

2.4.3 Team assignment

Part 1

Agree on the purpose of the website

- Attract more customers
- Advertise park
- Information about the park (location of the park, map, opening hours, types of park attractions)
- Ticket prices and online ticket shop

Research theme park websites

- <https://www.sixflags.com/> (well organised, easy to navigate, all important information is available on the home page, could have a better design)
 - <https://www.disneylandparis.com/en-gb/> (Strong theme, colourful and attractive, easy to navigate and all important information is available on the home page)
 - <https://www.altontowers.com/> (easy to navigate, links to buy tickets are all over the home page, all important information is available on the home page)
 - <https://teleport.by/en/> (Provides information about available service in an attractive way, all contact and admission information is on the home page: address, location, phone numbers, opening hours, online ticket shop, the web page is a bit messy and some less important information is presented on the home page)
 - <https://www.thorpepark.com> (easy to navigate, all important information is available on the home page, passes and tickets are available to be bought online, links to an overnight stay, there is a mobile app to make it easier for customers who are using only mobile devices.
-

Agree on the content for the website

- Park theme: Fun and exciting Water/Nature park
- Types of attractions: Aquarium, Cable cars, Water splash slide, Roller coaster, Log flume, Pendulum ride, Drop tower, Rock climbing, Hike around the park.
- Any other services: Information centre, medical help centre, hotel, spa, car park, souvenir shop, restaurants, food stands, coffee shop
- Any other information: How to get to the park, Park map, Car park info, Links to the park social media pages, phone numbers, opening times, online ticket shop

Agree on the structure of the website

- **"Home page"**; All the important information needs to be on the home page, location, opening hours, link to online ticket shop, show some cool attractions, contact, park pictures
- Second Page **"Attractions"**: Info about all attractions, park map, a gallery with attraction photos
- Third Page **"Ticket"**: Online ticket shop with prices, and all the booking info for hotels/restaurants

Design the wireframes for the website





