

Theme Park Webpage review

Sparky's <https://ksa.sparkysme.com/en>

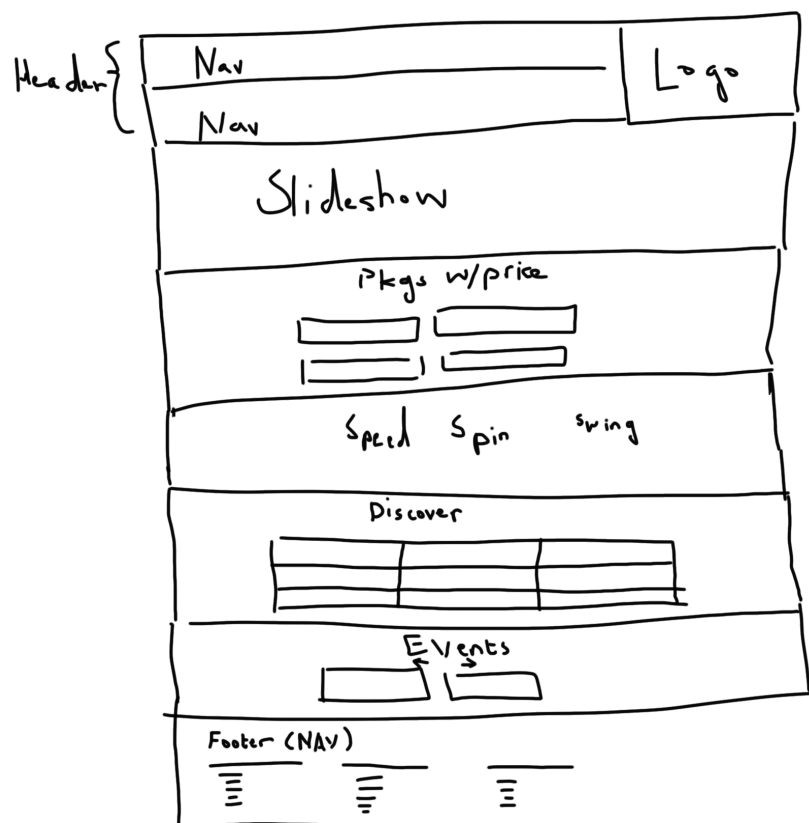
Overview:

The site's main page is divided into seven sections. Header, slide show, packages, "Sparkys world", Attractions, Events, and finally a footer.

Both the header and footer are for navigation. The difference is that the footer is an expanded navigation covering the site map.

Main Page Structure:

Sparkys site structure



Stakeholders:

The site is primarily targeted towards customers.

Customers can create accounts and submit forums such as “Book your Trip” Forum which is handled by provider.

Creating accounts allows customers to see records of purchases and “Sparkys” pre-paid cards linked to their account.

Insights:

- Allowing user to create account and book/buy tickets is great
- Site is missing images or videos of major park attractions & it's not location specific
- Simple access to most of the site with little complications