

Team Assignment

Part 1

Why does a theme park operator need a website?

A theme park operator benefits from having a website as it allows prospective customers to gather information about the park prior to their visit. This allows the park operator to market the park towards a certain demographic and showcase some of the attractions in the park.

Some of the reasons that customers may be viewing the website are:

- To assess whether the park is suitable for their demographic.
- To find prices and/or book tickets to the park.
- To view the location and directions to the park.
- To find contact information for the park's customer service representative team.

Research theme park websites

Alton Towers

This website has a front page with a large sliding banner that showcases events and attractions immediately to prospective customers. There is a tab system at the top containing web pages for the booking system, the short breaks page, the 'explore' tab and a tab that helps you plan your visit.

Successes:

- Easy to book tickets
- Interesting automatic sliding banner showcasing events and attractions

Failures:

- Most of the front page is taken up by the large banner. This web page is quite devoid of useful information

Drayton Manor

The website for Drayton Manor looks as if it is targeted towards a younger or more 'family-friendly' demographic. This could immediately turn some older prospective customers away at a first glance but could also work in its favour to entice the demographic they are aiming for. The tabs along the top are organised into the following: Tickets and prices, useful information, rides and attractions, schools and groups, zoo, hotel and finally 'Thomas Land'.

Successes:

- Very colourful and eye-catching
- Obvious immediately which demographic they are marketing towards

Failures:

- Some customers may be turned off by the obvious younger/family demographic before they properly view the attractions at the park that would appeal to them

Disneyland Paris

The website for Disneyland Paris has a very minimalist design. There is a large, animated background constantly scrolling through some insights into attractions within the park. The minimalist design of the website would not turn away any demographic due to its appeal to all demographics. The tabs along the top direct you to the following web pages: 'Our two parks', places to stay, dining, tickets and packages and finally, before you arrive.

Successes:

- Wide demographic appeal
- Clean, minimalist design is not distracting allowing for easy navigation

Tokyo DisneySea

Again from Disney, this website has a very minimalist design and a scrolling background showcasing some scenes from the park. There is a vast array of tabs along the top of the page, allowing you to easily find exactly what you are looking for.

Successes:

- Very easy to find the page you are looking for from the front page.
- Minimalist design appeals to many demographics

Failures:

- Very few scenes on the animated scrolling background. Does not show much of the park.

DisneyWorld

This front page has lots of information readily available as soon as you load it. There is plenty of imagery to give the visitor an idea of what sort of attractions they can expect from the park. The tabs at the top of the page allow you to navigate to the following web pages: Parks and tickets, places to stay, things to do, deals, help and rules.

Successes:

- Wide demographic appeal
- Colourful design without being too 'childish'

Features of my website

I have decided to market my website toward a family demographic. This allows for the widest range of customers and allows the most freedom in the design stage of its conception.

The following features of the park will be grouped onto pages on the website. Each section will have a tab at the top of the webpage which will link to the corresponding section.

Features of the park:

- Two restaurants, one for cooked family-friendly meals and another for smaller snacks and fast-food
- Amenities such as toilets and cash machines
- Various family-friendly attractions
- Theatre
- A hotel for extended trips to the park

I will also be including a page to book tickets and check availability.

Structure of the website

The groupings of the three page contents on the website will be as follows:

Homepage:

- Information regarding events at the park
- Time-limited promotional deals on park bookings
- Imagery to showcase what to expect from the park

Attractions and Amenities:

- Information regarding the various attractions at the park
- Information regarding welfare facilities e.g. Restaurants, toilets and cash machines.

Theatre, Hotel and Bookings:

- Showings and times at the theatre
- Booking availability and prices of the hotel
- Prices and availability of park tickets