Part 1 - Design Specifications

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Purpose of the website:

1. Theme Park goers will likely first turn to a park's website to find out what's new this season (example, new rides and attractions to grab visitor's attention)
2. Theme Park goers or visitors will be looking out for packages such as season passes, park combo deals or ticket promotions.
3. Direct and instant bookings without having to purchase at the physical counters, convenient and at the comfort of one's home.
4. Potential partnerships with other brands.

Suggestion:
For operators:
- Wider audience reach
- Low-cost advertising
- Customer insights
- Build brand image
- Improve customer service

Research theme park websites:

1. *www.cedarpoint.com*
   Pro:
   - Clean design
   - Easy to navigate
   - Colorful images
   - Accessibility adjustment icon
   - 'Book now' on the bottom right corner
   - All navigation links at the footer
   - Responsive

   Con:
   - Loading page to buy tickets process slower as it is a pop up page
   - Ticketing page is rather clustered
   - Too wordy when it comes to the rides page
   - Slow speed

2. *disneyland.disney.go.com*
   Pro:
   - Main functions like booking of tickets on the main page
   - Easy to navigate with drop down menus
   - Themed to the park's current season/event which is Christmas

- Cool video on main page
- Mobile friendly

Con:
- Slow loading compared to other theme park sites
- A few of the pages are information overload
- Unclear path to important information

3. *www.rwsentosa.com/en*
   Pro:
   - Easy navigation
   - Neat and orderly
   - User-friendly
   - Images that represents each activity clearly

   Con:
   - Loads kinda slow
   - Some inconsistencies with how the menus and buttons work
   - Sometimes the page starts to refresh itself and takes you back to the main page.
   - The 'Stories' drop-down menu is verbose.

4. *https://www.tivoli.dk/en/*
   Pro:
   - Interactive design
   - Sidebar Navigation
   - Colorful
   - Sneak peek of upcoming attractions

   Con:
   - All the pages take a very long time to load.
   - Images take even a longer loading time.
   - The side navigation bar is always open which makes less space for the main content.
   - The 'Meetings and Events' gallery does not have many pictures.

5. *https://www.legoland.com.my/*
   Pro:
   - Colorful
   - Quite interactive
   - Fast loading page

   Con:
   - The main page is more clustered compared to the other sub pages.
   - The navigation bar takes up a lot of space.
   - The Dining information page is not as responsive as other pages. Most of the information cannot be seen.

Content for the website

Theme: Felicia's Food Factory (FFF)

Attractions:
- Rides: roller coasters, ferris wheel, bumper cars, etc...
- Kids and adults rides separated with height and age restrictions
- Performances
- Events like HHN

Services:
- Restaurants
- Hotels
- Gift shops
- Memberships
- ATMs

Other info:
- About us
- Open hours
- Directions
- FAQs

Structure of the website

Main page
Header:
- Logo
- Navigation bar
- Alert sign for covid

Content:
- HIghlights: Current events, time-limited stuff, festive stuff, promotions
- Link to guides
- Alerts/warnings: covid stuff or anything similar, temp closing of rides and stuff

Footer:
- Links to social media
- Subscribe/sign up to newsletter
- Contact & support
- Terms & Conditions

Ride Overview
Header:
- Logo
- Navigation bar
- Alert sign for covid

Content:
- Alerts for temporary closure of rides
- List of rides with short description and an image, hyperlink for more details on the individual rides
- General ride rules and safety guides
- Provisional services: lockers, location of poncho vending machine for wet stuff
- General enquiries/FAQs

Footer:
- Links to social media
- Subscribe/sign up to newsletter
- Contact & support
- Terms & Conditions

Ticket sales
Header:
- Logo
- Navigation bar
- Alert sign for covid

Content:
- Current promotions/Seasonal passes/General ticketing tabs
  - Current promotions:
    - List of current promotions and offers
    - Other related information
  - Seasonal passes:
    - List of available seasonal passes
    - Possible benefits from seasonal passes
    - Membership privileges?
  - General ticketing:
    - Ticket types: Adult/Children/Student/Senior
    - Other relevant information
- Packages
- Opening hours

Footer:
- Links to social media
- Subscribe/sign up to newsletter
- Contact & support
- Terms & Conditions

Main Page

logo

when clicked you will
return to main page

Attractions   **Facilities**   **Sales**

ALERT

(parallax effect)

Black Background

HEADING

Pictures of theme park

Content box of Theme park placed
above the image box

Contact & Support:

📞 65 6587 5765 (random number)

✉ team124@gmail.com (random email)

Terms & Conditions

Subscribe to newsletter

Team124.com

logo

Attractions   Facilities   Sales

ALERT

Images of new events & attractions

○ ○ ○ ○

content appears on top
of the image when cursor
hovers over the picture.

Learn more →

Learn more →

Learn more →

Contact & Support:

📞 65 6632 6266 (random number)

✉ team124@gmail.com (random email)

Terms & Conditions

Subscribe to newsletter

Ticket Sales