

## **Part 1 - Design specification**

### **i. Agree on the purpose of the web site**

*Discuss the reasons for a theme park operator to have a web site, the people who might look at such a web site and the reasons that they would be looking at the web site.*

#### **1. Reasons:**

##### ➤ Deliver information

A theme park website can fit many purposes. A website can deliver information about the theme park, such as:

- fares,
- opening times,
- attractions
- special events (Halloween, Christmas, etc.)
- contact details such as email or phone number
- share links to affiliate websites (recruitment, finance, press/media, etc.)

##### ➤ Economic advantage

The website is open and makes money by selling tickets 24/24, all year round. It is important for a website to be discoverable in Search Engine results. Nowadays, not having a website for a medium or large company is uncommon. Consumers judge a company by its website, by how the information are displayed. A well-structured, clear, and modern website can be an advantage over the competitors. All major theme parks have a website, so it is paramount that a newly created theme park has its own.

Besides, theme parks can advertise their website on search engines such as Google or on some websites. The potential customer can discover about the theme park and go there to know more about it.

##### ➤ To better know the customers

The website can track where the consumers go on the website by looking at the traffic. It is possible to see how many clicks for a link. By analyzing traffic, we can better identify what the customers want.

- To better interact with the customers

Some theme park websites allow web users to create their own account, to subscribe to newsletter, and to communicate more effectively.

## 2. The target audience and reasons

### a. Visitors

The main audience are the potential visitors of this theme park. We may break down the potential visitors into 3 categories:

- The fans.

They usually know quite well the theme park and may have monthly or annual pass. The website may deliver for them some discounts or give information about special events dedicated for fans.

- People who know about the theme park and want to experience it
- People who have heard of the theme park through advertising, and they want to have more information about it.

The main information guests will be looking for are the opening times and price on a particular date.

### b. Investors

The theme park can deliver information to the investors. The latter may want to keep track of the activities of the theme park. They also want to see the financial statements from the theme park.

The other audience are those who may have heard of the theme park through advertising.

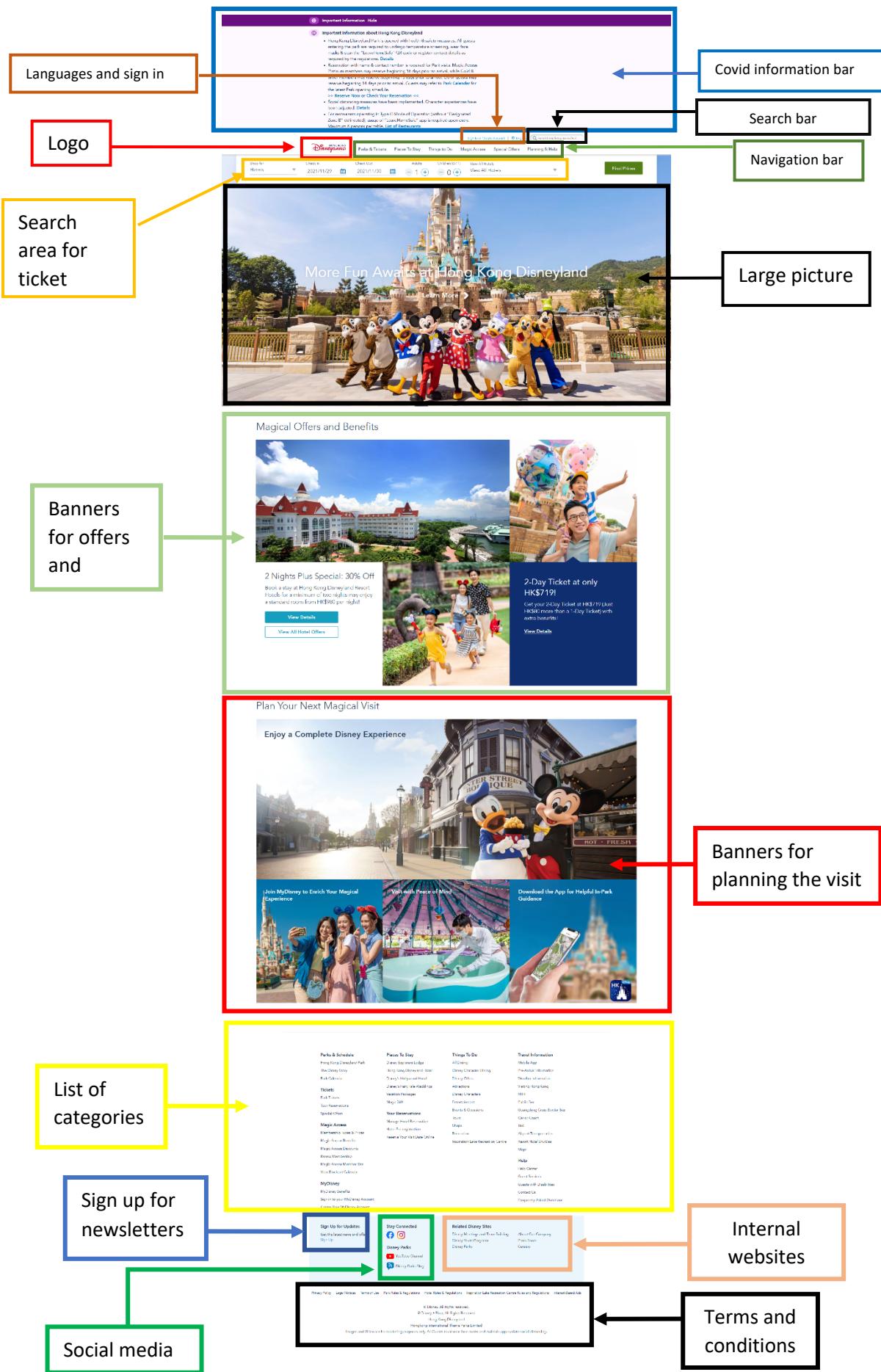
## **ii. Research theme park web sites**

*As a group, choose five different web sites of theme parks. Review the type of information that you find on the sites, and the structure that these sites have to help people find that information. Make a list of the aspects of the sites that you think are a good idea or that work well, and a list of the aspects of the sites that you don't think are so successful. This will give you some insights that you can use when designing your own web site. Keep a record of the discussion in a document.*

We chose the following 5 theme parks:

➤ **Hong Kong Disneyland**

<https://www.hongkongdisneyland.com>



### Positive sides:

- Not too much texts. Information can be read fast.
- Logo, navigation bar and reservation are at the top of the webpage and are easily found
- Main website efficiently conveys the main information.
- Not too many photos.
- Presence of social media icons.
- Languages are found at the top right corner of the webpage

### Negative sides:

- The photos are maybe a bit too big
- The title in the middle of the photo is white and is a bit hard to read
- When we first go the main webpage, there is a big text related to Covid 19, and covering half of the page. Maybe the text could be smaller.
- On the navigation bar, the lists are quite long

### ➤ **Puy du Fou**

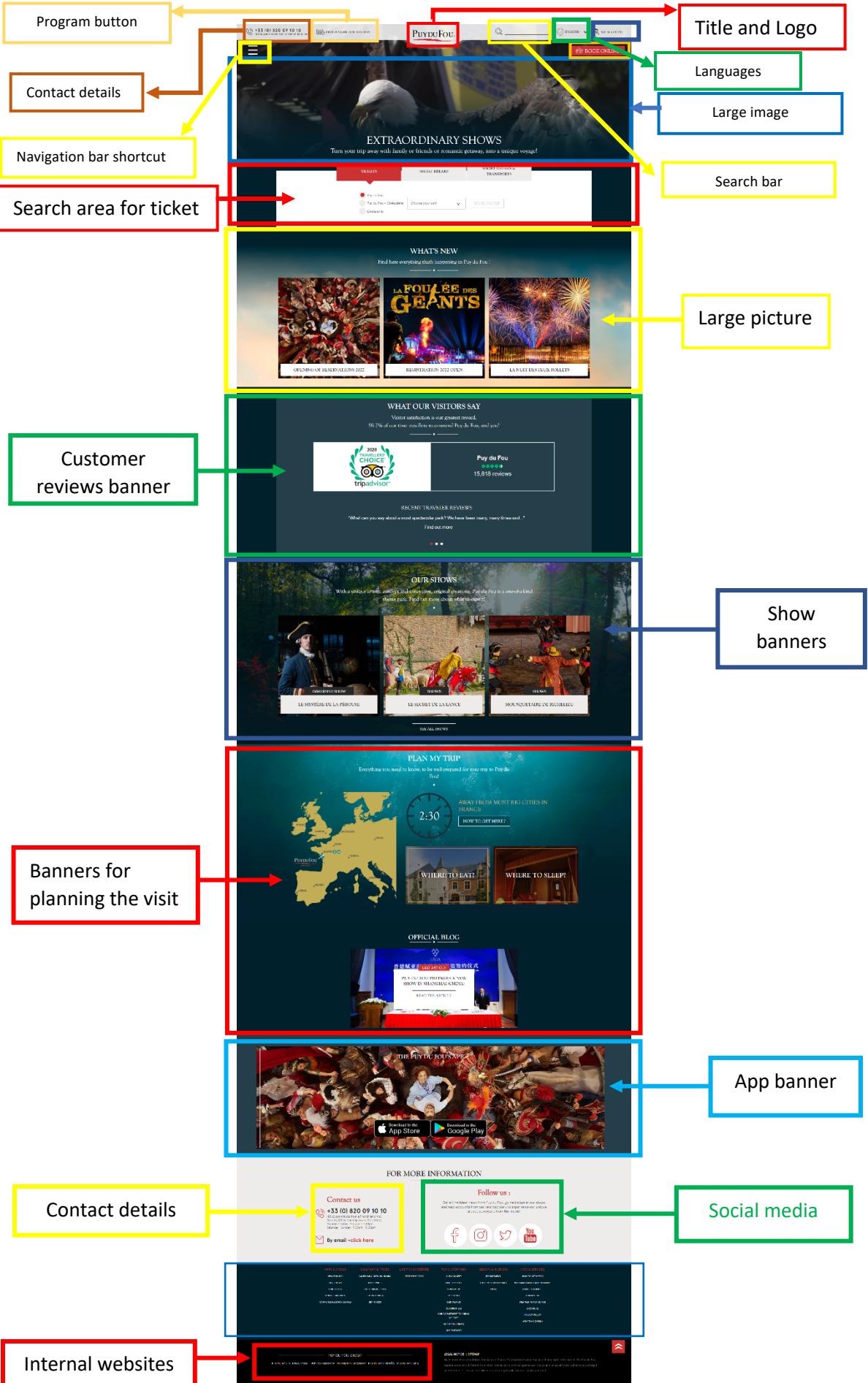
<https://www.puydufou.com/france/en>

### Positive sides:

- Languages, sign in account and search bar at the top
- It is easy to recognize and select one the two different themes parks
- When we click on one of the two theme parks, the user is directed to another webpage with the ticketing, shows, information, etc.

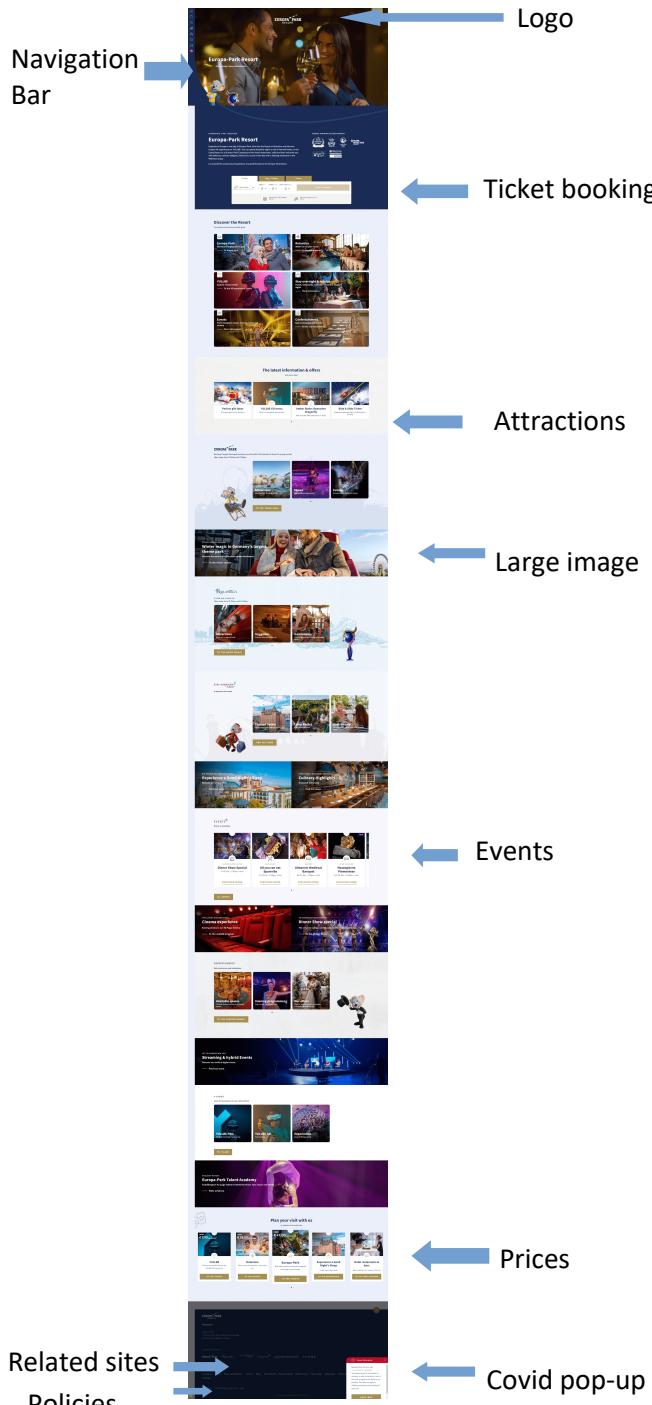
### Negative sides:

- Maybe a use of too much cold colors.



➤ **Europa Park**

<https://www.europapark.de/en>



Positive sides:

- It starts with a video showing all the attractions of the theme park
- The navigation bar scrolls with the user making the website easy to navigate.

Negative sides:

- The index page is long making for a mobile site that is more tiresome to use.

<https://www.europapark.de/en>

➤ **Universal Hollywood**

<https://www.universalstudioshollywood.com/web/en/us>

Review of the Universal Hollywood theme park website.

Positive sides:

- This theme park site has a powerful visual with its header, which using current events and attractions images as hooks to grab users' attention.
- Put useful information in the top of the main page, such as weather, open time, member entrance, make it easy for users to arrange their trip.
- Navigation menu stays the same position when users scroll the page which make it straightly to go anywhere or purchase a ticket directly.

Negative sides:

- Add a newsletter subscription button to the social media area would be better.
- The mobile version website should have simplified content, make sure the most useful content or menu in the top area.

**Website logo**



**Useful information for visitors**

Pass Member | 75¢/FT | SEAS Today Park Hours 09:00 AM - 08:00 PM Visit ClubHobbit 11:00 AM - 10:00 PM

**Navigation menu**

THINGS TO DO | PLAN YOUR TRIP | WHERE TO STAY | STUDIO TOURS | EXPLORE | EXPERIENCE | SPECIAL OFFERS | GIVE THE GIFT OF PASSES | SEARCH

**Button for buy tickets**

[Buy Tickets](#)

**Banner for current events**

Create Holiday Traditions with Friends and Family!  
Nov. 26 – Jan. 9.  
[Get Details >](#)

**List of spotlight**

**Spotlight**



**Banner for attractions**

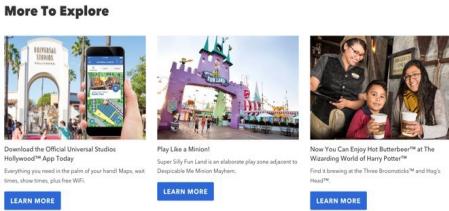
**Rides and Attractions**



Jurassic World - The Ride  
Come face to face with the all-new Indominus rex in an epic evolution of Jurassic World - The Ride.

**List of guides**

**More To Explore**



**Categories menu**

**Find Your Fun**



**Social media icons**

Like us on Facebook | Connect With Us

**Language options**

Español | Italiano | Français | Português | Deutsch | Polski | 简体中文 | 繁體中文 | 한국어 | 日本語

**Major internal links**

Contact Us | For Groups of 10+ | Meetings and Events  
FAQs | Corporate Partners | Green is Universal  
Sign Up for Email Alerts | Youth and Education | Community Relations  
Jobs | Military Sales | Media Relations  
What's Happening at NBCU | Safety and Travel Update

**policy and terms**

© 2021 Universal Studios. All rights reserved. Some rights reserved. The NBC peacock logo and NBC shield design does not represent current operational and safety guidelines.

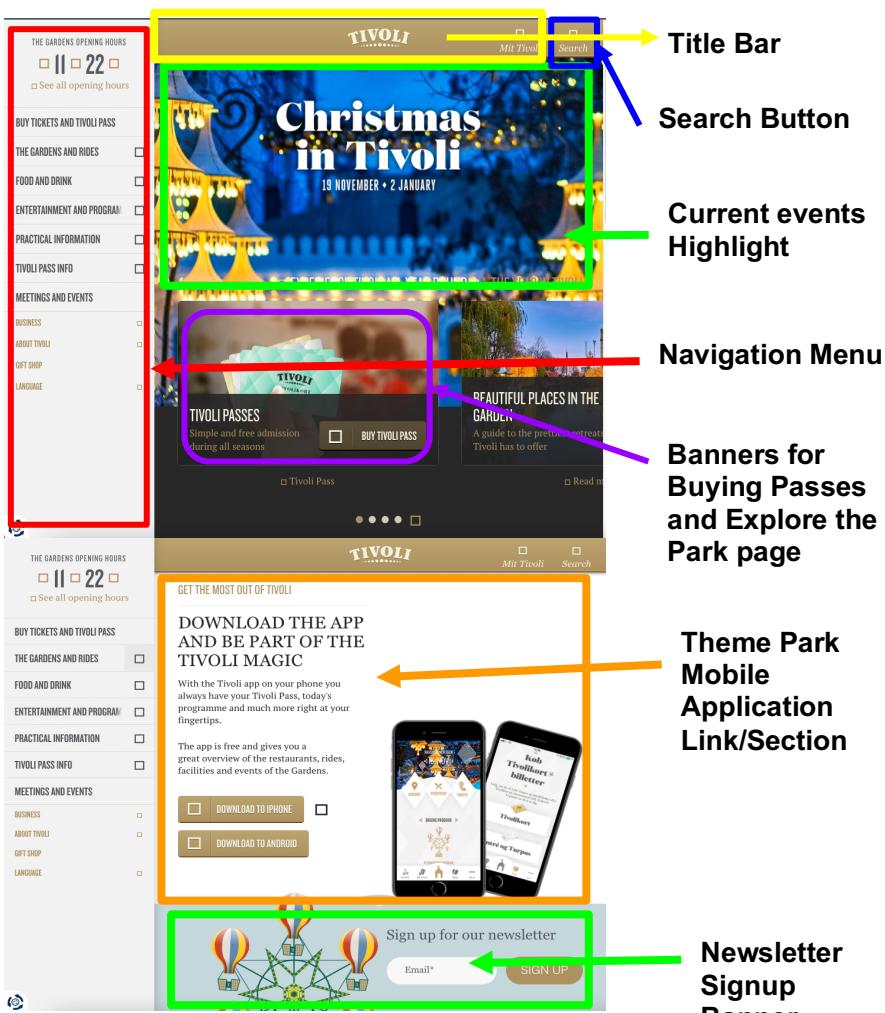
Copyright & Trademark | Terms of Service | Privacy Policy | CA Notice | Do Not Sell My Personal Information | Ad Choices | Privacy Information Center | Accessibility Information

➤ **The Tivoli Gardens Theme Park:**

<https://www.tivoli.dk/en/>

Positive sides:

- This theme parks Website has a dedicated menu/navigation Bar.
- The menu bar always shows the Open Hours of the Park.
- Another unique feature is that Visitors can create their account and their name is labeled at top Title bar which always stays on screen while scrolling.



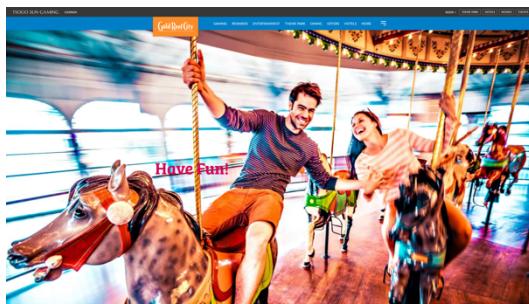
### Negative sides:

- Useful information such as food and Drink, Rides and entertainment links are hidden all the way on the side Menu bar which makes it harder for visitors to find out.
- The menu bar always shows the Open Hours of the Park.
- Although there are different passes offered, there is no information on the index page for Kids passes.



## ➤ Gold reef city

<https://www.goldreefcity.co.za/>



The image is a collage of various scenes from Gold Reef City Theme Park. At the top right is a large green roller coaster track. Below it is a photo of a wedding couple in a chapel. To the left is a photo of a couple holding a baby. In the center is a photo of two women at a counter. On the left is a photo of three young girls at a table. At the bottom left is a photo of a boy in a costume. At the bottom center is a photo of a group of children on a boat. At the bottom right is a photo of a gift card with a yellow border. The background features a blue sky with white clouds.

### Types of information on this site:

- The theme park is not on the home page of the site, as there are other attractions as well such a casino. Despite this it does have a dedicated page on the website.
- The first thing one sees is an image banner with the text “Have Fun!” on it. This is a nice first impression as that conveys the main purpose of a theme park.
- Next, we see information about what attractions are available. This is in the form of numbered statistics such as “18 Thrilling rides”
- There is a section for operating hours.
- There is a section that includes a starting price for admission and a button to find more information
- There is a map section available.
- There is a section that details the history of Gold Reef City
- There is also a call to action about joining the rewards program.

### Things that work well:

- The first impression of having fun works well,
- The information is nicely divided into sections.
- The images used are of high quality.

### Things that don't work well:

- The colors seem to clash – the text on the initial banner does not fit well as there is not sufficient contrast between the image and the text, the placement also is not optimal.
- In order to view the operating hours, one has to navigate to a new page. This seems unnecessary as this info should be easy to display on the home page.
- It is not easy to find the address of the venue.
- The text seems overly small and maybe a bit too light.

### **iii. Agree on the content for the web site**

*Agree within the group the theme for your theme park and the types of attractions that you will have for the different visitors that you expect to come to your theme park. Think of any other services that you will provide to visitors (for example food, access to money and medical help). Think of any other information that people looking at your web site will want to know before they come and visit your theme park. Keep a record of the discussion in a document.*



The theme park will be about the Studio Ghibli universe. Studio Ghibli is a renowned animation movies company that created movies such as *My Neighbor Totoro* and *Spirited Away*.

The name of the theme park would be Studio Ghibli Theme Park.

➤ Types of Attractions:

1. Ghibli's Giant Warehouse
2. My Neighbor Totoro-themed Dondoko Forest
3. Princess Mononoke Village
4. Springtime of Life Hill from Howl's Moving Castle and Castle in the Sky
5. Witch Valley based on Kiki's Delivery Service

➤ Different Visitors:

1. Fans from Ghibli Anime films
2. Family with kids for vacation
3. Japanese Culture lovers
4. Nature Lovers



➤ Services Provided:

1. Dining
2. Shops
3. Entertainment

- 4. ATMs
- 5. First Aid Stations
- 6. Information Desk
- 7. Accessibility Information
- 8. Guest Relations
- 9. Locker Facilities
- 10. Strollers and Wheelchairs Rent
- 11. Wi-Fi network

➤ **Information Before Visit:**

- 1. How to get there
- 2. Weather Forecast
- 3. Date and Time Availability
- 4. Where to buy tickets
- 5. Safety and Requirement
- 6. Policies and Restrictions



#### **iv. Agree on the structure of the web site**

*Agree within your group the structure of your web site, with the aim of designing a web site with 3 pages. What information will appear on the main page, and what will appear on the other two pages. Think about how you might present the content, and whether you will have semantic parts such as asides or pop-up windows. Keep a record of the discussion in a document.*

- **Main webpage index.html**

##### **Main page:**

At the top of the main webpage, we should see the logo. There is a navigation bar so that the Internet user can go directly to the content he/she wants to see. We can find a language button so the user can choose the language from a list. There is an account button.

Just below, there would be a large picture or video.

More down, there would be tickets offers, promotions, trip planning, discounts

At the end of the webpage, there are social media logos, and the list of related websites.

##### **Page 1:**

From the main webpage, the banner for attractions will lead the user to a webpage with a list of attractions.

The header and the footer will remain the same.

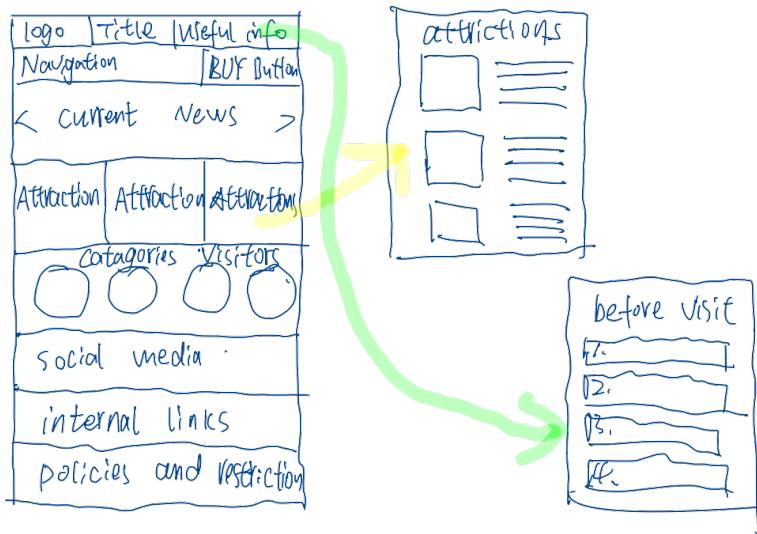
##### **Page 2:**

From the main webpage, the button for useful information will lead the user to a webpage with a list of information about opening time, how to get to the theme park, Covid policy, etc.

## v. Design the wireframes for the web site

Produce a set of wireframes for the site, showing the concepts for both a wide screen and small screen. These can either be drawn by hand or produced using a tool such as PowerPoint or a graphics package such as Illustrator. Avoid painting or photo-editing software such as Paint or Photoshop as designs produced in this way are difficult to edit. Ensure that the designs are clear and easy to read.

**Hand drawn wireframes**



Covid-19 Notification

Logo en Sign in

TITLE

Home Attractions Useful information Book online

Current News banner

< >

Description

Attraction 1 banner Description

Attraction 2 banner Description

Attraction 3 banner Description

Category of visitors

Ghibli Fans Family Japanese culture lovers Nature lovers

Offers/discount banner

Download apps banner

Email   
Sign up for newsletter

Contact Us  
Send us a message  
 (+81) xx xxxx xxx  
 contact@ghibli.com

Sitemap  
List of Internal websites

Download App

COPYRIGHT © Policies and restrictions

Covid-19 Notification

Logo

en

Sign in

TITLE

Home Attractions Useful information Book online

Current News banner

Description

Attractions

All rides Shows Nature Exhibitions Visual experience

Attraction name Attraction name Attraction name Attraction name

Attraction name Attraction name Attraction name Attraction name

Attraction name Attraction name Attraction name Attraction name

Email

Sign up for newsletter

Contact Us

Send us a message

(+81) xx xxx xxxx  
contact@ghibli.com

Sitemap

List of Internal websites

Download App

Facebook Twitter Instagram YouTube

COPYRIGHT © Policies and restrictions

Covid-19 Notification

Logo



Sign in

TITLE

Home

Attractions

Useful information

Book online



Park hours

How to get there

Map location

Where to eat, where to sleep

Covid policy

Email

Sign up for newsletter

Contact Us

Send us a message

(+81) xx xxx xxx  
 contact@ghibli.com

Sitemap

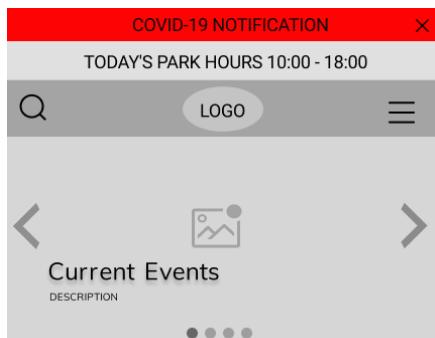
List of Internal websites



Download App



COPYRIGHT © Policies and restrictions



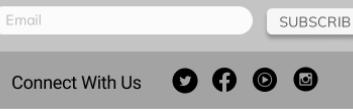
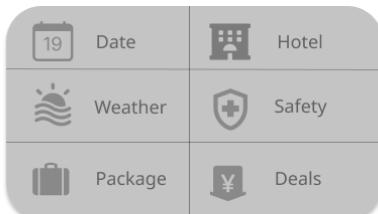
BUY TICKETS NOW



### Explore Fun



### Plan Your Visit



Contact Us

FAQs

Safety and Travel Update

Merchandise

Jobs

Terms of Service

Privacy Policy

Accessibility Information

United Kingdom