

Team 138 - Website planning

Part 1 - design specification

Agree on the purpose of the web site

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

- To advertise the theme park's rides to attract customers such as children and their parents and thrill seekers alike.
- Provide information such as the location of the theme park
 - parents and children would be the main audience
 - Tourists who could be looking to visit the theme park
 - Other locals looking to take a break from daily life
- Specify age and height requirements for their rides
- To highlight waiting times for each ride so clients may better plan their trips and to indicate ride closures
- Promote seasonal discounts and deals during holiday seasons
- People visiting the website - tourists, families, locals during holiday season
- Ticketing information, contact information, reviews from past visitors, information about rides, available dining options, social media
- To showcase the special activities that are available for a specific period of time

Research theme park websites

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 website. Keep a record of the discussion in a document.

- USS - <https://www.rwsentosa.com/en/attractions/universal-studios-singapore/explore>
 - Website has images in a slideshow format where it changes every few seconds. The images display the exclusive rides and shows available or limited time events (Christmas Shows)
 - The navigation bar remains in the same place even while scrolling down the page.
 - When the mouse is hovering over the navigation bar, the dropdown box automatically is shown to display the various attractions, events and rides available.
 - The social media pages link to external websites such as Facebook, Instagram, Youtube etc.
- Legoland - <https://www.legoland.com.my/>
 - The website is responsive, it repositions elements when viewed on different sized displays
 - Hyperlinks to other parts of the website are neat
 - Different portions of the website is broken down clearly on it's purpose
 - It clearly indicates which link you are currently hovering over
 - It mentions useful information right at the top of the page
 - The amount of data in the homepage is heavy
- Disneyland Paris - <https://www.disneylandparis.com/en-int/?country=SG>
 - Different pages for different sections, information well classified
 - Option to sign up for an account to make your visit more comfortable
 - Links to other related Disneyland parks around the world
 - Ticketing information is concise and clear
 - Social media
- Berjaya times square theme park - <https://berjayatimesquarethemeparkkl.com/>
 - Rides are themed into different "worlds" and are categorised into these worlds
 - Prominently displays discounts and disclaimers on the home page
 - Homepage consists of a top navigation bar with essential links and dropdowns followed by the categories of rides

- All essential information can be accessed from the top navigation bar without scrolling down
- Website flows from top to bottom hence offering easy user navigation
- Location of the park is present at the bottom of the page alongside an option to include your email in a mailing list to receive promotions
- Enticing information is provided about each ride along with large pictures in an easy to see format further encouraging the user of the prospect of visiting the theme park
- Paultons Park UK - <https://paultonspark.co.uk/>
 - Main information are placed on top of the page for easy reference
 - Sub-information headings are not redirected to another tab
 - Visible button to book tickets straight away

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.

Theme: Marvel Cinematic Universe

Rides

- ESCAPE HYDRA - Winter Soldier
 - Escape room where you help Bucky Barnes escape before HYDRA turns him into the Winter Soldier
- QUINRACE
 - Race the Guardians of the Galaxy in your own Quinjet
- SUIT UP - Iron man
 - Iron man suit simulator: What it feels like to be in the suit as iron man himself. this one probably has height requirements.
- ASGARDIAN ADVENTURE - Thor & Loki
 - Explore Asgard and join Thor as he tries to find Loki who has the Tesseract
- I AM GROOT
 - Help Groot break out the inmates, like in Guardians of the Galaxy Vol 2
- WEB SLINGERS IN ACTION - Spiderman
 - A kind of obstacle course where you need to climb high places and swing using ropes from platform to platform. Can have one for kids and one for adults
- ULTRON ESCAPE
 - Help the Avengers defeat Ultron, modelled after the movie Avengers: Age of Ultron
- ANT-MAN AND ANT-HONY - Ant man
 - Like the mummy ride in USS except you are on a flying ant and you are flying to go save Hank Pym from the quantum world

Other Services

- Food stands around the park serving light snacks
 - Different food stands based on the marvel movies (shawarma stand, cheeseburger shop, etc)
- First-aid booths
 - Dedicated booths and portable first-aid kits
- ATM machines
- Customer service staff walking around, dressed as SHIELD agents
- Item shops with merchandise of the superheroes/ gift shops with souvenirs
- Photo taking service of persons when they are on the rides (with the option to buy these pictures at the end of the ride)
- Actors dressed up in costume ie. photo taking
- Shelter when it rains with Lockers to place our belongings
- washrooms
- Auditoriums and concert halls to watch musicals. Eg; Hawkeye musical
- Movie screenings, BTS and exclusive content
- Themed events e.g when a movie is about to be released to hype it up or seasonal events (similar to halloween horror night)

Other information on the website

- Promotions
- Social media
- Book tickets to the theme park
- Payment methods
- Contact information
- Directions to theme park
- PDF of theme park map they can download
- Location and opening hours of the theme park
- Height and age requirements for rides
- Ride closures
- Medical requirements for certain rides

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 Page

1. Navigation bar for navigating to essential information with Search button (will be present on all pages for easy navigation)
2. Photos/Video of the park
3. Directions, contact, social media (footer)
4. Button for attractions information - lead to page 3
5. Button to book tickets - will lead to page 2
6. Banners with promotions on them and advertisements for seasonal events
7. Food and drinks directory
8. Awards the theme park has won
9. Indicate location, contact information, at the footer of the page for all pages of the website
10. Footer- FAQs, Social media link

Page 2 - the ticketing page

1. Tickets passes;
2. Ticketing information
3. Purchasing tickets
4. Payment for tickets
5. Promotions

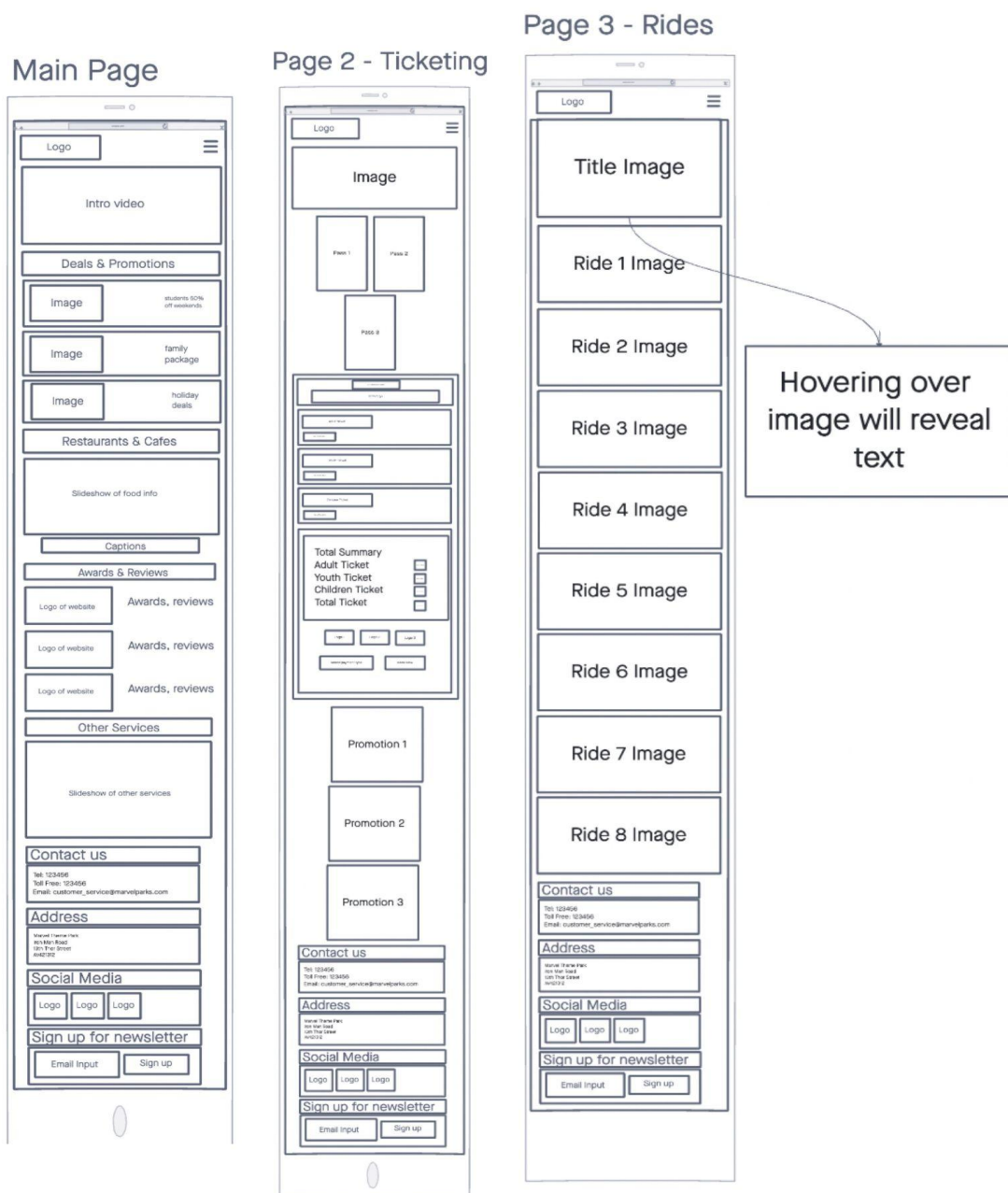
Page 3 - Rides Information

1. List of rides
2. Height restrictions
3. Age restrictions
4. Medical disclaimers for certain rides (e.g epilepsy warning)
5. Large photos of rides and enticing description of the ride to draw customers

Design the wireframes for the web site

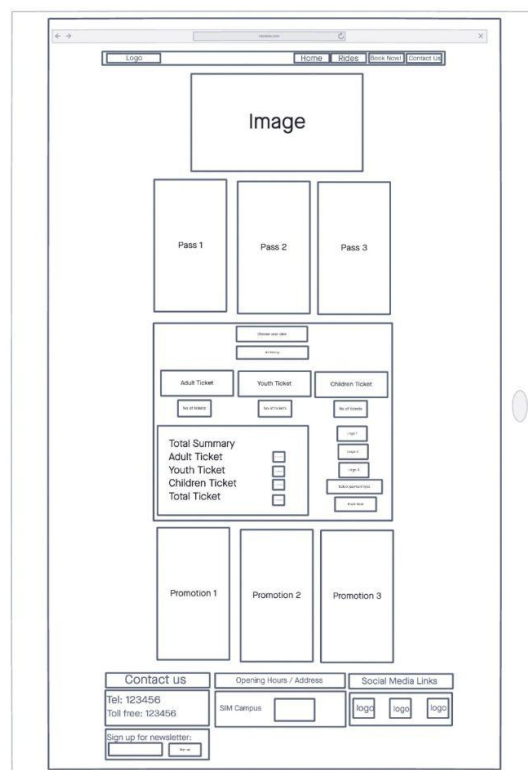
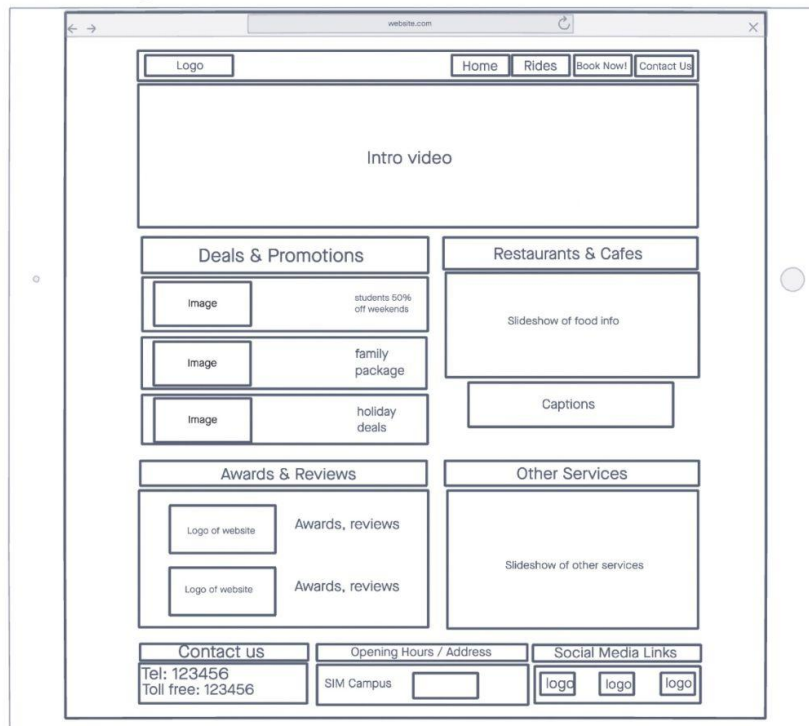
Produce a set of wireframes for the site, showing the concepts for both a wide screen and small screen. These can either be drawn by hand or produced using a tool such as PowerPoint or a graphics package such as Illustrator. Avoid painting or photo-editing software such as Paint or Photoshop as designs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

Phone wireframe

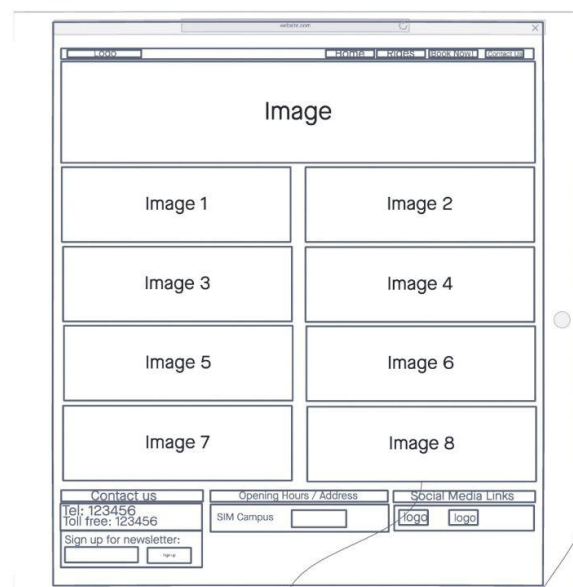


Tablet Wireframe

Main Page



Page 3 - Rides



Hovering over image will reveal text

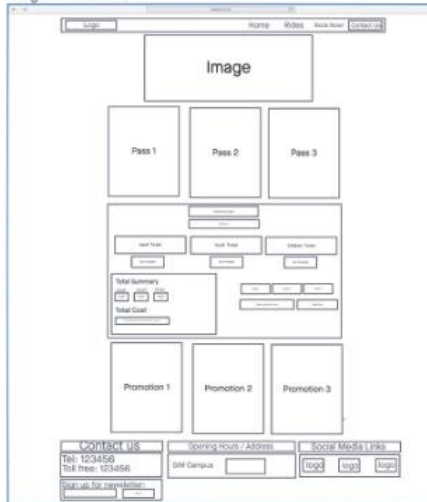
Computer wireframe

Computer

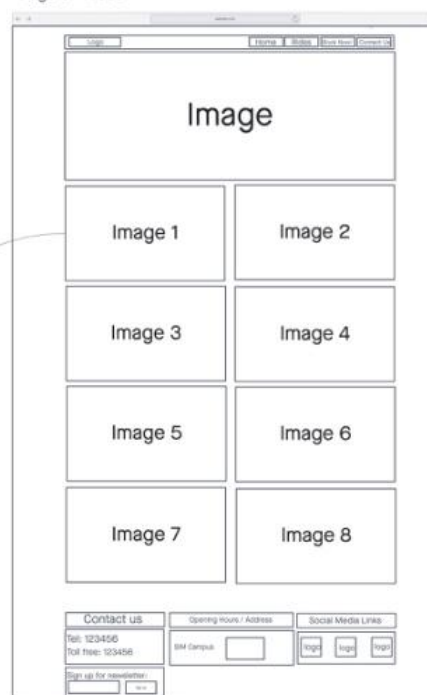
Main Page



Page 2 - Tickets



Page 3 - Rides

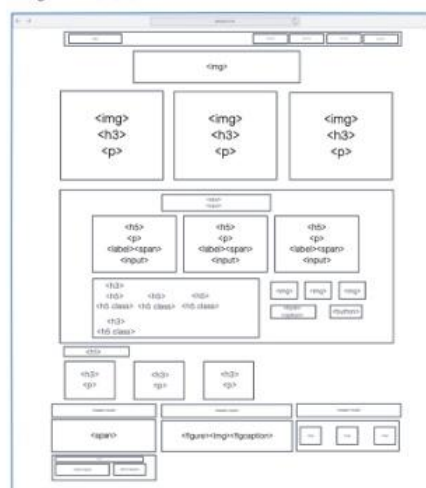


HTML

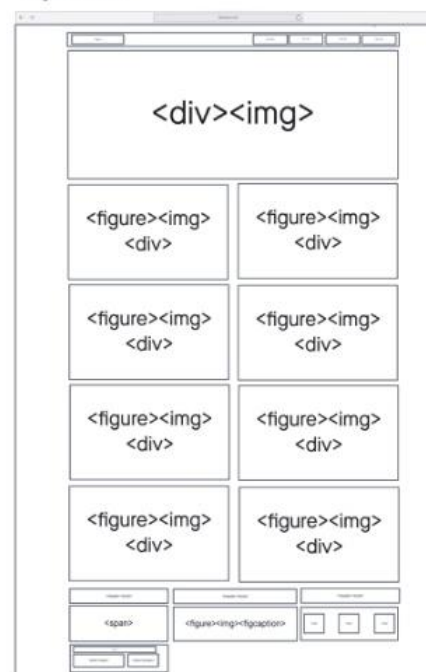
Main Page



Page 2 - Tickets



Page 3 - Rides



Website Content Resources

Index page resources

- <https://disneyland.disney.go.com/destinations/disney-california-adventure/avengers-campus/>
- <https://www.marvel.com/articles/culture-lifestyle/avengers-quantum-encounter-dining-experience-disney-wish>
- <https://imgur.com/WDpBIWY>
- <https://www.kennythepirate.com/2019/10/10/review-marvel-character-dinner-at-universals-islands-of-adventure/>

Tickets page resources

- <https://wallpaperaccess.com/full/4873799.jpg>
- <https://wallpaperaccess.com/full/3298887.jpg>
- <https://wallpaperaccess.com/full/16568.png>
- <https://wallpaperaccess.com/full/3355901.png>

Rides page resources

- <https://disneyland.disney.go.com/destinations/disney-california-adventure/avengers-campus/>
- <https://www.imgworlds.com/language/en/adventurezone/marvel/>
- <https://www.shanghaidisneyresort.com/en/attractions/marvel-universe/>