Teamwork report

Purpose and stakeholders of the website

We have created a google spreadsheets where every team member shares their vision on the following topics:
1. Purpose of the website
2. Theme park website examples
3. Content for the website
4. Structure of the website

All team members completed their parts of the document with their thoughts and examples. We have discussed in Slack different possibilities, and then compiled the best variants into the single document. This document was the guide of all of our following work.

We have identified the following stakeholders:
1. visitors: families, couples, tourists who love nature
2. park administration
3. various service providers: shops, hotels, etc.

We have agreed that the purpose of the website should be:
1. Attract more customers
2. Advertising park
3. Provides information about the park (location of the park, map, opening hours, types of park attractions)
4. Ticket prices and online ticket shop

Analysis of 5 theme park websites

We have discussed pros and cons of different websites in Slack. Here are some of them:

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 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 messy and it presents some less important information 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.

Content for the website

As a result of discussion in Slack, we have agreed on the content for the website:
1. **Park theme:** Fun and exciting Water/Nature park.
2. **Types of attractions:** Aquarium, Cable cars, Water splash slide, Roller coaster, Log flume, Pendulum ride, Drop tower, Rock climbing, Hike around the park.
3. **Any other services:** Information centre, medical help centre, hotel, spa, car park, souvenir shop, restaurants, food stands, coffee shop.
4. **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.

Structure for the web site pages

As a result of discussion in Slack, we have agreed on the following structure:
1. **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.
2. **Explore:** Info about all attractions, park map, a gallery with attraction photos.
3. **Ticket:** Online ticket shop with prices, and all the booking info for hotels/restaurants.

Wireframes

We have several early variants from team members:
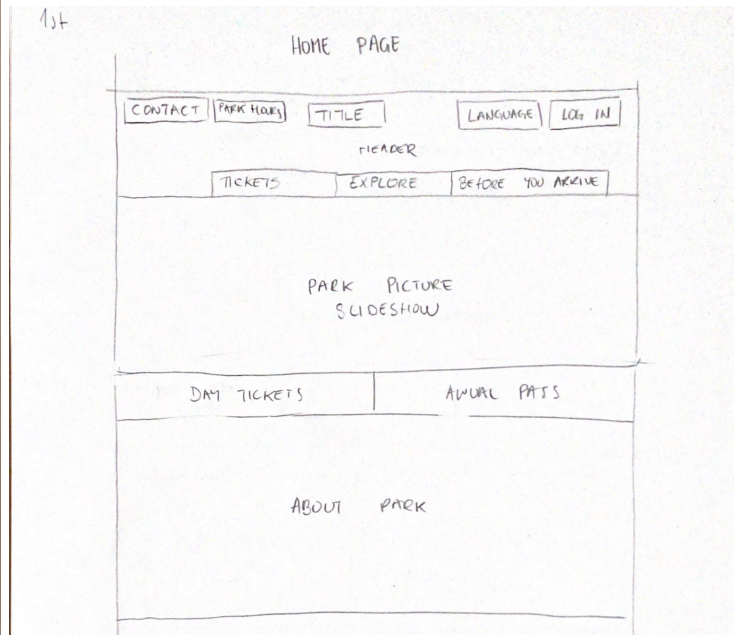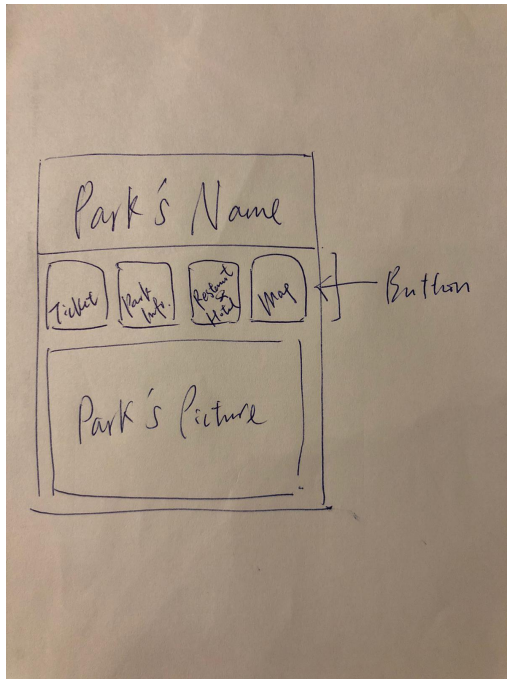
Then we used https://balsamiq.cloud/ tool to work on the wireframes collaboratively.

The final wireframes

https://balsamiq.cloud/swj4xmc/pxh1012/r2278

Home page

Explore page

https://park.co.uk/tickets

Park logo

TICKETS AND PACKAGES   EXPLORE   BEFORE YOU ARRIVE

HOME > ATTRACTIONS

← → MAP OF THE PARK

AQUARIUM

← → AQUARIUM PICTURE

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WATER SPLASH RIDE

WATER SPLASH RIDE INFO.
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Tickets page

https://park.co.uk/tickets

Park logo

TICKETS AND PACKAGES   EXPLORE   BEFORE YOU ARRIVE

HOME > TICKETS

PARK PICTURES
SLIDE SHOW

DAY TICKETS

1 DAY TICKET STANDARD	1 DAY TICKET + FASTRACK	1 DAY TICKET STUDENT	1 DAY TICKET CHILD
TICKET INFO	TICKET INFO	TICKET INFO	TICKET INFO

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ANUAL TICKETS

ANUAL TICKET STANDARD	ANUAL TICKET + FASTRACK	ANUAL TICKET STUDENT	ANUAL TICKET CHILD
TICKET INFO	TICKET INFO	TICKET INFO	TICKET INFO

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INSTAGRAM   FACEBOOK   TWITTER

SOCIAL
MEDIA
LINKS