

# Web Development Cyberion Theme Park

Team 102

<b>Design Specification</b>	<b>2</b>
Purpose of the website	2
Reasons for a theme park operator to have a website	2
People who might look at such a website	2
Reasons that they will be looking at the website	2
Chosen research theme park websites	2
<b>Research On 5 Different parks</b>	<b>3</b>
1. Jurong Bird Park	3
2. Universal Studios Singapore(USS)	4
3. Wild Wild Wet	5
Haw Par Villa	8
<b>Content for the website</b>	<b>9</b>
Theme Selection and Attractions:	9
Amenities for Visitors	9
Ticket Pass:	9
Weather Insurance:	9
Express Shuttle:	9
Pet Daycare:	9
Website planning:	10
How this content will improve our website:	10
3 pages for Desktop and Mobile versions	10
Structure of the web site	10
Main Page	11
Promotion/Membership Page	11
Attractions Page	11
<b>Wireframe</b>	<b>12</b>

# 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

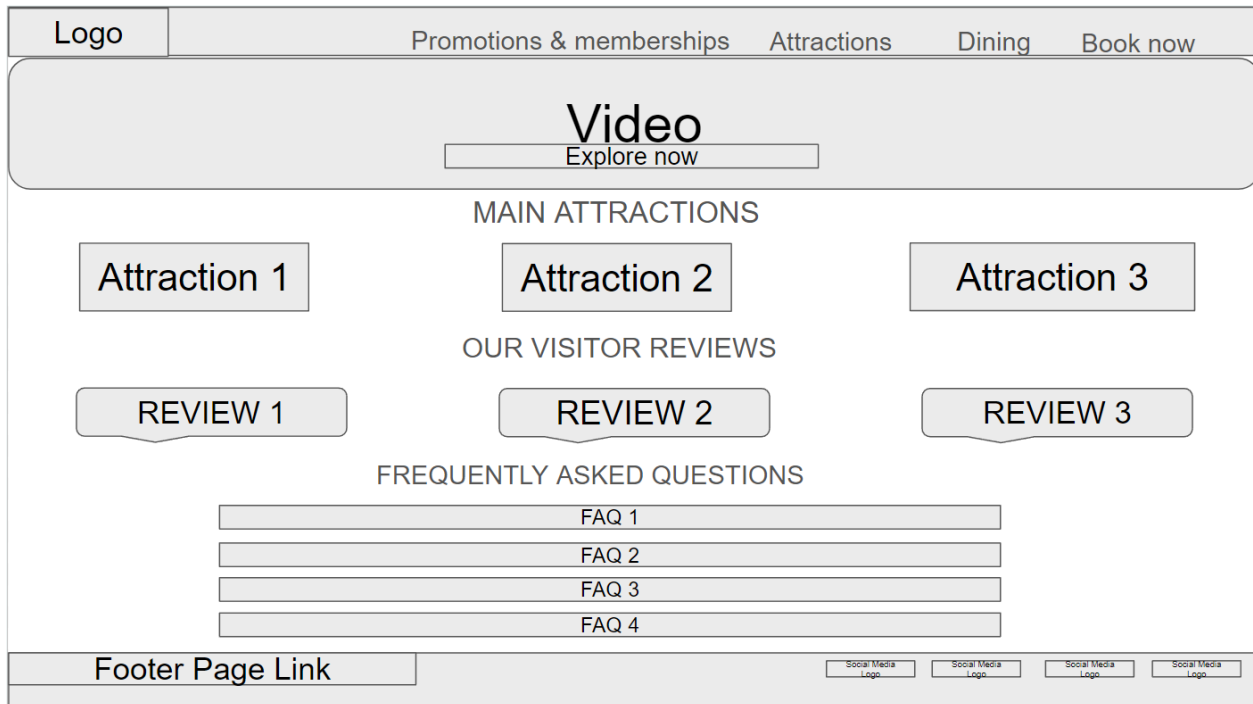
## **Promotion/Membership Page**

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

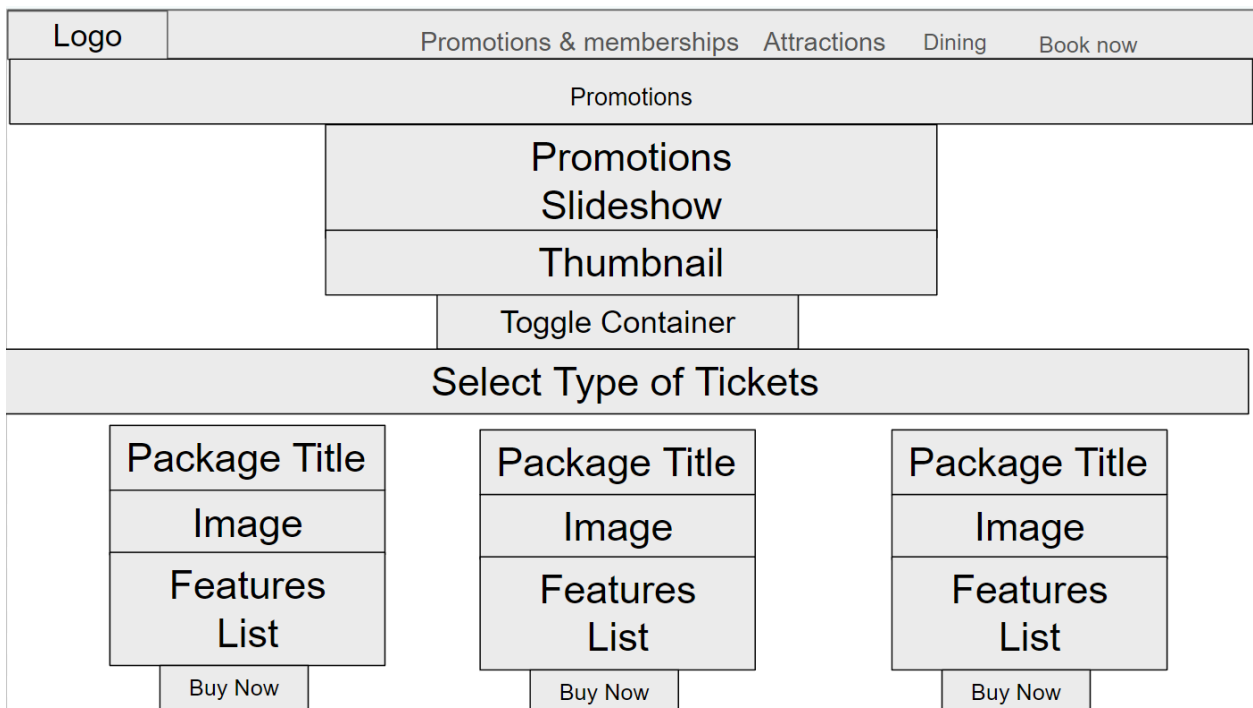
## **Attractions Page**

- 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)**



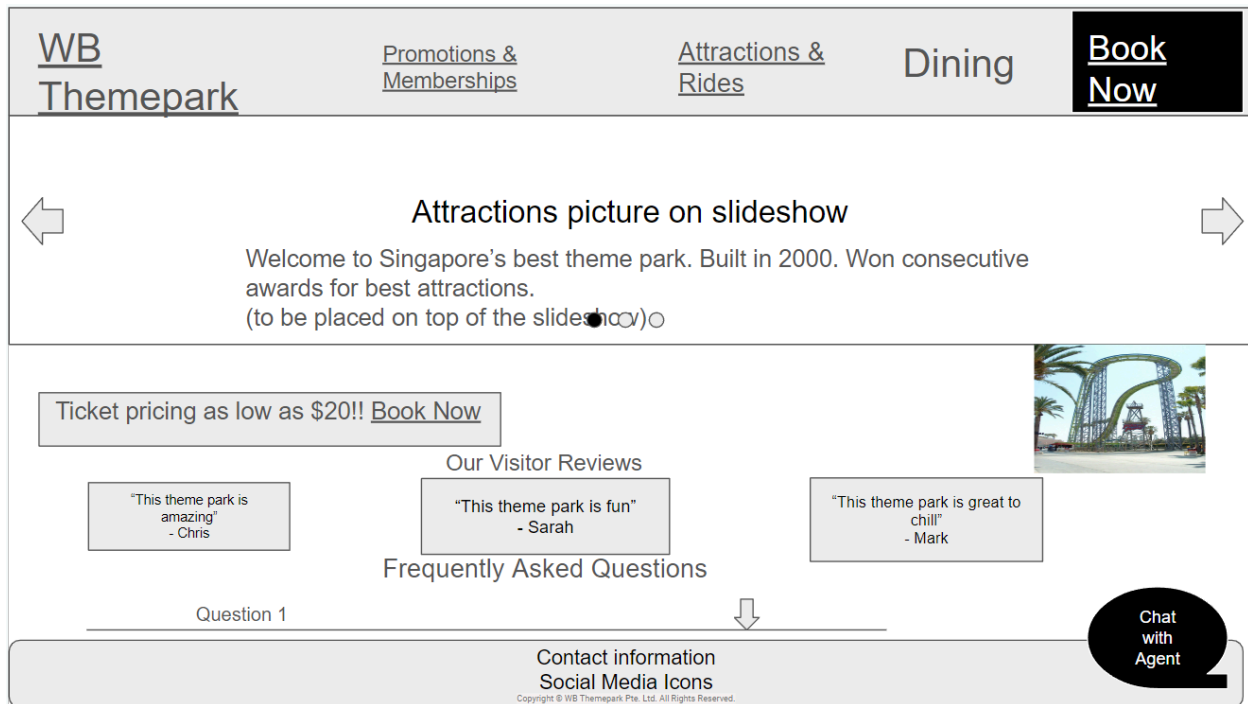
**After: Desktop (Promotions page)**

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		<div>Social Media Logo</div> <div>Social Media Logo</div> <div>Social Media Logo</div> <div>Social Media Logo</div>		

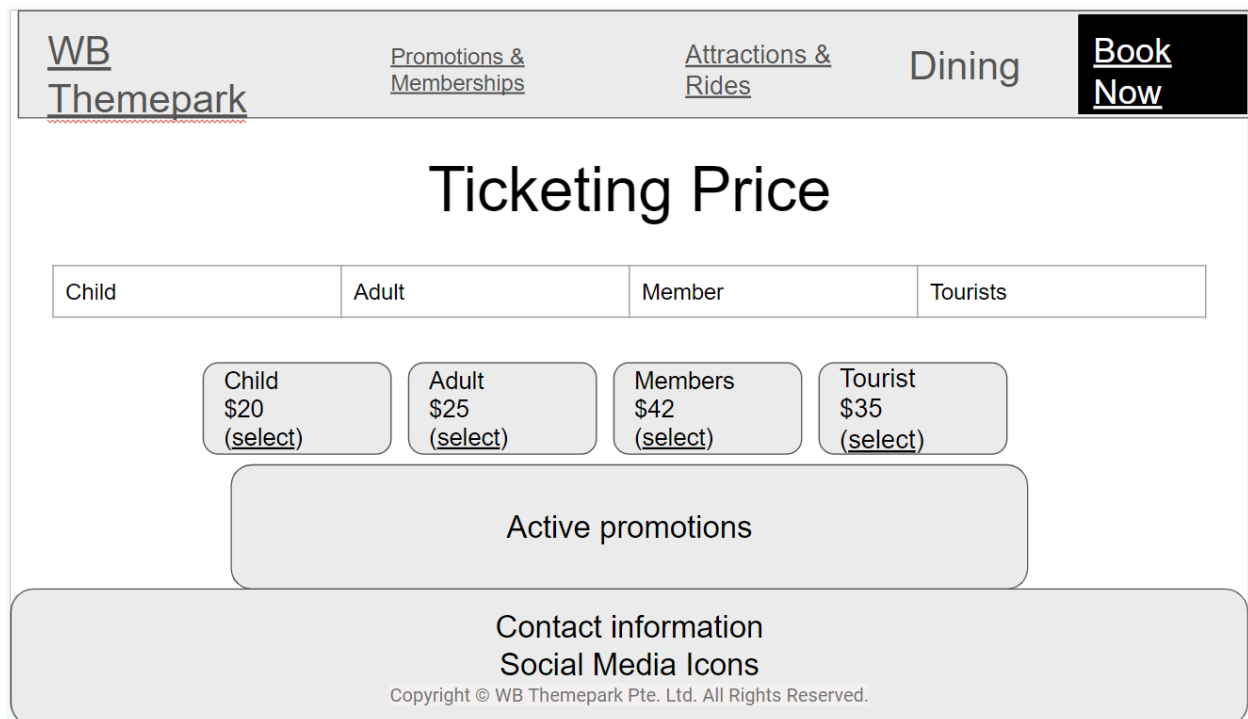
**After: Desktop (Promotions page)**

Logo	Promotions & memberships	Attractions	Dining	Book now
<div>Selected Attraction Image</div> <div>Attraction name and description</div> <div>Details of attraction</div>				
Map with cursors on attractions				
Footer Page Link		<div>Social Media Logo</div> <div>Social Media Logo</div> <div>Social Media Logo</div> <div>Social Media Logo</div>		

**After: Desktop (Attractions page)**



**Before: Desktop (Main page)**



**Before: Desktop (Promotion page)**



Beacon

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

Contact information  
Social Media Icons

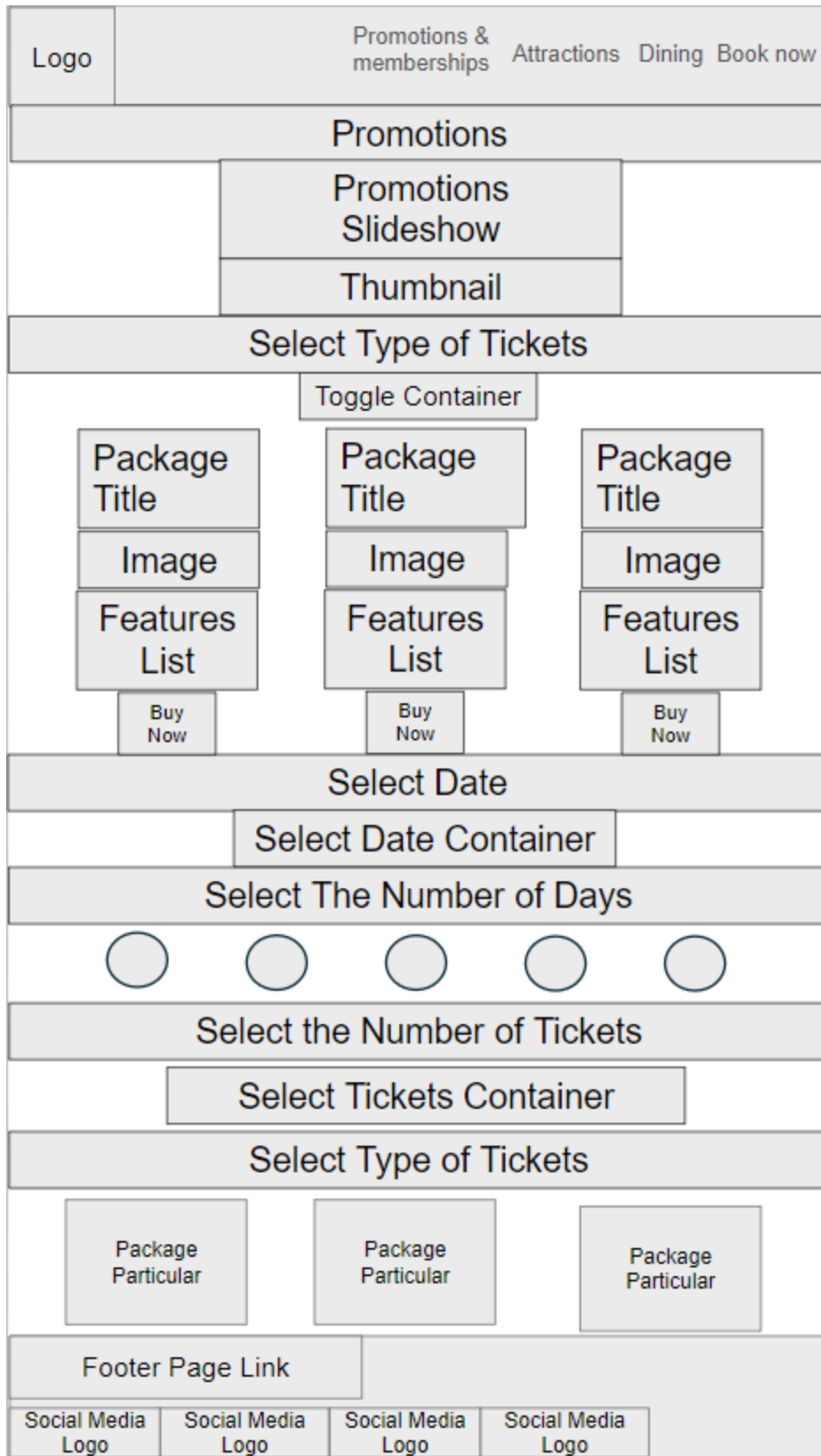
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**After: Desktop (Attraction page)**

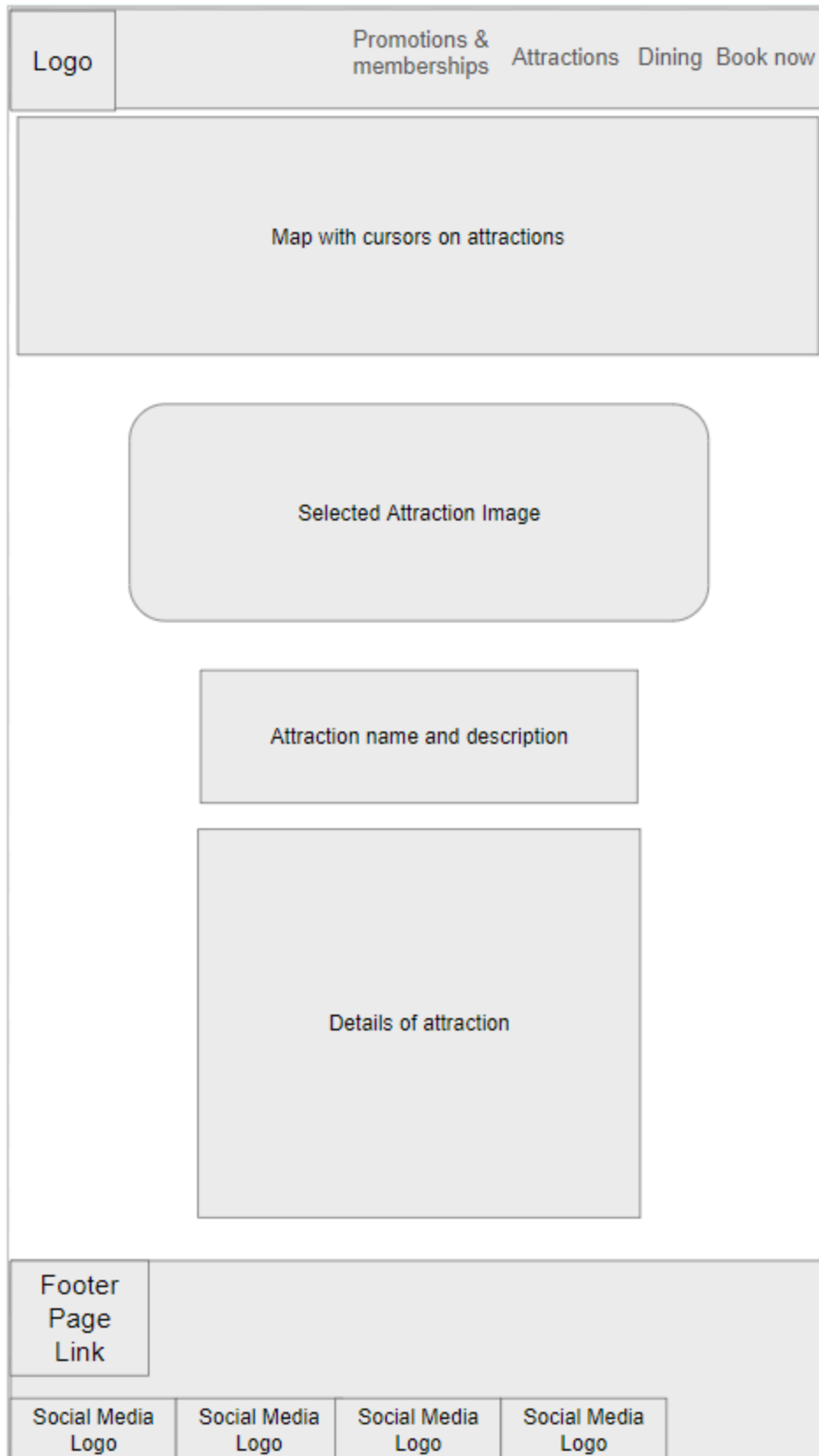


**After: Main page(Mobile version)**

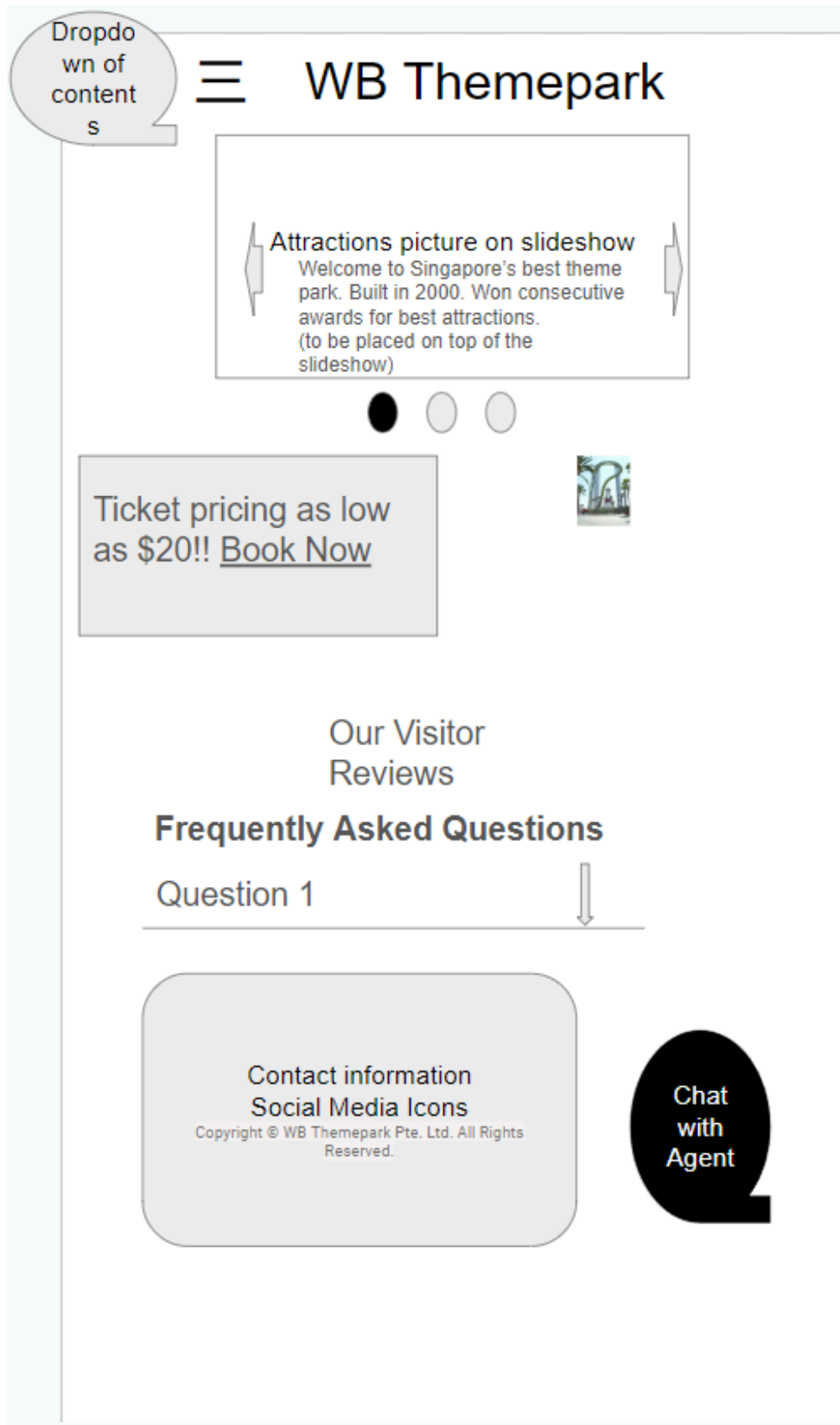




**After: Mobile wireframe (Promotion and membership page)**



**After: Mobile wireframe (Attractions page)**



**Before: Main page(Mobile version)**

# WB Themepark

## Ticketing Price

Child	Adult	Member	Tourists
-------	-------	--------	----------

Child  
\$20  
(select)

Adult  
\$25  
(select)

Member  
\$42  
(select)

Tourists  
\$35  
(select)

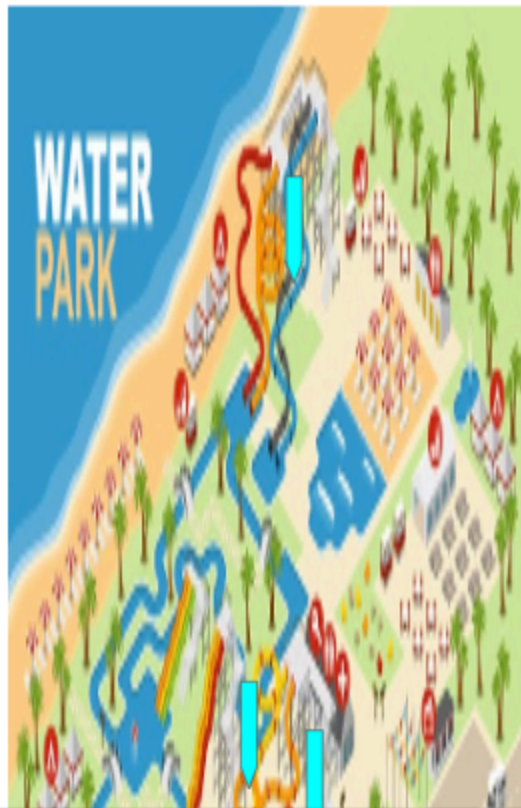
Active promotions

Contact information  
Social Media Icons

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Before: Promotion and Price page(Mobile version)

## WB Themepark



Bea  
con

(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)**