IDENTIFICATION OF PURPOSE

The purpose of this website is to provide information to the site visitors about the park. Some site visitors may be returning customers, who are already familiar with the park, and just want to access specific resources (like buying tickets, viewing park opening hours, and viewing a park map). Others may be completely unfamiliar with the park, and for them the purpose of the web site is to make them excited about the park, and to become actual customers (these visitors will likely spend more time on the web site, and access more of the available resources).

For the owners/investors of the park, a park website represents the primary way of connecting with potential customers, spreading awareness of the park and creating a good first impression for new customers. All of this leads to increased revenue for the park owners and stakeholders.

EVIDENCE AND ANALYSIS OF 5 THEME PARK WEBSITES

1. Shreksadventure

Link: https://www.shreksadventure.com

Good ideas:

- Open hours in a visible place.
- Possibility to book online.
- A lot of references to the theme, with images and videos, as well as the color scheme.
- It has a more simple layout, so it's quite easy to look around.
- The landing page is very informative and entertaining.

Bad ideas:

- A lot of wasted space in the upper part
- Too many images and they dazzle you
- Maybe too much movement.
- It has a very chaotic overview.
- Too many images with similar colors in it.
- The color scheme is too repetitive.
- The newsletter "sign up" has constraints mistakes, which results in unnecessary empty spaces.
- The main menu displays an awful sub-menu with an even bigger menu.
- The design itself, it's not playful and outdated.

The wireframe we generated for this web site is located at "evidence/shreks-adventure-wireframe.png" in the .ZIP submission file.

2. Etnaland

Link: https://www.etnaland.eu/

Good ideas:

- Very clever way of using color.
- Pleasant to watch, the organization and use of color makes watching the landing page very cohesive.
- Interactive map may increase the number of clients
- From the top menu on the main page you can see all the possible services
- It's very interactive, when getting close to an item it expands.
- The design objects used in the offers are very intuitive, helps the visual understanding of the client.
- Doesn't use too much text, There's no need for extra information since everything is very visual.
- It seems the web designer used a column grid adding some margin, which gives a professional result.

Bad ideas:

- The central image not responding to click and seems like wasted space, not leading anywhere
- Clear division on 3 types of parks - Acquapark, Preistoria, Theme
- Perhaps, the color scheme, although it suits, it's quite an old style for pure websites. Nowadays, Muted and different variations of gradients help the design not look so "digital" and more "natural".
- Maybe, because there's so much detail, the page lags when scrolling down.
- There are images that lead to nothing, the space could have been used better adding it a function.

The wireframe we generated for this web site is located at "evidence/etnaland-wireframe.png" in the .ZIP submission file.

3. Disneyworld

Link: https://www.disneyworld.eu/

Good ideas:

- The website is full of images and representation of what the park is.
- The color scheme is not over saturated.
- The structure uses a column grid system with a margin, and follows it in the entire web.
- Quality media. Very neutral in terms of styling.
- It's quite easy to understand the information given from the landing page.
- Hotel reservation is quite direct, since it's on the main page.

Bad ideas:

- This website seems to be visually overloaded: a lot of bright visual effects, but you need to spend some time looking for information which should be in some evident place.
- The media is clustered, instead of organizing them through the web page.
- Although the hotel reservation is quite direct, it is messy when trying to get a reservation because of the position it is in, next to a HD full width video.

The wireframe we generated for this web site is located at "evidence/disney-world-wireframe.png" in the .ZIP submission file.

4. Universal Orlando

Link: https://www.universalorlando.com

Good ideas:

- You can clearly see all the services from the top menu on the main page
- Shop online
- Feedback tab is visible but not distracting
- Nicely visible menu with clearly indicated services
- Moving slider is not distracting thanks to its size and position (a little bit down)

Bad ideas:

- The landing page uses the same blue monochrome for everything, offers, icons, reservations, there's no color differentiation.
- The logo is used repeatedly, in many instances, it's unnecessary.
- Titles as links, there's too many titles that follow a page, many times clustered.
- The images are static. We think it's better to use the images as a button and go to the interested page with it, instead of creating another button.

The wireframe we generated for this web site is located at "evidence/universal-orlando-wireframe.png" in the .ZIP submission file.

5. Silverdollarcity

https://www.silverdollarcity.com

Good ideas:

- Elegant color scheme.
- Is very well organized and distributed.
- It shows their social media content, so people can see how others enjoyed the park.
- It has a very modern color scheme, not so "digital"-looking. A muted color scheme that makes the web page not over saturated.

Bad ideas:

- Interactive menu takes time to load and might cause a user to click on something prematurely
- Interactive slider takes up all the screen space and seems like a waste.
- The landing web page is too long.

The wireframe we generated for this web site is located at "evidence/silver-dollar-city-wireframe.png" in the .ZIP submission file.

IDENTIFICATION OF RELEVANT AND APPROPRIATE CONTENT

Main content:
- Contact info, opening hours, and a map (with a description of available services)
- Description of attractions with star rating, images and possibly videos
- Pricing information

Theme for the park: Aqua Park

The types of attractions that you will have for the different visitors:

- Various age-appropriate rides
- Rides that accommodate physically impaired visitors
- Pools

Any other services that you will provide to visitors (for example food, access to money and medical help):

- Restaurant, food stalls and ATMs
- Restrooms and lockers
- Theme/gift shop
- Medical assistance

Think of any other information that people looking at your web site will want to know before they come and visit your theme park:

- Parking options
- Directions to park

IDENTIFICATION OF AN APPROPRIATE STRUCTURE FOR THE PAGES FOR THE CONTENT

Common Header (shared by all pages):

Navigation bar:

- Logo / home page link
- Tickets / prices
- Info (takes you to map, other points of interest)
- Attractions (gallery, descriptions and filtering options)

Common Footer (shared by all pages):

- Logo (copyright)
- Address (GPS coordinates possibly)
- E-Mail (mailto:link)
- Phone number
- Operating hours

Main Page:

- Background image / embedded video
- Tickets button (image with href)
- Info button (image with href)
- Rides button (image with href)

Tickets Page:

- Three separate types of tickets:
    - Ticket name
    - Ticket description text
    - Background image
    - "Add Ticket" button
    - "Remove Ticket" button
- Summary cart (ordered list of added tickets and total price)
- "Check Out" button

Info Page:

- Map
- Ordered list (map legend)

Attractions Page:

- Unorderd list of navigational links with ride names
- Filtering bar with filter buttons (fixed position on the top)
- List of tiles with description, star rating and ride intensity of the attractions (fixed position on the top)

DESIGN OF THE WIREFRAMES AS A CLEAR MODEL FOR THE WEB SITE

The wireframes for all pages can be found in the "wireframes" directory in the .ZIP submission file.

Home Page:
- home-page.png
- home-page-mobile.png

Tickets Page:
- tickets-page.png
- tickets-page-mobile.png

Info Page:
- info-page.png
- info-page-mobile.png

Attractions Page:
- attractions-page.png
- attractions-page-mobile.png