Research & Design Development Report

WEB UI DESIGN

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Theme & Example Websites

Dublin Zoo

Link: Dublin Zoo

Dublin Zoo is a zoo with live animals. It is located in Dublin in Ireland. It is one of the most popular attractions. Established and designed in 1830 by Decimus Burton.

Zoo is focusing on conservation of the endangered species, and it is working with many zoos around the world. It is possible to adopt animals from zoo for a price of 50 euro.

It is divided into habitats including Himalayan Hills, Wolves in the Woods, the African Savanna, Kaziranga forest Trail. South American House, Zoorassic World, Gorilla Rainforest, Orangutan Forest, Sea Lion Cove, Family Farm. Overall, Zoo houses about 400 animals across 100 species and attracts over one million visitors each year.

Chessington World of Adventure

Link: Chessington World of Adventure

Chessington World of Adventures Resort is a theme park, zoo and hotel complex in Chessington, Greater London, England, around 12 miles (19 km) southwest of Central London. The complex originally opened as Chessington Zoo in 1931; the theme park aspect was developed by The Tussauds Group, debuting on 7 July 1987 as one of the first combined animal-amusement parks in the UK. The theme park, which features over 40 rides, is now owned by Merlin Entertainments, following its merger with The Tussauds Group in 2007. Under Merlin, Chessington has been increasingly developed into a resort and tourist destination, including two on-site hotels, swimming pools, a campground, spa and fitness facilities. (Wikipedia, 2025)

Tokyo Disney

Link: Tokyo Disney

Tokyo Disney is an amusement park, located in Urayasu, Chiba Prefecture in Japan. It was the first Disney Park to be built outside of the United States, opening on April 15th, 1983, and doesn't operate under the Walt Disney Company.

Within the park, there are seven themed areas, which reflect the various movies and stories in the Disney franchise, though there are notable differences in architecture and features to reflect the country in which it is built in; World Bazaar, Adventureland, Westernland, Critter Country, Fantasyland, Toontown and Tomorrowland.

(Wikipedia, 2025)

Website Evaluations

Usability

Dublin Zoo

Menus are easy to understand and navigate. Website has clear labels, easy to understand. There is "Book now" option that is very important for the company and it is very visibly shown, on orange background with an arrow and a penguin silhouette.

Whenever user hovers over elements there is very visible animation/ movement or colour change to let user know where they are on the website and Make interaction move visible. Website does not let you to book more than 4 tickets for students and kids under 3 yrs. Error messages are clear and understandable.

When you try to book a ticket and accidentally give wrong information, website will let you know by showing an error message beside the input window or at the top of the website. There is no search bar on main page, there is a search bar on a ticket booking page. It will show you products and events that u might want to book a ticket for. Website adapts really well to all devices. It has adaptive function, which resizes perfectly to all screens.

Chessington World of Adventure

The menus are easy to understand with local categorisation and the labels are clear. Important actions are differentiated from other elements by making them red/yellow. When booking and choosing dates it gives you a loading icon while it fetches the information for you.

When booking and you may have made an error in choosing days it will give you a small error text in red. It will also let you know if the days you chose are available or not. You can search for certain keywords and it will bring up topics that are related to your search that might help you find what you are looking for.

Tokyo Disney

Tokyo Disney uses breadcrumbs when navigating the website, enabling users to backtrack through the previous pages. As for the navigation bar, each tab is a bright, separate colour. However, when hovering over the navigation tabs, the icons only slightly lighten in colour, which might make it difficult for people with vision impairments to navigate.

Actions, such as checking ticket prices or park information for the day are in separate outlined boxes, but like the navigation bar, hovering over these boxes barely changes the colour, making it difficult to know if you've selected them.

When attempting to purchase tickets, there's no visual indication of action, besides the browser's loading wheel. While I've encountered no errors, the website greys out unavailable actions, often with a note as to why it's unavailable for users to click on.

It also features a search bar, which allows users to input queries, and the website will list all relevant articles, for the user to access.

Responsiveness

Dublin Zoo

Website is adjusting seamlessly to all screens. Touch buttons are perfectly used for a phone and tablet screens. Layout maintains clarity and it is very well made. Images have no distortion and they are not cropped. Menu is optimized for smaller screens and it's still easy to navigate.

Chessington World of Adventure

It adjusts seamlessly to other devices, all elements fit and work like they are meant to. All touch targets are appropriately sized so it is easy to press the buttons on mobile.

The text is sized perfectly for readability so everyone can read it on mobile. Videos and images resize properly without any cropping or distortion. The mobile version of the website uses a hamburger menu to optimise space on mobile.

Tokyo Disney

Overall, the website is responsive to mobile users; utilizing a scroll feature to access all parts of the navigation bar, though in other pages, a hamburger menu is used, which is slightly confusing, and shows a lack of consistency.

Images, and buttons correctly size to the device, with the only small decorative icons being misaligned on mobile devices.

Accessibility

Dublin Zoo

Images don't have alt text.
It is very hard and confusing, but it is possible to navigate a little bit with a tab key and up and down arrows.
Colors are very nicely picked. They are perfectly matched with zoo theme. And it is easy to distinguish text on the website.
Interactive elements are not accessible for screen readers.

Chessington World of Adventure

All images are given a descriptive alt text to help the user understand. The website can be navigated using the Tab key smoothly without issues. The colours picked show the text nicely, so it won't be an issue reading as there is contrast between them.

Screen reader works on the website, though it does not explain what some sections are but instead it reads out the buttons "Learn more" or "Book now" when moving through the site using tab. If you manually select the text to read it will read it out to you.

Tokyo Disney

Navigation by tabbing through the site is possible, the clickable elements being highlighted with a blue frame. Unfortunately, while inspecting the image elements on the site, there didn't appear to be alt text available.

Although, the website utilizes a white background, with colourful text and icons to create a strong contrast, when hovering over said icons, the difference in colour is barely noticeable, which has a potential effect on those with visual impairments.

Aesthetics

Dublin Zoo

Website is colourful and pleasant for an eye. They picked four colours and sticked to them making website very pleasant to look at. By picking green and orange they made a very nice contrast which gives a little bit of life into website. It is very professional and visually engaging. Colour schemes, typography and spacing are consistent across all pages on the website.
The design aligns with the website's purpose. You can easily find any feature that you want. Booking a ticket is nicely showed by a circle with a shape of a penguin in it and a text "Book now" and a small arrow.
Images and multimedia are high quality and are used as pictures above texts, You can also choose an option where you can watch animals

Chessington World of Adventure

Over all, the website is clean and colourful which makes it visually engaging. Some areas of the website are a little poorly aligned, but it doesn't affect it too much.

The colour schemes, typography and spacing is consistent across all pages of the site.

The design aligns with the website's purpose. With booking options available to you while you browse through different images/videos of activities it has to offer so you can see what best suits you.

Images and multimedia are of high quality and used effectively to display all the different fun activities the place has to offer when you are thinking about booking tickets.

Sufficient amount of white space is used to avoid visual clutter helping you to take in information provided.

Tokyo Disney

As it's a website for an amusement park, Tokyo Disney takes advantage of this, utilizing bright colours and fun icons in its design.

Through the various pages, the website is consistent in using blue as its main colour; using a dark pink and occasionally orange to highlight important pieces of information. Also using the same layout for pages with similar content, such as parades and attractions.

Tokyo Disney also uses high quality images to advertise the various attractions, events and services that the park provides for guests.

Some pages have a lot going on, due to the amount of content on the page, but overall, the site uses large amounts of white to space out the content and provide a margin surrounding the content on each of the pages.

Content Quality

Dublin Zoo

Chessington World of Adventure

All content has different headings dedicated to their own section with subheadings when needed, making it more readable for the user with a nice structure. The text uses simple language to convey information clearly to avoid jargon or overly technical language.

It talks about the what the user is looking for keeping it relevant to their needs and interests. Not that I can see any errors, everything seems correct. All media put on the website is complementary to the content that is given to the user in different sections.

Tokyo Disney

Tokyo Disney does utilize headings and sub-headings when introducing information, also using dividers to break up the information, which leads to its readability.

While there's mention of attraction, event, and restaurant names specific to the park, the website avoids the use of technical jargon, making content simple to digest.

With its layout, the website divides the information into sections, only stating information that's relevant to the section its in, which avoids confusing users when browsing the site.

When giving information about an attraction for example, the site includes an image of the attraction, along with an illustration of the park map, with a marker pointing to the exact location of the attraction, which can help users when planning their trip.

Interactivity

Dublin Zoo

Chessington World of Adventure

The forms on the website are functional, they let you choose which days you want to visit and then also tell you if those days are open or closed before you buy your tickets.

There are no noticeable animations but the transitions from section to section is smooth and purposeful. It is not confusing for the user.

There are a select few buttons on the home page that slightly change to a darker red or green, this might be harder to notice for visually impaired users as it is a small change. Some images zoom in when hovering over them, and some turn a little darker with text at the bottom popping up. When hovering over the menu at the top, there is a white bar at the bottom that appears to show you are hovering it.

When choosing dates, it turns red when hovering over chosen dates. When inputting those, it will give you a popup after searching availability and will show you days open and closed. It will encourage you to change the days if they are closed.

When interacting with the images at the bottom of the website, it takes you to a section dedicated to them. For example, there is one about their zoo. When you click on the image, it takes you to look at all the different animals they have. You are able to click on each and learn a little bit about them, so it keeps the users engaged.

Tokyo Disney

Interactive elements, such as purchasing a ticket is intuitive, as the site guides the user throughout the process. Also, the image galleries use seamless transitions when showcasing the photos. While there's a visual cue when hovering over a section of the

navigation bar, the effect is the colour of the icon barely lightening in colour, which makes it difficult for someone with visual impairments to know if they're hovering over an icon.

Consistency

Dublin Zoo

Chessington World of Adventure

Fonts, colours and design elements are consistently applied across all pages. It keeps a similar layout in most sections. Interactions work predictably and reliably, making it a smooth process for the user without error. Really simple to get to different places of the website.

The Chessington logo stays in the top left corner of the website, when you scroll it gets smaller giving the user more space for the other content, so it is out of the way. Each page on the website keeps a similar layout making it easier for the user to navigate through the website as it is more familiar to them.

Tokyo Disney

Throughout the site, the colours, font and layout are consistent with each page, with slight deviations for content that doesn't work with the main layout of the home page. Tokyo Disney uses a white background, with blue as it's main text colour, and a sans-serif font.

The navigation bar remains consistent in its location at the top of the screen, even when the user is scrolling through the page. Also, when the page contains a dividing line, the line always features a silhouette of a Mickey Mouse head; the mascot of Disney.

Audience & Context Research

User Persona #1 [Eli]

Name: Jane

Age: 38

Gender: Woman

Occupation: Lawyer

Location: Countryside

Goals: Wants to organise a family trip for her two kids.

Pain Points: Is under pressure and constant stress caused by her kids. Has a hard time finding easy to understand website.

Behaviours: Used many websites for organising trips and activities for her kids.

Motivations: She wants her kids to be happy.

Quote: "I'm working hard and have barely any time for kids, at least I can take them for a trip from time to time."

Roleplay Evaluation #1

User Persona #2 [Ola]

Name: Ella

Age: 20

Gender: Female

Occupation: College Student

Location: Small rural town

Goals: Wants to book a day to relax at the zoo with her partner

Pain Points: Has to budget enough to afford travel as well as a ticket for both on a site she never used before

Behaviours: Slightly stressed to sort this day out

Motivations: Thinks it will be a fun day out for both in the end

Quote: "I just want a day away from college to relax with my partner."

Roleplay Evaluation #2

User Persona #3 [Rin]

Name: Daniel

Age: 23

Gender: Male

Occupation: Culinary Student

Location: Urban City

Goals: wants to plan a trip with friends after their summer exams

Pain Points: tight budget, lack of options for activities

Behaviours: frustrated with the lack of variety in both activities and prices

Motivations: options to choose from

Quote: "I want to plan a trip with my friends that we can all enjoy and afford."

Roleplay Evaluation #3

Project Goals & Objectives

Project Purpose [Ola]

Broad Goals [Ola]

User-Focused Objectives [Ola]

Value Proposition [Eli]

Preliminary Designs

Wireframe [Eli]

Style Guide [Eli]

Site Map [Rin]

User Flows [Rin]

Peer Feedback [Rin]

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