**Purpose of the web site**

A theme park operator would have a website to showcase and provide essential information about the theme park. These include the various rides and facilities, such as roller coasters, 3D visual experiences, live shows, food & beverage outlets etc. Important information such as operating hours, ticket pricing, and directions as to how to arrive at the theme park are necessary for potential visitors to know.

If a theme park does not have a good website, visitors that want visit the theme park, will not have the necessary information such as the operating hours and ticket pricing. These will cause confusion among the visitors as well as not helping the customer prepare for their experience in the theme park. Therefore, the website must have the essential information while being visually attractive to attract more visitors that will want to visit the theme park.

**Analysis of 5 theme park web sites**

1. Universal Studios Singapore
2. LEGOLAND Malaysia Resort
3. Dreamworld Theme Park Australia
4. Warner Bros Movie World Gold Coast
5. Tokyo Disneyland

The five theme park web sites above have been chosen to be reviewed and to understand the structure used to display necessary information to the public. All the sites mentioned above have several aspects in common. One of them being the layout of the web site is easy to navigate and the functions of the main page lead directly to essential information that a potential visitor would want to know, such as lists of rides available and park information.

The theme park web sites also include images of patrons enjoying the attractions available in the theme park, to evoke a positive and exciting experience the visitors will get if they were to visit the theme park.

All the 5 websites contain simple drop-down menus and grid layouts for displaying information, as well as lots of clickable links that takes user to the relevant pages to read up more about the park. This is the main method on how the web user will navigate around the website to find the specific relevant information they want.

The footer of the main page of these theme park sites all information such as the logo of the theme park, social media link and contact us link. Finishing the website with all the relevant information that a visitor needs if they want to explore into their social media page or to contact the theme park customer service for enquiries.

The main difference between the 5 web sites is from their styling of the webpage. With all 5 of them having their own unique style and color palette. Other than styling, everything else such as having a grid drop-down menu and the relevant information can be found in all the 5 web sites.

Generally, all the 5 web sites of the theme park chosen, have similar structure. Having the drop-down menus on the top of the website, followed by the main body consisting of the relevant information and photos or videos. With the footer of the web sites showing the certificates of the theme park or social media link.

However, they are some bad examples on these websites. One example is the Universal Studios Singapore website, at the <https://www.rwsentosa.com/en/attractions/universal-studios-singapore/plan-your-visit> , under the “Recommended For You” tab, there are 3 photos that are in low resolutions. This can give off an impression that the website is not in top quality to the visitors.

Tokyo Disneyland is that ideally we do not want to clutter the main page with too much text information as it may overwhelm the user and deter them from exploring the web site further

**Content & Structure for the web site**

The content for our website will take into considerations the various similar elements that we have learned from the theme park websites seen above. Using a similar structure from the 5 web sites by having a drop-down menu on the head of the website, followed by the relevant information at the body with photos and video included. Lastly end of the website with some social media link and smaller information at the footer of the web site.

Crucial information such as the various rides will be available, food & and beverage outlets, ticket prices, operating hours etc, will be easily seen upon entering the main page of the theme park web site.

If users would like to go into detail about the various website and restaurants available, they will be directed to the relevant pages through links and buttons that are easy to spot and can be clicked. We will adopt a grid layout style format of designed to ensure that the page layout is simple, neat, and easy for our users to navigate.