

Web Development

Cyberion Theme Park

Team 102

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Design Specification

Purpose of the website

- Provide Information
- Promote Attractions and Events
- Sell Tickets and Merchandise
- Enhance visitor experience
- Engage with the audience through interactive features and social media integration

Reasons for a theme park operator to have a website

- Reach a wider audience
- Provide Essential Information to visitors
- Promote any upcoming events and newly opened attractions
- Offer online ticket sales
- Facilitate communication and enhance the overall guest experience

People who might look at such a website

- Tourists
- Travel agents

Reasons that they will be looking at the website

- Opening hours of the park
- Ticket prices
- Attractions and their properties
- Upcoming events
- Special Offer
- Dining Options
- Park rules and Policies
- Accessibility Information
- Contact Details

Chosen research theme park websites

- Jurong Bird Park
- Universal Studios Singapore
- Wild Wild Wet Singapore
- Legoland
- Haw Par Villa

Research On 5 Different parks

1. Jurong Bird Park

Type of Information found on the website

- **Things that visitors can do at the park**
 - Whats On
 - Activities
 - Presentations
 - Dine
 - Shop
 - Plan a Wild Event
- **Plan your visit**
 - Getting Here
 - Getting Around
 - Tips and Services
 - Park Map
 - Park Rules
- **Animals and Zones**
 - 10 Different Geographical Zones such as the Amazonian Jewels and Shaw Foundation Australian Outback
 - Catalogue of all the different animals in their care
- **Education**
 - School Admission Rates
 - School Programmes
 - Resources
- **Memberships**
 - Friends of Wildlife
 - Friends of WildLife Plus
 - WildPass
 - Corporate Wildlife Benefits

Successful Aspects of the park

- **Clean and instinctive design:** The website layout is visually appealing and easy to navigate all around.
- **Chatbox function:** Includes a chat function to guide users doubts having them answered quickly.
- **Contact information:** Easy for users to contact the attraction by providing clear contact information such as email addresses, phone numbers, and contact forms.

Unsuccessful Aspects:

- **Visual representation:** Could provide video content of what to expect at the attraction which could pull in a wider crowd of audience.

2. Universal Studios Singapore(USS)

Introduction about the Universal Studios Singapore

- **Zones**
 - Shows the type of events happening in the zone
 - Shows the different restaurants available in the zone
 - Shows the different themed rides/attractions that are located in the zone
- **Park Map**
 - Shows the map
- **Things to Do** (Shows the activities an potential visitor can do)
 - Rides
 - Retail
 - Dining
 - Meet and greet for the children
 - Shows and Entertainment
- **FAQ**
 - Just questions about where to purchase tickets, whether children can bring their scooter or whether they can purchase tickets on the day of their visit and other frequently asked questions from visitors

Successful aspects:

- The website has an engaging design that captures the essence of the theme park. The use of colorful images, attractive banners, and themed elements creates a lively and immersive experience for visitors.
- The website has a clear navigation for users to explore different aspects of the theme park. Navigation includes attractions, dining and ticketing options.
- The website has a good ticket booking system, visitors can check the availability and purchase tickets through the website. Allowing them to plan their visit in advance.

Unsuccessful Aspects:

- Time complexity of the website, sections of the website contained large videos and images which requires a longer time complexity. This could result irritations for impatient users.
- Lack of partnerships. The theme park could try collaborating with social media influencers of big companies to reach out to a wider group of audience

3. Wild Wild Wet

● Frontpage

- Awards achieved/ video of visitors having fun in the waterpark
- Promotion
- Reviews from other visitors
- Social media

Different tabs to assistance in visitors navigation

● Buy now

- Allow visitor to immediately go into purchase page to buy their day pass without any fuss
- Day pass and Membership
- Day pass & Ticket package costs
- Wild & Wet Premium Membership costs
- Promotions
- Cabana Rental Services
- Locker Rental Services
- Towel Bags

● Visitor Information

- About Us
- Visitor Info
- Park Map
- FAQs
- Blog

- **Explore**
 - Rides and Attractions
 - Accommodations
 - Foods and Drinks
 - Retail

- **Events and Venues**
 - Birthday Celebrations
 - Corporate Events

- **Park Regulations**
 - Park Rules and Safety Regulations
 - Notice of indemnity
 - Restrictions and Safety regulations
 - What to wear/ Dress Code

Successful Aspects

- Ease of navigation on web page allows visitors to specifically find what they need.
- There are reviews posted in Google Reviews and Tripadvisor, the most recent post is as early as 2 days ago.
- The navigation bar is sticky allows visitors to access any tab when viewing any part of the page
- The icon of WWW as the homepage button is helpful for visitors to utilise
- Their attractions are split into multiple ‘fun’ categories such as splash, speed and thrill.
- Aside from the attractions, they also provide other services.
 - staying(D Resort)
 - a beach club that is inspired by Honolulu, Hawaii, for food, music and other entertainment for the family
- A swimming school/class for kids/toddlers
- Retail store for swimwear and accessories

Unsuccessful Aspects

- Awards might be redundant as there are only 2 waterparks in Singapore. Singapore residents might not care about this as there is limited choice. WWW and Adventure Cove.
- Might be too many different memberships in different tabs which can be placed together under one tab ‘Membership’. To prevent confusion for visitors.
- Towel bag can be placed under retail as it just features a bag.
- Cabana rental services and locker services can be placed under one tab ‘Rental’.

4. Legoland

- **Tickets and Passes**

- Day Tickets
- Annual Pass
- Extras

- **Hotel**

- Room Overview
- Hotel Exclusive Benefits
- Things to Do
- Dining and Shopping
- Partner Hotels

- **Explore**

- Theme Park
- Water Park
- SEA LIFE Aquarium
- Special Events

- **Plan your visit**

- Before you Visit
- Useful Guides
- Help Center

Successful Aspects:

- The “Book Now” call-to-action button is located in an obvious position and the main navigation highlights the main features that the user is visiting the website for. This allows one to easily navigate the website.

Unsuccessful Aspects:

- Information Overload: Too many items in the page which causes the user to feel overwhelmed and frustrated.
- No “Jump to Top” button and the user has to scroll back up to the start of the page which causes one to feel frustrated.

Haw Par Villa

- **Home**

- Opening Hours
- Reviews
- The latest events that are happening in Haw Par Villa
- Visitor Guidelines (FAQs)

- **About Us**

- Introduction
- Awards
- Park Management

- **Park Activities**

- Tours and Trails

- **Navigation bar**

- Hell's Museum
- Events
- Shop & Dine
- Plan your visit
- Venue Hire

Successful Aspects:

- Clear Menu Navigation: The menu bar prominently displays main categories, aiding easy navigation.
- View Details Button: Users can press the view details button to find out more about the restaurants so it does not clutter the webpage.

Unsuccessful Aspects:

- Excessive Animations: Some pages have too many moving images and transitions that may distract the users from the main content.
- Contact Information Unavailable on the Menu: The contact information is placed on the bottom of the webpage instead of being on the menu bar. This makes it harder for the users to navigate to find the necessary contact information.

Content for the website

Theme Selection and Attractions:

- Showcase of exciting rides
- Neon lights, cybernetic enhancements, and a mix of high-tech and low-life elements.
- A room that allows visitors to explore different eras, both past and future, through advanced time-travel technology.
- Focus on outer space, including planets, stars, space stations, and alien encounters.
- Not forgetting light shows, fireworks, and laser displays to end the day with a bang.

Amenities for Visitors

Ticket Pass:

- Local and Foreigner price
- Different price for child and adult
- Membership passes for exclusive amenities

Weather Insurance:

- Weather Insurance in case of severe weathers
- Ponchos for mild bad weather

Express Shuttle:

- Shuttle services to move from one attraction to another without getting tired
- Express park service upgrade to skip the line for the shuttle

Pet Daycare:

- Keep the pets with our pet daycare and play without worries.
- Pet-lovers staff on duty to take care of your pets
- Check on your pets with our live cam
- Tons of fun activities for your pets

Website planning:

- Ticket Prices and Operating Hours: Clear and detailed information on admission costs and operating hours to help visitors plan their visit effectively.
- Accessibility Accommodations: Information on services and facilities available for visitors with disabilities to ensure inclusivity.
- Safety Guidelines: Clear and concise safety rules to ensure a safe environment for all guests.
- FAQ Section: A detailed FAQ section to address common queries, reducing uncertainty and enhancing visitor confidence.
- Visitor review: To show various visitors' satisfaction.

How this content will improve our website:

- A small showcase of exciting rides to our visitors to keep them anticipating
- Reviews updated daily to show how amazing the attractions was
- FAQ to help answer visitors enquiries without having to wait for responses
- Tons of different amenities to ensure that visitors will have a fun time in the park
- A map to show the availability of the ride to ensure that visitors can visit the rides they want

3 pages for Desktop and Mobile versions

Structure of the web site

1. Main Page
2. Membership and Promotions Page
3. Attractions Page

Navigation Links:

- Logo
- Park operating hours
- About Us
- Ticket Pricing
- Regulations
- Book Now

Main Page

- Biggest Ride picture/maybe a slideshow of different attractions
- Social Media/Reviews
- Q&A boxes

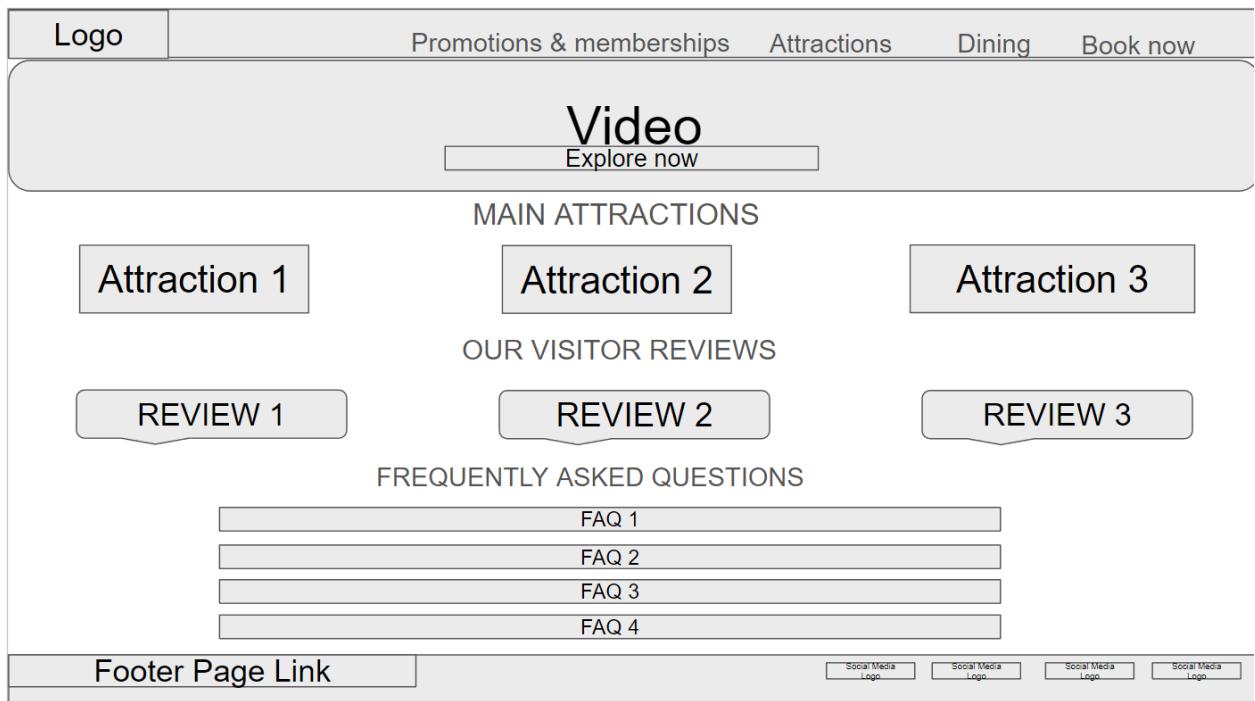
Promotion/Membership Page

- NAV bar
- Active Promotions
- Ticket pricing for all types
- Extra services/amenities
- Footer

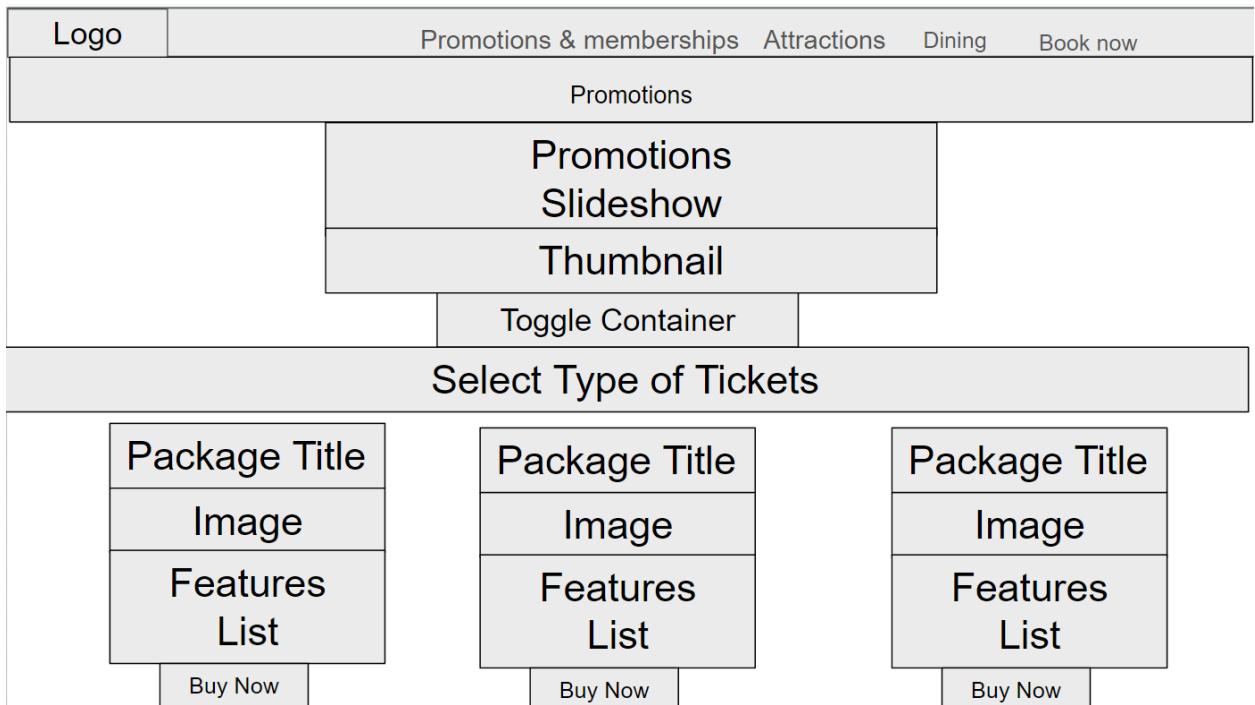
Attractions Page

- Map of attractions with beacons on top of each (status update on the beacon)
- Explain on the “status update” function
- In-explanation of the attractions
- Minimum height limit for each rides/kids requiring guardians

Wireframe



After: Desktop (Main page)



After: Desktop (Promotions page)

Logo	Promotions & memberships	Attractions	Dining	Book now
Select Date				
Select Date Container				
Select the Number of Days				
<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>				
Select the Number of Tickets				
Select Tickets Container				
Select Type of Tickets				
Package Particular	Package Particular	Package Particular		
Footer Page Link				

After: Desktop (Promotions page)

Logo	Promotions & memberships	Attractions	Dining	Book now
<div style="border: 1px solid #ccc; padding: 5px; width: 150px; height: 100px; margin-bottom: 10px;">Selected Attraction Image</div> <div style="border: 1px solid #ccc; padding: 5px; width: 150px; height: 100px; margin-bottom: 10px;">Attraction name and description</div> <div style="border: 1px solid #ccc; padding: 5px; width: 150px; height: 100px; margin-bottom: 10px;">Details of attraction</div> <div style="width: 100%; height: 100px; position: relative;"> Map with cursors on attractions </div>				
Footer Page Link				

After: Desktop (Attractions page)

WB
Themepark

Promotions & Memberships

Attractions & Rides

Dining

Book Now

Attractions picture on slideshow

Welcome to Singapore's best theme park. Built in 2000. Won consecutive awards for best attractions.
(to be placed on top of the slideshows)

Ticket pricing as low as \$20!! Book Now

Our Visitor Reviews

"This theme park is amazing"
- Chris

"This theme park is fun"
- Sarah

"This theme park is great to chill"
- Mark

Frequently Asked Questions

Question 1

Contact information
Social Media Icons

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Chat with Agent



Before: Desktop (Main page)

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Promotions & Memberships

Attractions & Rides

Dining

Book Now

Ticketing Price

Child	Adult	Member	Tourists
Child \$20 (select)	Adult \$25 (select)	Members \$42 (select)	Tourist \$35 (select)

Active promotions

Contact information
Social Media Icons

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Before: Desktop (Promotion page)



Beacon

(Overlay once beacon is clicked)
Image
Short Description of ride
Status
Min Height

Contact information
Social Media Icons

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After: Desktop (Attraction page)



The image shows a mobile-optimized version of a tourism website. At the top, there is a header bar with a logo on the left and navigation links on the right: "Promotions & memberships", "Attractions", "Dining", and "Book now". Below the header is a large, rounded rectangular area containing the word "Video" and a "Explore now" button. Underneath this is a section titled "MAIN ATTRACTIONS" featuring three boxes labeled "Attraction 1", "Attraction 2", and "Attraction 3". Below that is a section titled "OUR VISITOR REVIEWS" with three speech bubble-shaped boxes labeled "REVIEW 1", "REVIEW 2", and "REVIEW 3". Further down is a section titled "FREQUENTLY ASKED QUESTIONS" with four rectangular boxes labeled "FAQ 1", "FAQ 2", "FAQ 3", and "FAQ 4". At the bottom, there is a footer bar with a "Footer Page Link" on the left and four "Social Media Logo" icons on the right.

Logo

Promotions &
memberships

Attractions

Dining

Book now

Video

Explore now

MAIN ATTRACTIONS

Attraction 1

Attraction 2

Attraction 3

OUR VISITOR REVIEWS

REVIEW 1

REVIEW 2

REVIEW 3

FREQUENTLY ASKED QUESTIONS

FAQ 1

FAQ 2

FAQ 3

FAQ 4

Footer Page Link

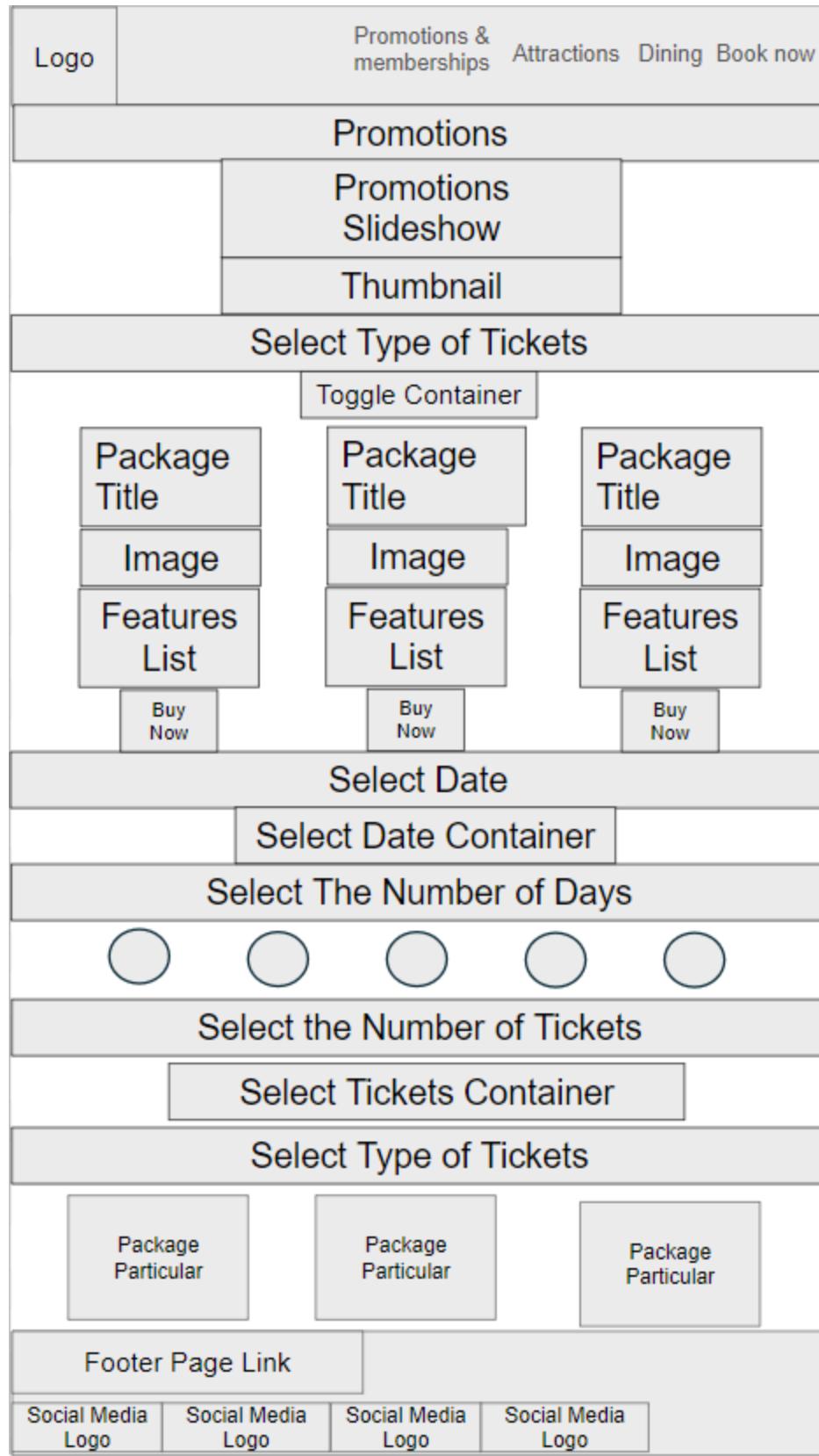
Social Media Logo

Social Media Logo

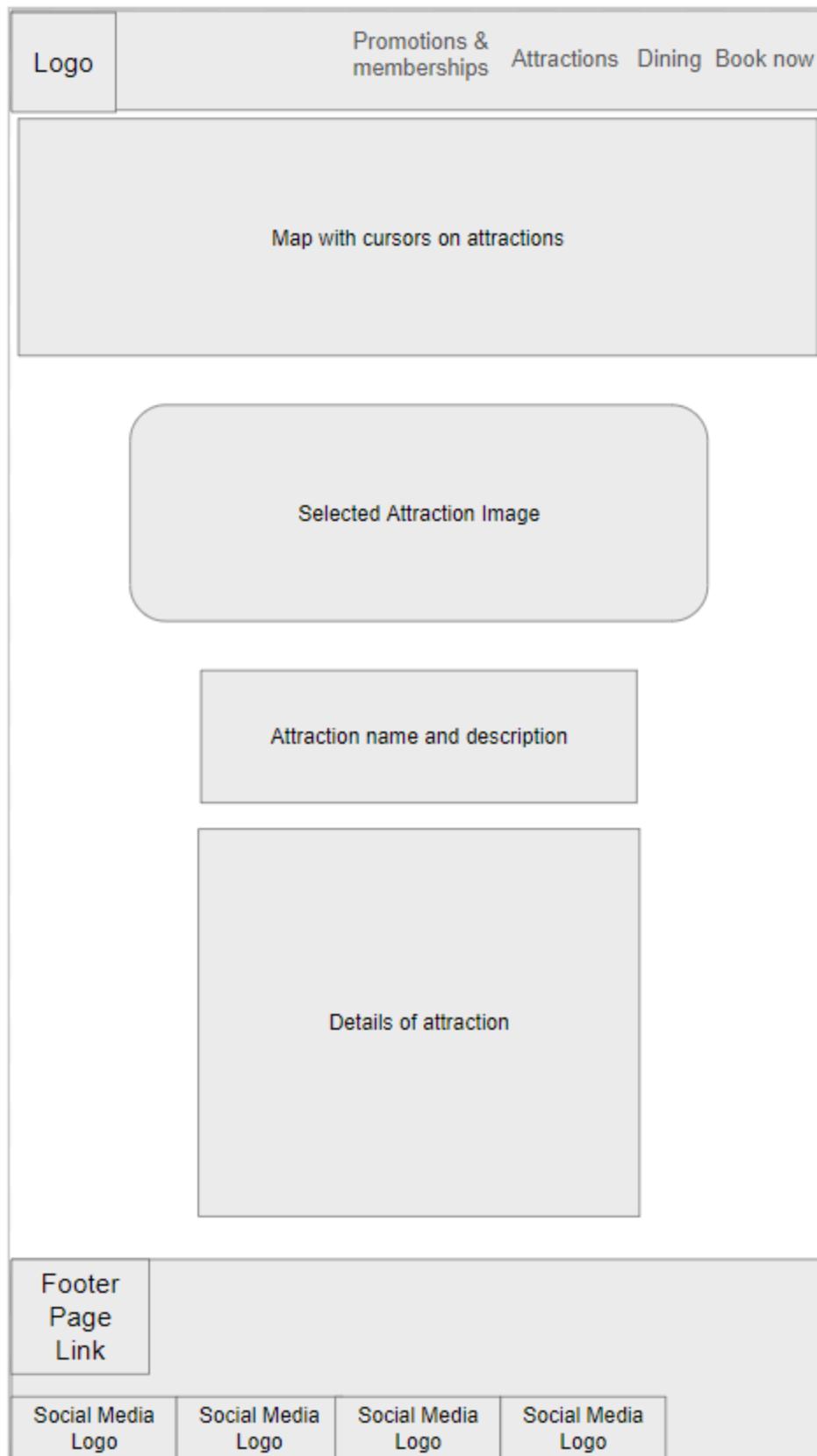
Social Media Logo

Social Media Logo

After: Main page(Mobile version)



After: Mobile wireframe (Promotion and membership page)



After: Mobile wireframe (Attractions page)

Dropdown of content s

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Attractions picture on slideshow
Welcome to Singapore's best theme park. Built in 2000. Won consecutive awards for best attractions.
(to be placed on top of the slideshow)



Ticket pricing as low as \$20!! [Book Now](#)

Our Visitor Reviews

Frequently Asked Questions

Question 1

Contact information
Social Media Icons
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Chat with Agent

Before: Main page(Mobile version)

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Ticketing Price

Child	Adult	Member	Tourists

Child
\$20
(select)

Adult
\$25
(select)

Member
\$42
(select)

Tourists
\$35
(select)

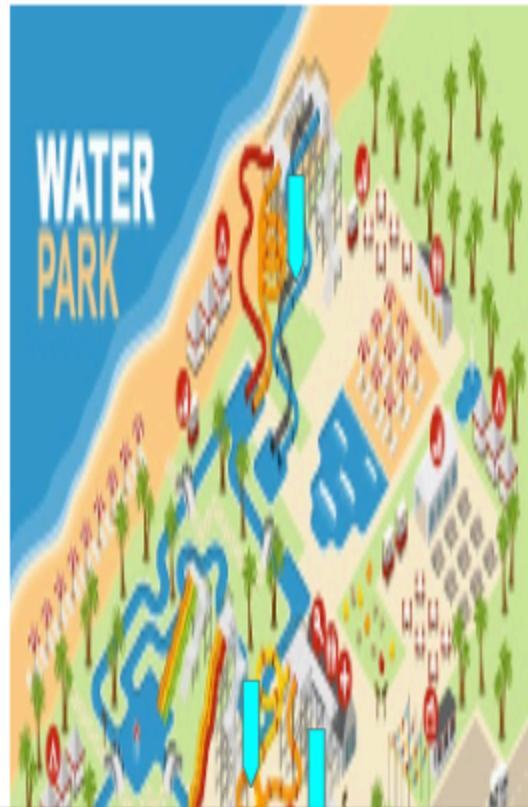
Active promotions

Contact information
Social Media Icons

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Before: Promotion and Price page(Mobile version)

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Beacon

(Overlay once beacon is clicked)

Image

Short Description of ride

Status

Min. Height

Contact information

Social Media Icons

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Before: Attraction page(Mobile version)