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?

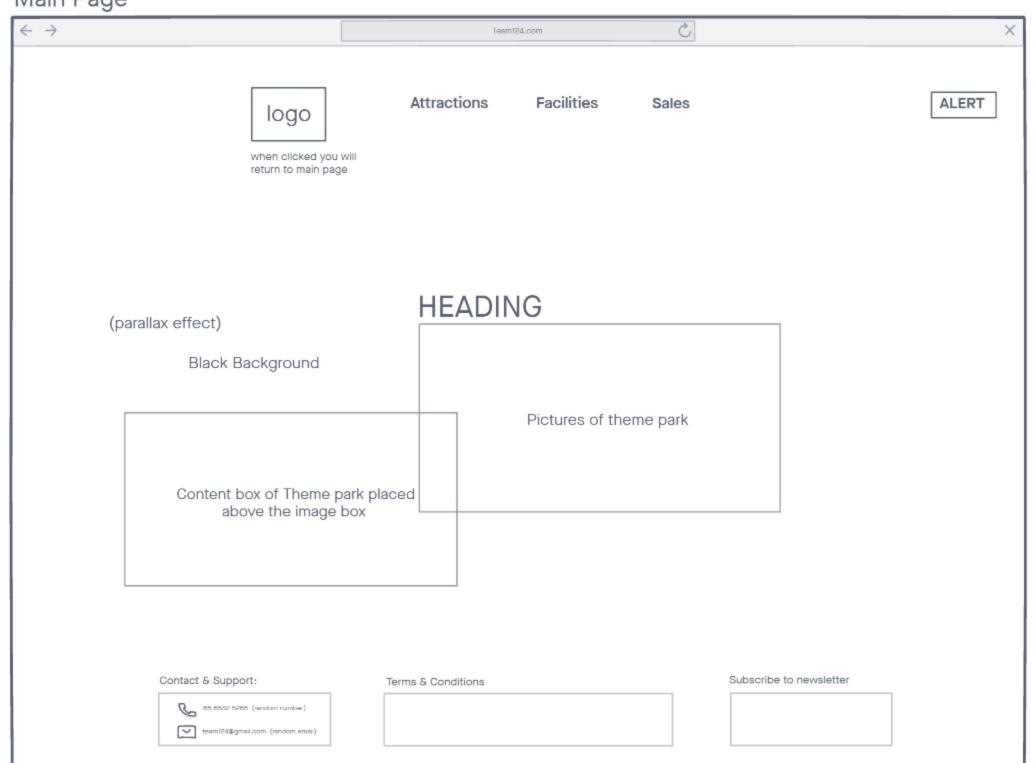
General ticketing:

- Ticket types: Adult/Children/Student/Senior
- Other relevant information
- Packages
- Opening hours

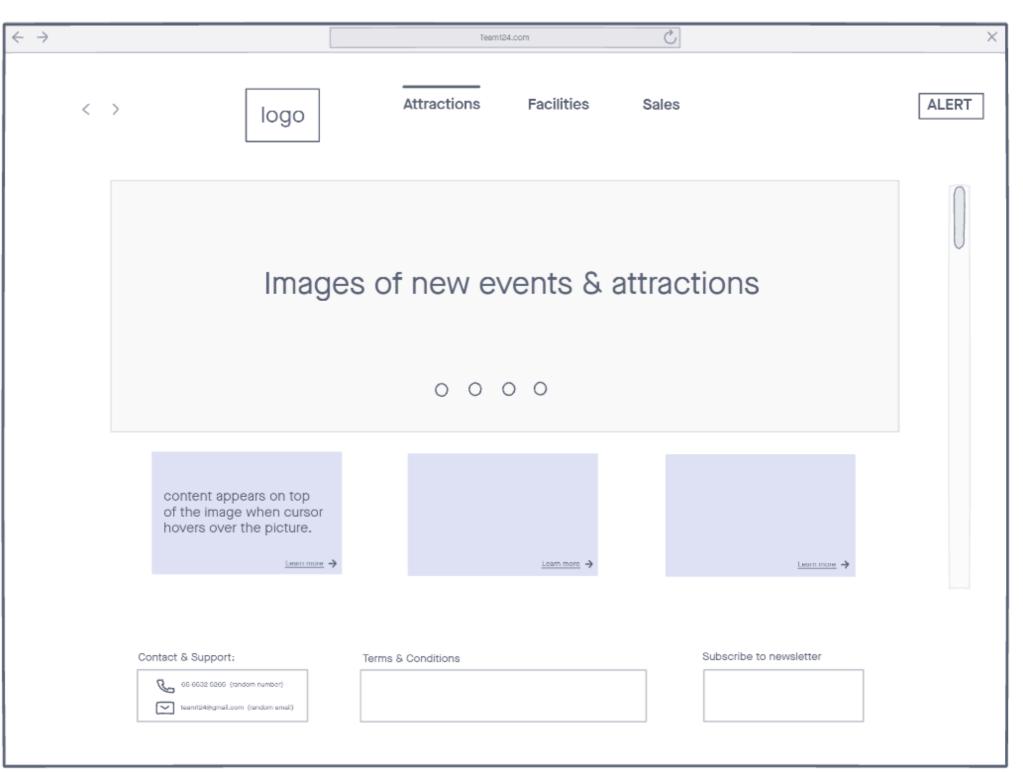
Footer:

- Links to social media
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Main Page



Ride Overview



Ticket Sales

