Team Assignment 2.4.2.

Design Specifications

In this first part of the project we specify the following
1. The purpose of the web site
2. Findings from our research on similar websites
3. Scope on the content of the web site
4. The structure of the web site
5. Wireframes for a few selected pages of the web site

1. The purpose of the web site

There are multiple reasons why a theme park might decide to design and maintain a website. Some of the reasons might include, but are not limited to the following.

- To let people know that such a theme park exists.
- To provide the general public with information about the web site, which might otherwise generate phone calls to the office of the theme park.
- To automate the work of making bookings, making reservations, purchasing tickets, etc, which would otherwise require manual labour.
- To inform potential visitors about the rules and regulations for making bookings, for visiting the park, the park privacy policy, etc.
- To promote new rides and other attractions.
- To give user reviews of different rides and attractions.
- To promote visiting celebrities that might set up a show, or just visit the park to meet fans.
- Informing the nearby community about upcoming construction work that might disturb, or seek feedback from the local community.

As seen above, the theme park has a whole range of activities or business processes that needs, or at least could benefit from, a website. These activities can be both core-processes that are necessary for a theme park to function (such as booking tickets or displaying rules and regulations) or side-processes, that are not necessary for the theme park to function, but is nonetheless very good to have (such as displaying ride reviews or promoting visiting celebrities). From these business processes, 5 stakeholder groups were identified. These are broad groups of the main stakeholders. Other stakeholders might exist that don't fit into any of these groups, but they are deemed secondary to these five main groups.

- Potential visitors (Families, young people visiting shows, touriests, etc)

- Potential investors (who want to know more about the park, before deciding whether to invest or not.)
- Potential employées (who are seeking a career at the theme park.)
- Potential or existing business partners (shopkeepers who wants to open inside the park, suppliers of material to the theme park, food wholesalers, celebrities who wants to book the scene for a show inside the park, etc)
- The local community (who wants to know what is the future of the theme park they are living next to, upcoming construction work, etc.)

2. Findings from our research on similar websites

In order to gain understanding for what the best practice is when it comes to designing a website for a theme park, five different websites for theme parks from around the world were researched. The five theme parks that were researched were the following.

- Disney Land Paris [https://www.disneylandparis.com/en-us/]
- Everland Resorts [https://www.everland.com/web/multi/english/everland/main.html]
- Liseberg [https://www.liseberg.com/]
- Nikola-Lenivets [http://en.nikola-lenivets.ru/]
- Oakwood Theme park [https://www.oakwoodthemepark.co.uk/]

In order to make the comparison of the websites consistent a set of 11 questions were developed that tried to capture both the structure and the content of the websites. In addition to that, a "plus or minus" score was given on the way each website attempted to solve the problem proposed by the questions. For example, each web site might solve the ticket sales problem in different ways, but some websites might make it better. The "plus or minus" score is a way to determine if that was regarded as a good solution or not. For a full matrix of all questions and answers for each theme park website, please refer to attachment "Questions to answer". The questions that were developed by the team are the following.

- Where is the navigation of the website?
- How are visuals used on the web site?
- How does the website grab the visitor's attention?
- How are the theme park's fares and prices presented?
- How are the theme park's opening hours presented?
- How does the theme park's website help the visitors to find the way to the park? By bus and train? By car?
- How does the website show a map to the theme park's location?
- How does the website present the activities you can do at the theme park?
- How does the website present the information for safety at the theme park?
- Does the website have an online gift shop? If so, how is it promoted from the main website?

- What kind of stakeholders are expected to visit this website?

A short summary of the findings reveals that most, if not all, of the sites provide a ribbon-style navbar at the top of each site. From that navbar it should be clear how to get all the information you need when planning your trip to the park, such as opening hours, ticket prices, car park information, how to get to the park, information about rides and attractions offered, safety at the park, etc. Other stakeholders, other than potential park visitors, might nog use the navigation menu.

Pictures on the web site should represent the theme park, i.e. they should be photographs of the park itself including the attractions and surroundings. One side had animations that were not very representative of the park, and photographs were deemed more suitable.

As no of the investigated theme parks tried to grab the attention of the website visitor it was speculated that it might not be needed. Either the theme parks are already well established brands, and their websites focus more on providing information than grabbing attention, which is fine, or they choose to not grab the attention of the website visitor for some other reason.

For 4 of 5 theme parks, both opening hours and ticket prices were very easy to find either on the start page itself, or just a few clicks away from the start page. The one park website where opening hours and ticket prices were difficult to find go a minus score on this in our investigation.

Another important page in the website is the information on how to get to the park. We found that a majority of the investigated theme parks included how to get there by public transport, such as train and bus routes, as well as included driving directions, information about parking and map to the theme park. None of the websites had an embedded interactive map (e.g. google maps, or apple maps), which was deemed "overkill" after the investigation.

As for safety information, a majority of the sites has a popup regarding the ongoing Covid-19 pandemic, informing the website visitors that avoiding crowds is important in the fight against the pandemic. Other safety information, such as first aid, AED, fire escape routes, etc, were more difficult to find, but were available when searched for.

None of the investigated theme parks had an online gift shop. This might be understandable since the labour cost of running an online gift shop is high. Still, gifts are often very specialized to each theme park and highly sought after. Selling theme park gifts and memorabilia to others than park visitors might prove a solid business opportunity. The lack of an online gift shop made all the investigated theme parks to score negatively on that point.

All in all, all the theme park web sites catered mainly towards visitors of the park, or persons planning to visit. This includes families, teenagers and young adults. Other stakeholders, such as suppliers, potential investors, the local community, etc, had to navigate deep into the

websites before they could find the information the were looking for, if it was at all present, while potential visitors to the park got all of their information needs served up front.

3. Scope on the content of the website

After investigating five vastly different websites for five different theme parks, the following content list was developed. The list is split in a "must have" part, which reflects content that is crucial for the site to function in its intended role and purpose, and a "good to have" part, which will enhance the experience the visitor gets from the web site, but is not crucial for the purpose of the website.

Must have:
- Pictures that represents the park, i.e. is taken in the park
- Ticket prices
- Opening Hours
- How to get to the park
- Information about the rides and other attractions in the park

Good to have:
- A map showing the location of the park
- Information on what is on sale in the gift shop, and how to order.
- Safety Information for first aid, what to do in case of fire, etc.

4. The structure of the website

Just as with the content of the website, the structure was also decided upon based on the investigation of the five theme park websites above. The list of the structure of the website is also split in a "must have"-part, which reflects structural elements that is required for the site to function in its intended role, and purpose, and a "good to have"-part, which enhances the experience the visitor gets from the web site, but is not crucial for the purpose of the website.

Must have:
- A top navigation bar with 4-5 buttons, with links to "list of attractions", "how to find the park", "plan your visit" and "other".
- Ticket prices on the first page, or just a few clicks away on a "plan your visit"-page
- Opening hours on the first page, or just a few clicks away on a "plan your visit"-page
- All the rides and attractions collected on a separate page of the web site, with links to more information about each.

Good to have:
- Opening hours ALSO in the header of the website
- A separate page about the gift shop, and how to order from it in case you don't intend to visit the park.

5. Wireframes for a few selected pages of the proposed website

Based on the scope and structure of the web site, 5 wireframes were developed. We deemed 5 good, as we could use 1 each moving forward in the project.
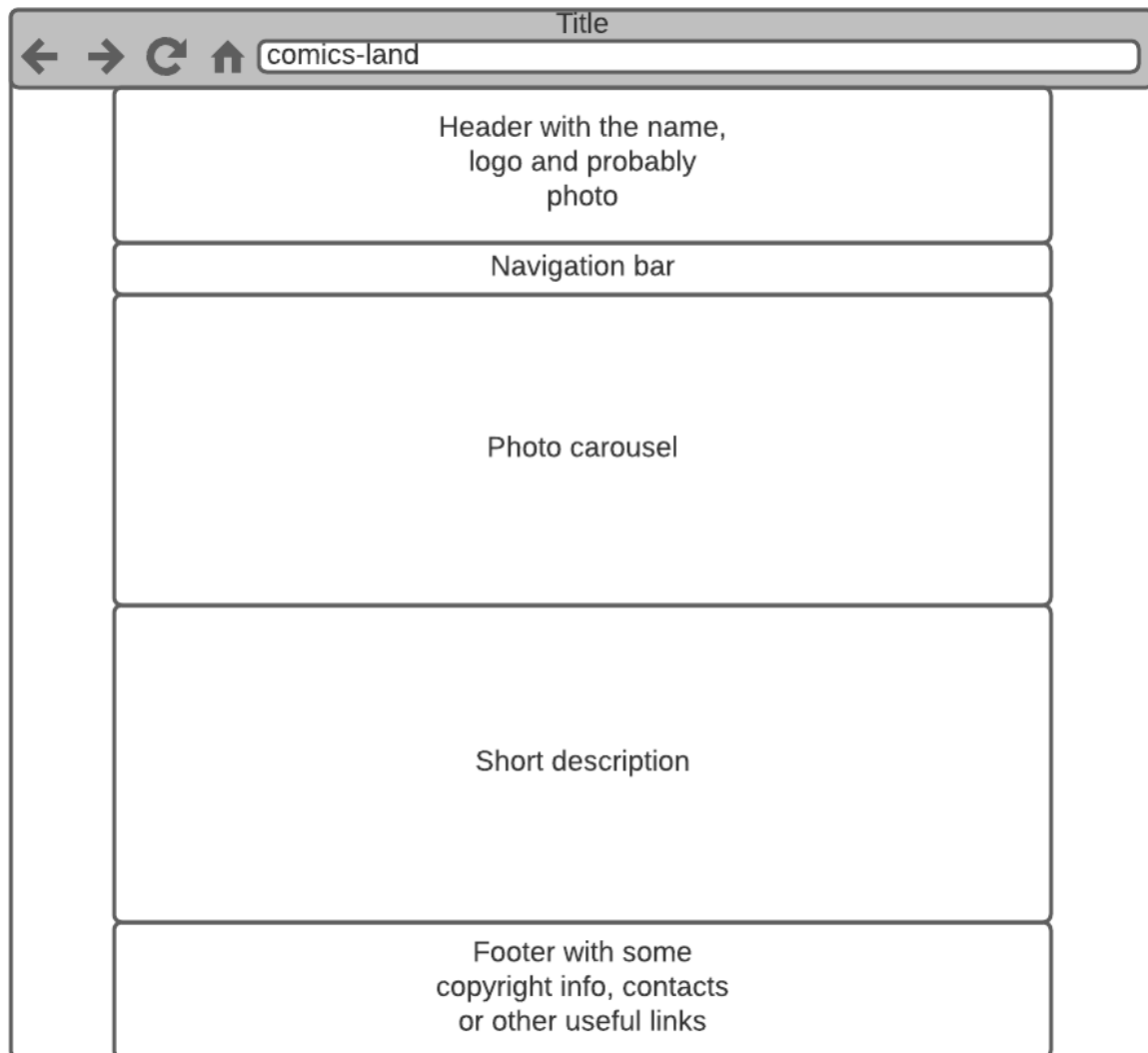

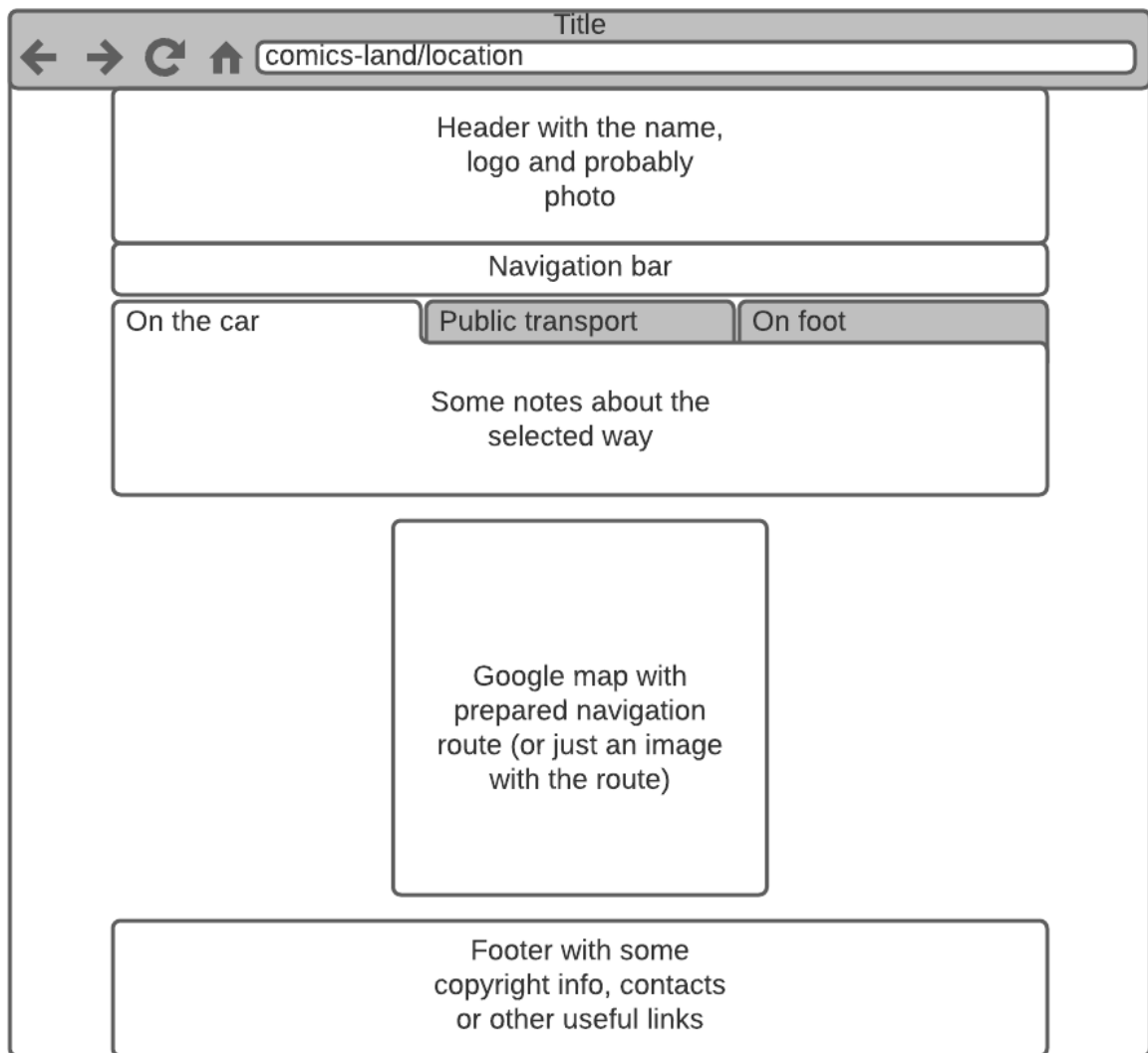*Image 1: Wireframes for the main page of the web site.*

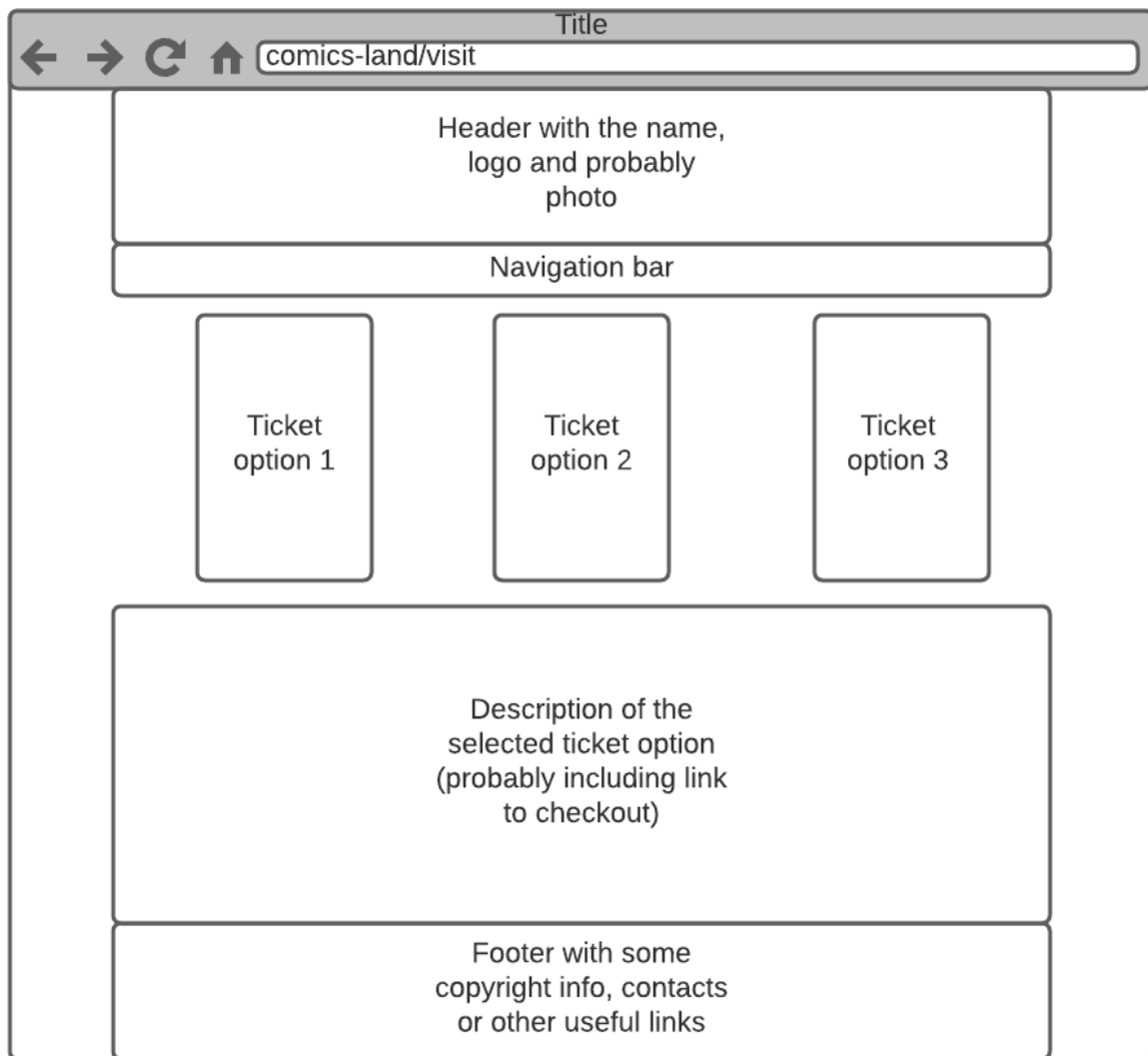*Image 2: Wireframes for the "how to find us"-page.*

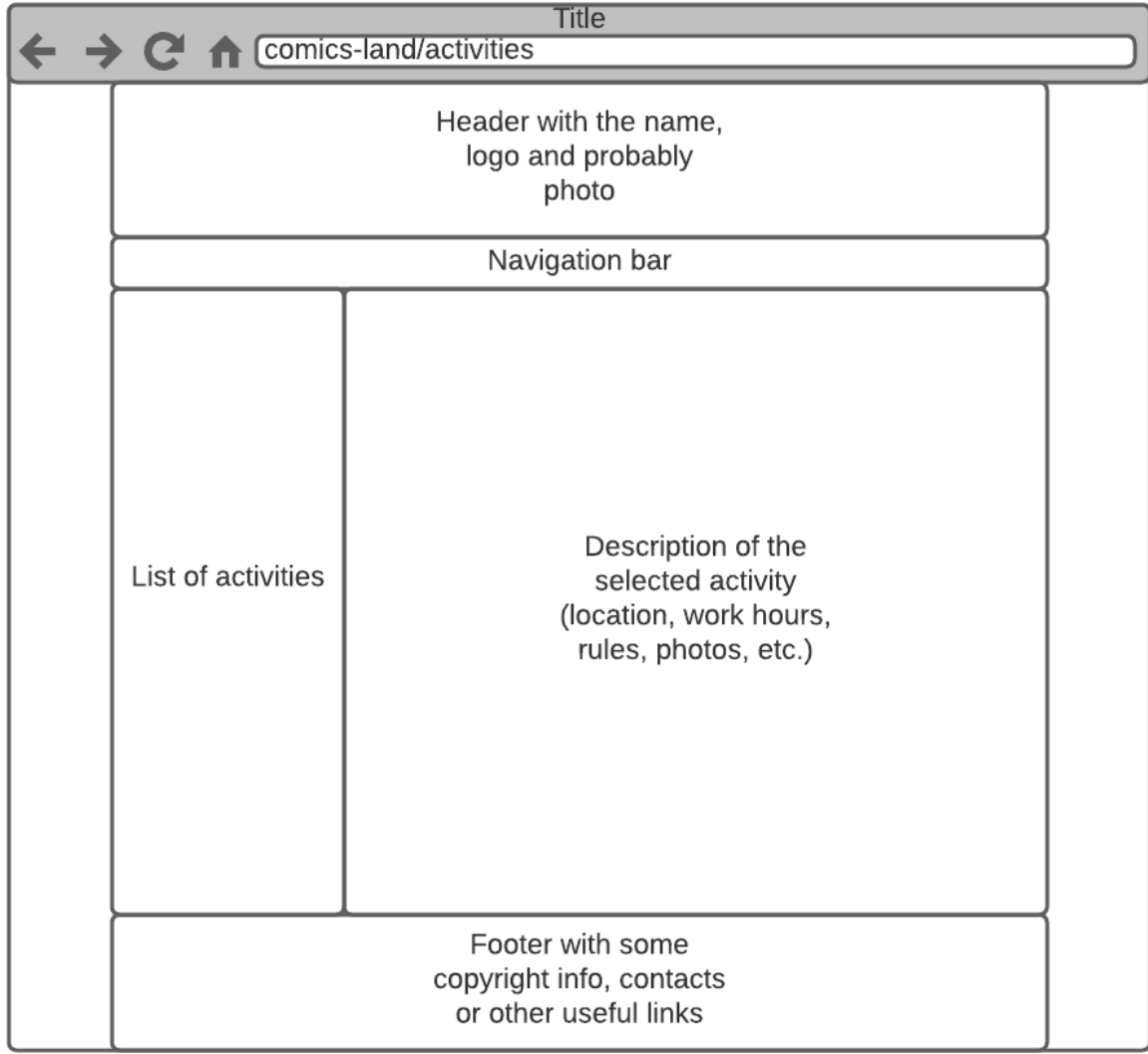*Image 3: Wireframes for the "Plan your visit"-page.*
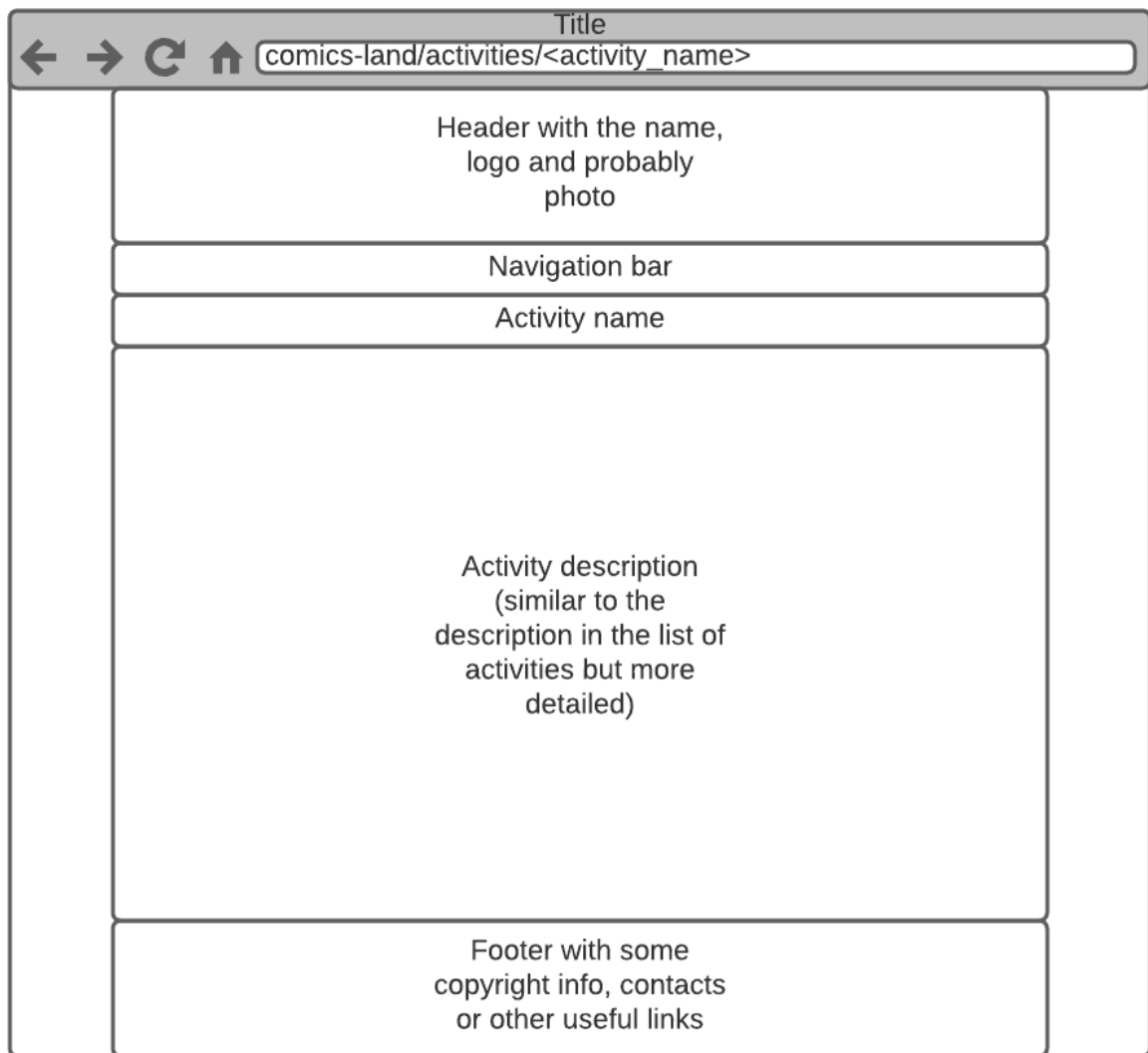
Image 4: Wireframes for the "activities"-page.

Image 5: Wireframes for the detailed view of each activity.

Questions \ Theme parks	Liseberg	Disneyland Paris	Oakwood Theme Park	Nikola-Lenivets	Everland Resorts	Summary
	https://www.liseberg.com/	https://www.disneylandparis.com/en-us/	https://www.oakwoodthemepark.co.uk/	http://en.nikola-lenivets.ru/	http://www.everland.com/web/multi/english/everland/main.html	
Where is the navigation of the website?	This site uses a very minimalistic navigation bar at the top of the page. The four categories used are "Experience", "Plan", Book" and "More". Once the Experience button is clicked, the user is taken to another page with yet another navigation bar, below the main one. This second navigation bar contains rides&attractions, food&drinks, accomodation, halloweend and Christmas at Liseberg. The "plan" button leads to a page with a similar sub-navigation bar containing "covid-19, opening times, services in the park, map, find us, accomodation, food & drinks and parking". The "book"-button does not open a sub-menubar, but rather takes the visitor to a booking system. The more button opens a full-screen menu containing "tickets&prices, opening times, rides&attractions, food&drink, accomodation, the park, plan your visit, christmas at Liseberg, Halloween, For companies, About Liseberg, Liseberg on social media and a menu for chaning langues. The grouping of the sub-menus into the categories experience, plan, book and more is very confusing. If you want to book ticket's it's straight forward, but if you want a restaurang menu it's less clear where you should navigate. I don't recommend this type of navigation, even if it leave the start page less cluttered.	This site has a main navbar that stays the same throughout the navigation around the site, and in addition to that it has a small breadcrumb navition just below it, which is very convenient if you are lost on the site. There main categories are "our two parks", "places to stay", "dining", "tickets and packages" and "before you arrive". When you however overeach a dropdown meny shows you further options. In additon to that it has some contact information in the header just above the navbar, along with a button that shows you the park opening hours, called "park hours". Each category opens a new page, with all the information you need, without any need for further navigation from there. If you however require more in-dept informaton you can go deeper, and the breadcrumb-navition shows you exactly where you are at the site.	Oakwood theme park web site has navigation its an icon made up of three short horizontal lines, representing a menu.but it looks a bit like a sandwich,it appears in the bottom right of mobile websites and clicking it reveals the navigation menu. After clicking on navigation menu you will find 6 categories about opening times,at the park, about us,schools and groups, events and blog.	The navogation is pretty straightworward. There is a top bar with all needed options and small footer with contacts. Minimalistic and convenient. Doesn't allow a user to be lost on the site.	Everland resort has two navigation in their desktop version. Its layout much like the menu of Coursera site. The upper main menu gives all links in the site. And second menu summarizes essential features of the site. The items in the rubrics are all included this essential menu, i.e. opening hour, fares, location, map and activities.	All the sites has a natviation bar at the top of the page, except the mobile site for Oakwood Theme Park. They were more or less easy to use, but they should at least contain the information the visitor needs while planning their trip to the park (opening hours, ticket prices, car park, how to get to the park, rides and attractions offered, safety at the park, etc)
How are visuals used on the web site?	+ Very bright and happy visuals, contained in boxes. There are pictuers of the rides and of the food you can get at the park. In addition to that there are also smiling children and happy families in many pictures. This gives the impression that Liseberg mainly caters to younger children and families. All in all very nice and clean.	+ The start page has photograph of cinderellas castle, with all the mascots posing in front of it. The photograph is slightly shaded, as to not grab too much attention from the rest of the page. Under each category are relevant photographs, but still no animations or film clips. For example under "our two parks" photographs of the parks are shown, under dining pictures from the restaurants, and so on. In general, icons are very well designed and blend well into the web site. They provide clarity without adding clutter.	the start page shows video visuals of people participating in oakwood theme park and enjoying different types of games and participating in different types of shows,dance clubs etc. the visuals of website are bright and mature to see and feels good when seeing the visuals.	There is a wide variety of photo materials which evenly distributed over the site. They don't create a feeling of redundancy, but in the same time create more or less full understanding of how the park look, and what visitors can fins in the park.	+ The start page shows picturea and deals. The deals for theme park is first order to give information. And safety measures for the part is latter. And the last goes for what they do lik a zoo and beautiful scenery of the park.	Picture material should be representative of the park. I.e. photos of the park, its surroundings, attractions and other activities.
How does the website grab the visitor's attention?	The startpage contains animations and film clips to show some of the rides the park offers. These kind of visual effects makes the site more appealing, without being cluttered. However, it decreases the amount of informaton the visitor gets from the site as most of the start page is covered in marketing material. In addition to that, film clips and animations that run on loop can feel old.	Disney is a well established brand, and Disneyland is something everyone talks about, so there isn't a great need to grab the attention of the visitor. Nontheless, the visitor is greeted by a well designed page, that is somber and easy to navigate. The colours are soft and everything you need are right there. Even opening hours and ticket prices are on the front page! Of course the friendly faces of Mickey Mouse, Goofy and Donald Duck helps to grab the attention as well, as those are characters that we all recognize. I guess this means that well established brands don't need to fight for attention quite in the same way as other brands.	The start page contains film clips to show the rides of the park and dance clubs where people can engage and enjoy thier events.these visual effects makes the web site more attractive to visitors so that they can know what the park is going to offer events and rides so that they can make thier decision to visit the park quickly.	There is nothing that could attract users to spend more time on the site. It looks more like formal representation simply with text and photo.	Everland Resorts is a amusement park that has five themes. But, the site does not give the user mesmerising moment. Other site's main page to give impression like a teaser and a prequel. So, Everland Resort is well established in Korea by large conglomerate. So, I think they focus on information of their website.	We did not experience that any of the theme parks websites we visited grabbed our attention. Either the parks were already well established and didn't need attention, and so focused more on being informative (which is fine), or they choose to not grab the visitors' attention for some other reason
How are the theme park's fares and prices presented?	- Finding the ticket pricing information is very complicated. You first have to click on "Book", then on "Ride passes and tickets", then under what kind of ticket you are interested in before it can show you the prices. A summary of the ticket prices should be shown as a table on the start page, or directly under the book-page.	The opening hours and ticket prices are accessible right from the start page! The ticket prices are one click away, by clicking on the "tickets"-button in the center section of the start page, or by clicking "tickets and packages" in the navigation bar. Very clear and logical design!	The ticket prices information is available on the start of the web site. open the website and u can see at the top right corner there is tickets section where you can click on thet and easily access the booking an information on the tickets and its prices.	+ There is a special section with tickets, services and prices. It contains detailed information about rules and doscounts. And visitors can book living house or services (e.g. barbecue grill) in advance.	+ The opening hour is in main page. And essential information is in seprate menu at the middle of page. So, the user never got lost in the page.	Ticket prices should be easy to find on the start page itself, or just a few clicks away.
How are the theme park's opening hours presented?	The opening hours are multiple clicks away from the start page. You first have to click on "plan", then on "opening times", then on "calendar" and choose the date for which you are interested in, before it shows the opening hours. Such vital information should be easier to reach. A summary, or today's opening hours, should be shown on the start page, since that might be the purpose of you visiting the web site.	The opening hours and ticket prices are accessible right from the start page! The opening hours are under the button "park hours" in the header of the page. This could be even more clear by showing today's opening hours right on the header, without needing to click the "park hours"-button to "un-hide" them.	The opening hours are easily accessible. on the start of the website if u slide down the web site you will see the calender section and in the bottom of that you will see opening times to visit the theme park and even you can choose your best time and book the tickets according to that information.	It's clearly described in the Tickets section.	The opening hour is in main page. And essential information is in seprate menu at the middle of page. So, the user never got lost in the page.	Opening hours should be easy to find on the start page itself, or just a few clicks away.
How does the theme park's website help the visitors to find the way to the park? By bus and train? By car?	The directions to the park is hidden under "plan" and "find us". Note that under "plan" there is also a button called "map". A visitor wanting a street map or a goole map-link to find the park might be tempted to click that button. However, that button only leads to a map over where the different attractions are within the park. That button could change to a better name. If you however click "find us" under "plan", you will be taken to a page where the address of the park is found, along with a google map to pinpoint where the park is. There are no recommendations on which public transport bus or tram-line to use (it does mention closest bus stop though), and there is no embedded google map to pinpoint where the park is. Instead, a link to google map is provided which opens in a new browser windows. This google map could be embedded on the page instead. Public transport suggestions could be provided. Many public transport providers today provides a version of their "trip planner" that can be embedded in other pages. There's a separate link to parking information, which instead could be included directly as a paragraph on the "find us"-page.	Under the "Before you arrive" entry in the navigation bar, there are entries called "how to get here", "map of Disneyland Paris" and "Our official mobile app". It is very clear that you are supposed to click on "how to get here" and not on any of the other two entries. Once you are on the "how to get here"-page, there's a short description on how to get to the park by plane, train, car, disneyland paris express, magical shuttle airport bus, public transport (Paris RER), or even how to hire a car in France. Under each category there's a short description and a link to take you to a more detailed page. Unfortunately there's no embedded map. I really like the idea however of having a short description and then a "read more"-link.	For visitors to find the way to the park there is a section on the front of the web site if they slide the web site they can see "getting here" how to find us if they click on the bar they have direct access to the google maps where visitors can find the exact location of the theme park.	+ There is a special section "How to get here" with detailed routes, ways and ready Google/Yandex navigator routes.	+ "Traffic guide" is very prominent at the middle toolbar. The second main menu contains price infomation, traffic information, park hours, entertainment and park map. In the traffic guide page they categorized into dedicated taxi, shuttle bus, public transportation and car.	How do get to the park is very important. Google/Yandex navigator routes can be incorporated, as well as maps, suggested bus or train routes and information about parking.
How does the website show a map to the theme park's location?	- It doesn't. It just shows the address and provides a link to google maps.	- No, no embedded map.	The web site shows the location of the theme park by the help of google maps where it becomes easy for vistors to navigate theme park	+ There is an image of the map. It's clear and readable.	- Just pdf file is uploaded	Embedded map might be overkill. An image of a map is sufficient.
How does the website present the activities you can do at the theme park?	+ The attractions and the restaurants are presented under "experience" and then under "rides & attractions" and under "food & drinks" respectively. The list of rides and restaurants can be filtered, and the results can be shown in list-view or in grid-view. This is very nicely done! Filters include how tall you must be to be allowed on a ride, if you need to be accompanied by adults, and various other tags.	+ All the activities are presented in a list view. A picture of the attraction is shown, along with some height requirements and keyword for that attraction. You can filter the list on height requirements, keywords, ages, accessibility, etc. That way you can quickly find the types of rides, attractions or restaurants you want to know more about. Each entry in the list has a little arrow pointing right, indicating that more information is available if you click that.	The activities of the theme park are presented in navigation bar, in the navigation bar you can see the "At the park" where you have the access of the whole theme park activities. the activities include the activity park map,thrill rides,family rides, young adventureand neverland,other attractions, food and drink,souveirs so that visitors can enjoy all the activities.	- There is a lot of segmental information, but there is no a single place on the site where a visitor could see a full list of available activities.	+ The activities that customer can use easily at "Entertainment" menu. the entertainment show the list of ride and attraction at specific day. The attractions are the restaurant is at upper menu. But, the list in the detail menu show broad information and does not have detail like menu at the restaurant.	The information should not be segmented, but rather collected into one place, where it can be searched, filtered. Even smaller attractions, such as restaurants and shops should have at least some information.
How does the website present the information for safety at the theme park?	The safety information is very hard to find. You have to use the "more"-menu, which brings up a new menu in full screen mode, then choose "services in the park" and finally "safety and wellbeing". It is understandable that theme parks don't want to scare visitors away by putting safety information up front, but at least it could be a sub-category under "plan", as you often wants to know about these things when you are planning your trip.	This information is a bit hidden. You have to click on "Before you arrive" and then on "see all servews". Once in that view the safety information is listed along with informatin, in alphabetical order in a list. This makes it very confusing! For example "First Aid" comes just before "Free WiFi".	The information on the safety of the visitors is presented in front of the theme park website. you can see"covid 19 information" where you will get all the information how to safely enjoy all the activities in the theme park.	There is no any information about safety or something similar.	- The safety restriction for Covid-19 is at pop up. The information about first aid and lost and found service can be found amenities menu.	At the present time, much focus is put on Covid-19 safety information, which is displayed up front. However, information about first aid, etc should also be available when searched for.
Does the website have an online gift shop? If so, how is it promoted from the main website?	- No online gift shop, only a ticket shop.	- I could not find any online gift shop.	There is no gift shop as such mentioned in the web site.	- No any inline gift shops	- No online gift shop.	No online gift shops in any of the parks.
What kind of stakeholders are expected to visit this website?	N/A Mainly people who wants to plan their trip to the theme park. Key information like prices and opening hours were hard to find, but on the other hand the information about the activities were very nice. This is not a web site for non-visitors, like jobseekers or the general public. It is also very clear that the park caters towards younger children, and not so much towards teenagers and young adults.	N/A This web site caters to a broad range of visitors. If shows information about the rides, so it caters to the normal visitors, but it also shows information about shows at Disneyland, places to stay, dining and more. Both young children and families as well as teenagers and young adults can find this web site useful.	The stakeholders who wants to visit the theme park to check the activities are allowed and they have other previlages and discounts to the theme park.	+ It's mainly intended for people who wants to have some rest on the nature in calm environment	+ They focusing on customer. Others like investor and potential employee have to use redirection link to another site.	The theme park sites mainly caters towards visitors. Other stakeholders have to navigate around a bit to find relevant information.