**Purpose of the web site** – A theme park operator would have a website to showcase the various rides and facilities that they have to offer to the general public. These rides may include 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.

**Researching 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 entice potential visitors to visit the theme park. The 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. The footer of the main page of these theme park sites all contain either the logo of the theme park, social media links, contact link, or all of the above.

**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. Crucial information such as the various rides 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. In the event that 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.