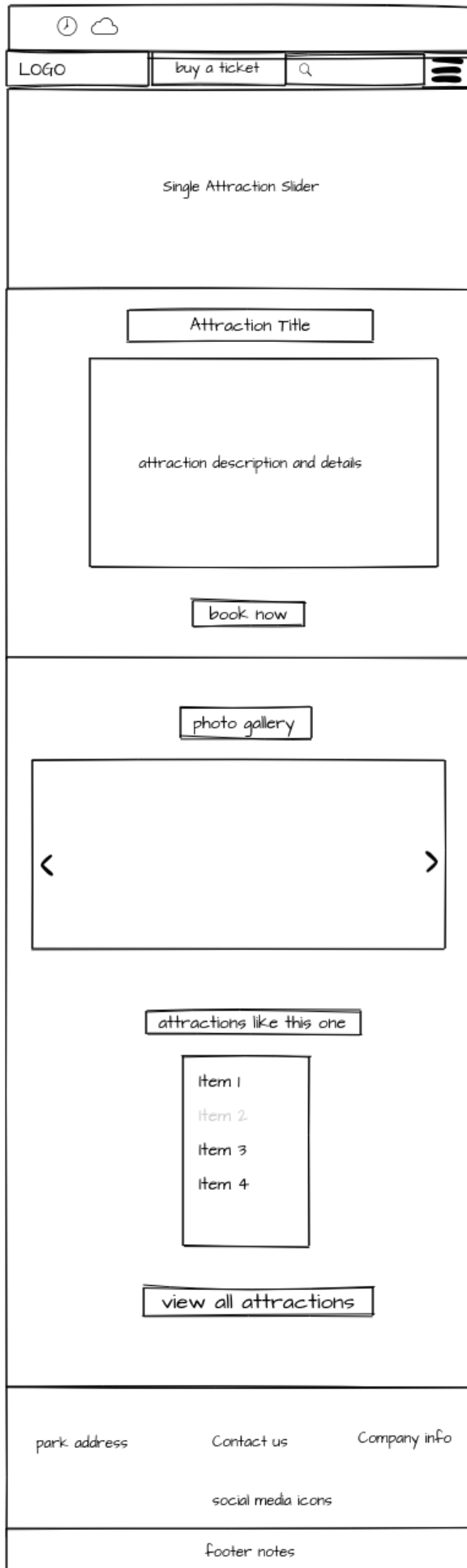
link

member
tickets

link

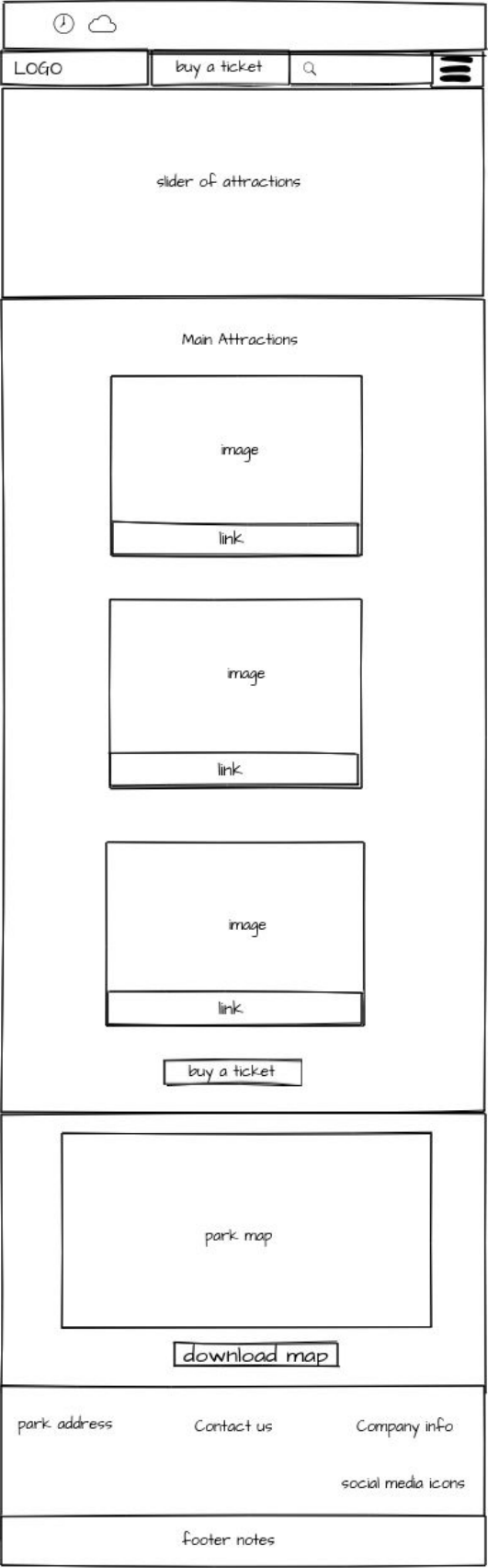multi-
day

link

next

park address   Contact us   Company info   social media

footer notes

buy a ticket

Single Attraction Slider

Attraction Title

attraction description and details

book now

photo gallery

‹   ›

attractions like this one

Item 1
Item 2
Item 3
Item 4

view all attractions

park address   Contact us   Company info

social media icons

footer notes

buy a ticket 🔍

slider of attractions

Main Attractions

image

link

image

link

image

link

buy a ticket

park map

download map

park address   Contact us   Company info

social media icons

footer notes

LOGO | buy a ticket | 🔍 | ☰

back — Category — next

member
tickets

link

general
admission

link

multi-
day

link

‹ ›

park address — Contact us — Company info

social media

footer notes

Review criteria

Identification of purpose of web site to the appropriate stakeholders

Evidence and analysis of 5 theme park web sites

Identification of relevant and appropriate content for the web site

Identification of an appropriate structure for the pages for the content for this web site

Design of the wireframes as a clear model for the web site