Web Development Coursework for Midterm

1. Introduction

This project involves designing and building a website that provides information and resources to users who are interested in visiting the theme park. The website need to be user-friendly and visually appealing, and should provide users with the information they need to plan a visit to the theme park.

In this project, we did the following things step by step:

- Define the project scope and objectives: The first step is to define the goals and objectives of the website, such as providing information about the theme park and its attractions, allowing users to purchase tickets online, and showcasing the theme park's amenities.
- Conduct the research: This involve conducting market researches and surveys to understand the needs and preferences of the target audience.
- Design the website: This involve creating wireframes and prototypes to test and iterate on design ideas, and creating the final design for the website.
- Develop the website: This involve writing HTML, CSS, and JavaScript code to implement the website's features and functionality.
- Test and debug the website: This involve testing the website to ensure that it is functioning properly and is free of errors and bugs.
- Launch the website: Once the website is complete and has been thoroughly tested, it can be launched.

2. Design specification

2.1 Purpose of Website

2.1.1 Group discussion

The website is intended to sell tickets and introduce facilities for people who want to take a visit. The purpose of a website is to attract tourists and generate potential visitors, to guide tourists' offline activities, and the primary goal of another website is to attract subscribers. And if we want to attract certain people, setting specific anime for our theme park is a good idea. It can narrow down the font, colour and picture selection, which make our website more consistent and attract certain people.

2.1.2 Summary

Purposes of a Pokemon theme park website include:
- Providing information about the theme park, including its location, hours of operation, ticket prices, and attractions
- Allowing users to purchase tickets and make reservations online
- Providing maps and directions to the theme park
- Showcasing the theme park's attractions and amenities, such as rides, games, restaurants, and shows
- Providing updates and news about the theme park, such as new attractions, events, or promotions
- Offering special deals and discounts to encourage users to visit the theme park
- Providing a platform for users to share their experiences and photos from the theme park
- Allowing users to contact the theme park with questions or concerns.

2.2 Analysis of 5 theme park websites

2.2.1 Happy valley

2.2.1.1 Information

On this website, there are four types of information：
- What to do; including facilities, events, performances, and scenery.
- Where to go, including maps
- How to plan, including booking, touring routes, accommodation, and traffic.
- When to visit; including certain facilities' opening and closing times.

This website is about what to enjoy and how to plan a day in the park.

2.2.1.2 Good idea

- Show quick gates of touring routes for different people on the main page
- Make a booking service and discount on the main page
- Make contact information on the main page so people can get their answers quickly.

2.2.1.3 Bad idea

- There are many overlaps in the category, such as the map page and the routes page. Some web pages on this website can be combined and simplified so that people can find information more easily.
- If people click the ticket booking button, they will be guided to another website, which prolongs the booking process.
- There are only brief, simple words for traffic and accommodation. People have to open other sites, make another choice and complete payment.

- All pictures are just pictures; it is boring.

2.2.2 Disney resort

2.2.2.1 Information

On this website, there is information about the following:
- Tickets and passes for different people and a discount for an annual card,
- Things to do in the park, like dining and other recreation, marked on a map
- Accommodation and transportation information with a gate of booking.
- Rules and services in the theme park

2.2.2.2 Good idea

- Display tickets price for different people so that people can buy them on the main page
- Give a personal routes planner on the main page, which leads to a more detailed and customized playing route for people.
- Mobile applications are offered, and different languages are supported.

2.2.2.3 Bad idea

- The personal routes planner leads to a sheet asking for a tourist guide which will cost more money.
- Tickets and annual pass categories can be merged into one category
- Things to do in the category give a list/map of entertainment. Having a few filters with the list or map option is good, but the displaying page could be more vivid.

2.2.3 La Ronde

2.2.3.1 Information

- Different price structures for groups, individuals, and season passes.
- Events that are scheduled throughout the season
- The different rides and attractions
- Safety guides and Park Maps so people can navigate the theme park
- Portal to purchase tickets

2.2.3.2 Good idea

- Nice colourful and bright pictures immediately catch the eye
- Pictures include families and children, making them more appealing
- Important information is grouped so people can have easy access
- Everything can be pre-purchased, including parking, making it easier for customers
- There is a mobile app section that can be downloaded separately

2.2.3.3 Bad idea

- The price structure seems complicated, with many options that can be overwhelming.
- Prices seem too in your face making it seem the operators care more about selling tickets.

2.2.4 Mundo Aventura

2.2.4.1 Good idea

- Some calls to action are visible (Know the park, plan your visit). However, they do not stand out from other contexts.
- Navigation seems to be easy. Essential navigation options are at the top, labels are clear, and everything is not more than three clicks away from the landing page.
- Plan your visit option, show you all aspects you need to consider in order to have a good experience with your visit
- Carousel: This is an excellent option to show impressive photos of the main attractions, as well as information on events & offers on a kind of slideshow; using the same space, you can show information about important events, offers and pictures of the most impressive attractions.,
- Footer: with some additional information and links
- The site seems to be responsive

2.2.4.2 Bad idea

- The call to action should be more visible. It should stand out from all other content
- buy tickets, passes or package options (which is an essential call to action) and needs to be visible on the landing page on specific screen sizes. You have to scroll down in order to see it. (this is not necessarily bad because if you engage the user with the images and initial content shown on the screen is very likely that users will start to scroll down to see what else you have)
- Important information (policies and rules) under the plan your visit option is an image, and you have to zoom the image in order to be able to read the information. The issues are accessibility compliance. You have to move the image from one side to the other to read every line because the image does not fit the screen when it has been zoomed in enough to be visible.
- Is not compliant with some accessibility requirements
- For the "plan your visit "option, I was expecting a more guided experience (what is shown is not necessarily a bad idea, but it could have been better if there was a guided experience, it might be because they do not control all aspects of your visit like accommodations or transport)
- The website is only available in Spanish

2.2.5 Energylandia

2.2.5.1 Information

- Attractions (Various categories based on age, theme)
- Tickets (Clear hierarchy and structure of prices, including gift tickets, promotions, and individual pricing)
- Your Stay (Events, Calendar, FAQ, great selections of cafes and restaurants, 'How to get here' guide for different means of transportation)
- Hotels (accommodation both onsite and in nearby hotels, hostels, or campsites)
- About Us (Contact, terms and conditions, photos, video, concise description of attraction zones).

2.2.5.2 Good idea

- The site can be viewed in 6 languages, most of which are the languages of the country's neighbouring nations (Russian, Ukrainian, Czech, Slovak, and German).
- Engaging slideshows with attractive pictures which look inviting and very relaxing.
- The excellent location of Call-to-action buttons with 'Buy tickets
- Good header with straightforward elements that make it easier for visitors to interact with the site.
- The 'COVID-19 free' section under 'Your Stay' proves that theme park visitors' safety is considered.
- The Footer is clear and concise, with information not displayed in other website sections.

2.2.5.3 Bad idea

- Offered attractions are quite well-described. However, it would look better if some of them were accompanied by short videos.
- The 'Gastronomy' sub-section is under 'Your Stay' and seems all right. However, on the other hand, the theme park owners would have won if they had asked the website developers to expose this section in Footer's menu section.
- Some pictures of the restaurants could have shown what they serve instead of what their exteriors look like.

2.3 Website Content

2.3.1 Group discussion

Families interested in anime theme parks, people who want to buy tickets, and people who have already arrived at the park and want to play guide will visit this site. If the website has a search bar, visitors may search for the facility's name or how to buy tickets. Most theme park websites

provide services that combine offline facilities and activities to give visitors on-site guides to facilitate ticket purchase and consumption. Their target audience is the same as ours. Their websites will provide the exact addresses of facilities, opening hours, and videos or pictures of facilities.

2.3.2 Summary

A Pokemon theme park website should include:
- Information about the theme park: This might include the location, hours of operation, ticket prices, and directions to the theme park.
- Descriptions and photos of the theme park's attractions and amenities: This could include rides, games, restaurants, and shows, as well as any other features or amenities that the theme park offers.
- Special deals and promotions: The theme park might offer special deals or discounts to encourage users to visit, such as discounted tickets or package deals.
- News and updates: The theme park might provide updates and news about new attractions, events, or promotions, as well as any other news or updates related to the theme park.
- User reviews and ratings: The website might include reviews and ratings from users who have visited the theme park, to give potential visitors an idea of what to expect.
- Contact information: The website should provide users with a way to contact the theme park with questions or concerns, such as through a contact form or email address.

2.4 Web Page Structure

2.4.1 Group discussion

We can choose cheerful and bright anime theme park style images, logos and titles . Slideshow a few pictures of anime theme parks and place them below the navigation bar. The tabs on the navigation bar are all placed in one line, and the logo on the left should be the logo with the park's characteristics.

We can highlight the key points of the theme park website. There should be a short text below the carousel of pictures explaining the business of the theme park. Highlight the theme park's facilities, services offered, and reasons for choosing to visit this theme park.

We can attract visitors with short language and effective design. The website hopes visitors will pay attention to social media, purchase tickets, and purchase tickets. The website should effectively guide visitors in design.

We can summarise the vital content on the website. The last section of the website should list all the theme park details, including contact information, ticket prices, and recommendations. Organise this information and list it in columns; images or text should also be the same size for consistency.

2.4.2 Summary

A Pokemon theme park website should include sections below:
- Home page: This would be the main landing page of the website, and might include an overview of the theme park, its attractions and amenities, and any special deals or promotions.
- Attractions: This section of the website might include detailed descriptions and photos of the theme park's rides, games, shows, and other attractions.
- Amenities: This section might include information about the theme park's restaurants, shops, restrooms, and other amenities.
- Tickets: This section might allow users to purchase tickets and make reservations online, and might include information about ticket prices and options.
- Maps and directions: This section might include maps and directions to the theme park, as well as information about parking and other transportation options.
- News and updates: This section might include updates and news about new attractions, events, or promotions, as well as any other news or updates related to the theme park.
- Contact: This section might include contact information for the theme park, such as a contact form, email address, and phone number.

2.5 Fonts, Colours and Wireframes

2.5.1 Font Families

Pokemon solid and hollow are unique fantasy-style fonts. We use this font for posters, titles. Its fallback fonts can be Georgia.

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890:.,; ' " (!?) +-*/=

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890:.,; ' " (!?) +-*/=

Pokemon GB is a fantasy script font which looks great in text blocks, headers. Its fallback fonts can be Garamond.

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890. :,; ' · (!?) +-·/=

2.5.2 Colour

The use of colour is based on the Pokemon and Nintendo colour palette with slight differences.

2.5.2.1 primary colour

Red implies excitement or happiness (eg:Coca-Cola or Nintendo): B81432
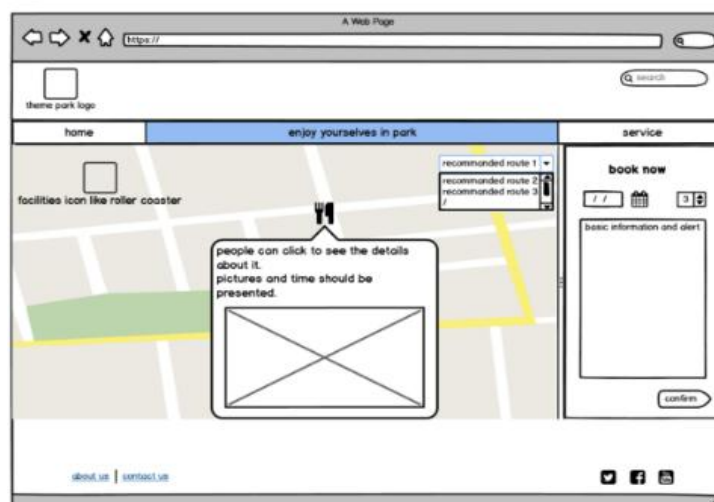
2.5.2.2 additional colours

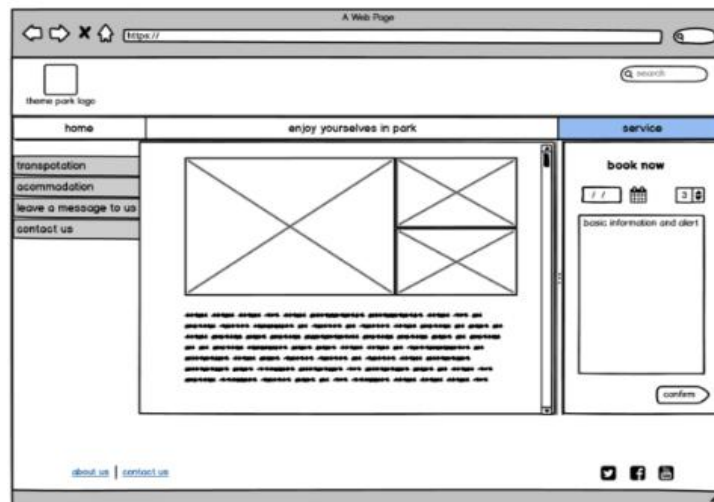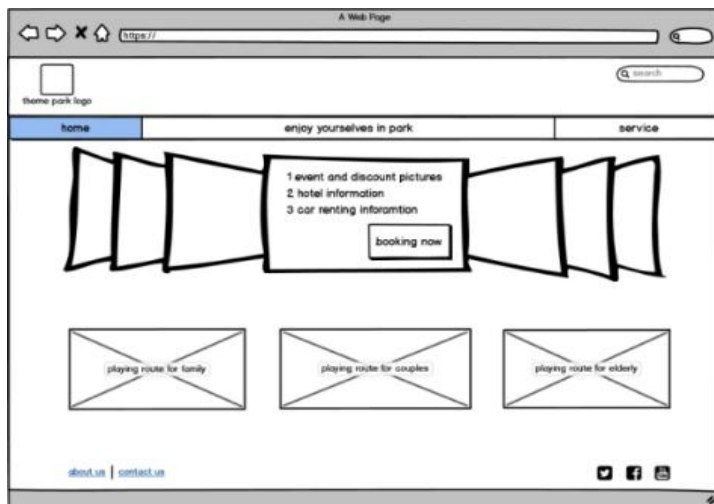| FF7F11	B81432	235789	F1D302	17301C

2.5.2.3 background colour

A more muted version of the primary colour : FDEDF0

2.5.2.4 typeface colour

A deep dark version of the primary colour but not black : 140001

2.5.3 Product Design (big screen)

2.5.4 Product Design (small screen)