

Theme Park Website Design Specification

Authors: B. Georgieva, A. Milosevic

Purpose of the Theme Park Website

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

Having a dedicated and carefully planned web presence brings much value to a theme park business, so there are many purposes a theme park web site can serve. We will focus on the three we find to be most significant - promotion, disseminating information and facilitating sales and service.

Promotion (P)

One definite purpose is **promotion** - driving traffic to the website and presenting the theme park in an engaging and exciting manner is an excellent way to entice the potential visitors into becoming real ones and bringing value to the business. To fulfil this purpose, it is essential for the website to be engaging and desirable for the visitor audience because the opposite could just as much drive people away rather than attracting them. Linking the web site with social media channels for web sites is an effective way to promote the web site.

Disseminating information (DI)

Another fundamental purpose of the website is for **disseminating information** of interest to different web site audiences. Park visitors need facts about the park, its facilities, policies, job offers, contacts and similar information. Putting the address, telephone numbers and opening hours on a website needs to follow semantic conventions that please the search engines. The web site design has much freedom to choose the appropriate design that will present information in an easily accessible manner. Given that theme parks are not a place that people visit every day, they probably would have many questions before they arrive as suitable clothing, shoes, expenses, and accommodation, for example. By putting all of this information on a website, we can significantly decrease the number of phone calls and also make sure the visitors are prepared to have a great experience.

Facilitating sales and service (FSS)

Another reason for the creation of such a website might be **facilitating sales and service**. That includes purchasing tickets online, reserving spots at associated hotels, scheduling birthday parties, talking to staff via online chat, to name a few. Online facilities for sales and service could be one of the hardest and most responsible things to develop, but it could also bring much value. On the one hand,

we have the user for whom it could be a lot easier to make purchases online that would also allow him to save time waiting on queues and also feel more secure that his plans are going to go smoothly. Using the online chat could also be very convenient and doesn't require a phone call that might be paid or waiting for email responses for days.

On the other hand, the business owner can also benefit greatly. Online purchases mean fewer people in queues in front of the ticket office, which in turn results to less personnel needed at ticket offices and also shorter lines and a better experience for those who do decide to buy their tickets on the spot. Same goes for online chat because much of the responses could be automated, and one employee could deal with multiple customers at the same time.

Key Audiences

- I. Potential theme park visitors (PV) are the primary audience that needs to be engaged, attracted persuaded to visit the park using promotional content and links to social media channels. Park visitors also need to be well informed regarding park facilities, operations and policies.
- II. Prospective employees (PE) need to be informed on the job offers, mission and vision of the business and its culture.
- III. Members of the press (MP) need to be informed on the business facts, its history and events.
- IV. The general public (GP) needs to be aware of the brand and of the general information about the park.

Content of the Theme Park 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.

The theme of the retro park “Back in time nostalgia”

After researching a lot of sites we decided to go for a niche theme park theme that brings visitors back in the time of their parents and grandparents and evokes nostalgic feelings of good old times. The attractions, design, photo filters and fonts will reflect the 50s and 60s era.

Content enumerated below is selected to be fit for specific purpose and appropriate for the audience.

Content Sections

- I. Services
 - A. Map of the park (DI for PV)
 - B. Rides and attractions (P for PV)
 - 1. Ferris wheel
 - 2. Vintage carousel
 - 3. Rollercoaster
 - 4. Shooting ducks and prize fishing booths
 - 5. Hall of mirrors
 - 6. Clowns
 - 7. Wax figures
 - 8. Outdoors labyrinth
 - 9. Black and white cinema
 - 10. Bumper cars
 - C. Dining (P for PV)
 - 1. 50s diner
 - 2. Hot dog stands
 - 3. Cotton wool stands
 - 4. Popcorn stands
 - D. Miscellaneous facilities (DI for PV)
 - 1. ATMs
 - 2. Info center
 - 3. Ticket office
- II. Online sales of tickets and passes (FSS for PV)
 - A. Offers
 - 1. Daily tickets
 - 2. Annual passes
 - 3. Special offers
 - a) Birthday celebration
 - b) Skip the queue
 - B. Discounts
- III. General information (DI)
 - A. Opening hours
 - B. Getting there
 - C. About us
 - 1. Job offers (DI for PE)
 - D. Terms and policies (DI for GP)

Record of discussions

- BG suggested a retro theme that would evoke nostalgic feelings with vintage attractions and overall theme

- AM suggested that it can be a good way to connect generations with older generations bringing younger generations to appreciate things that have a lasting value
- AM suggested a Vienna's Prater park as the oldest in the world can be used for inspiration

Structure of the Retro Theme Park 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.

According to our research of theme park websites, besides the home page, two important pages are one presenting attractions and one presenting offers. Depending on the size of the theme park and variety of the theme park offers, these pages vary in size and solutions. Structure of the pages specified here is fit for small parks with simple offer.

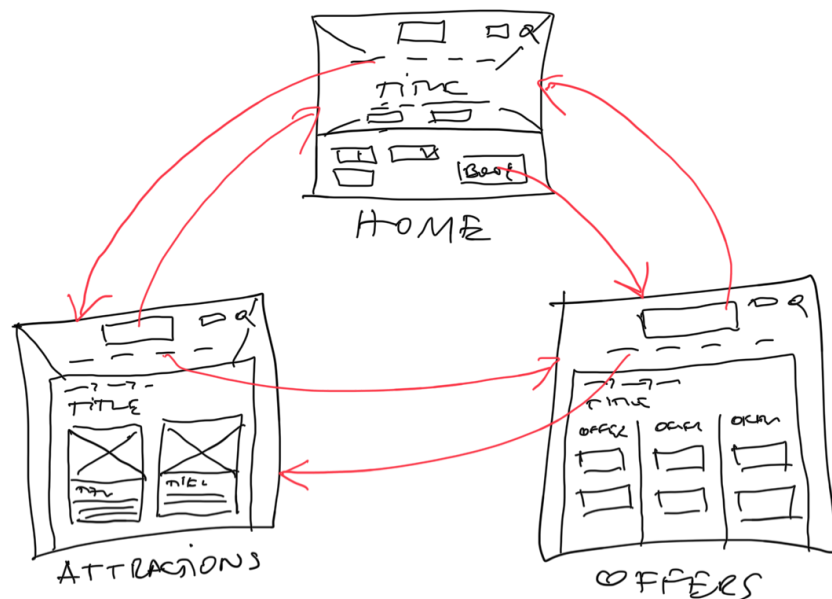


Figure 1, Navigation between pages

Home page

1. Header
 - a. Logo
 - b. Flag (language button)
 - c. Search icon
2. Menu strip
3. Carrousel of photos with offers/news
4. Booking form - fixed to the top of the screen on scroll
5. A sequence of screen-wide cards with featured events/attraction
6. A strip of smaller cards with somewhat similar info

7. Social media strip with photos
8. Footer
 - a. A website map (list of links)
 - b. About us button
 - c. Terms and policies

Offers page

1. Header (same)
2. Big featured offer for discounted tickets
3. List of different daily passes
4. Annual pass deal
5. Extras - “skip the queue” passes, birthday party organization
6. “Get Tickets” banner (same)
7. Footer (same)

Attractions page

1. Header (same)
2. Big overview image
3. Collection of cards each with:
 - a. Title - the name of the attraction
 - b. Image
 - c. Description
 - d. Height/weight/age regulation specifications
 - e. Typical waiting time
4. “Get Tickets” banner (same)
5. Footer (same)

Record of discussions

- We agreed quickly on the two other pages that are prominent in theme parks are “Rides and Attractions” page featuring a list of all attractions and “Offers” page that feature a list of standard and special offers such as tickets, packages, passes and special offers.
- We agreed that we should aim for a simple web site for a small theme park as huge parks have to manage a lot of complexity due to a lot of content.

Design of the wireframes

Produce a set of wireframes for the site, showing the concepts for both a widescreen 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.

We designed 6 wireframes in total using Balsamiq tool - 3 for the desktop screen size and 3 for the small screen size.

Both .bmpr file and a .pdf export of the designs are available in the .zip archive.

For a list of page wireframes

Records of discussion

- We should limit the site to 3 pages as instructed and extend it further down the project if necessary
- Primary navigation will be horizontal menu in the header with pull down option

Appendix 1 - Research of theme park web sites

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 web site. Keep a record of the discussion in a document.

Researched sites

We researched following theme park sites:

- Legoland California
- Universal Studios Hollywood
- Disneyland Paris
- Motiongate Dubai
- Seaworld San Antonio

Annotated screenshots are available in the project .zip archive as .pdf files.

Legoland California

<https://www.legoland.com/california>

What works well

- A relatively simple structure of the website
- Visual hierarchy of headings and sections works well for the main interest of the audience
- Visit booking form pinned to the bottom of the screen
- Header and footer are consistent across the pages

What does not work well

- Web design looks outdated and subpar
- Too many colours used in colour scheme makes the pages distracting
- Fixed “Have A Question?” button breaks the conventions by signalling live agent chat and then offering a help search
- Primary navigation stays hidden behind the “hamburger” menu even when a desktop screen width allows for visible navigation

Structure and content of the web site

Home	Offers	Attractions
Header <ul style="list-style-type: none">- Hamburger menu with links- Events button	Header (same) In-page navigation Breadcrumb links Online exclusives pricing	Header (same) Breadcrumb links Title Hero photo

<p>overlay</p> <ul style="list-style-type: none"> - Logo - Shopping cart - Book now button <p>Carousel with ticket offers</p> <p><u>Below the fold</u></p> <p>Events</p> <p>Rides and attractions</p> <p>Accommodation</p> <p>Footer</p> <ul style="list-style-type: none"> - Social media buttons - Links to affiliated theme parks - Menu of links - Terms and policies <p>Fixed help search button</p> <p>The fixed booking form on the bottom</p>	<p>banner</p> <p>Featured ticket pass</p> <ul style="list-style-type: none"> - Title - Photo - Price - Description of services - Buy now button (opens shopping wizard pop-up) <p>Daily Pass Offers</p> <ul style="list-style-type: none"> - Title - Photo - Online price - On the day price - Description of services - Buy now button (opens shopping wizard pop-up) <p>Yearly Pass Offers</p> <ul style="list-style-type: none"> - Title - Photo - Price - Description of services - Buy now button (opens shopping wizard pop-up) <p>Premium Pass Offers</p> <ul style="list-style-type: none"> - Title - Photo - Learn more button (opens a specific offer page) <p>Extra offers</p> <ul style="list-style-type: none"> - Photo - Price (starting at) - Learn more button (opens a specific extra offer page) <ul style="list-style-type: none"> - Reserve n ride - Birthday parties <p>Fixed help search button</p> <p>Footer (same)</p>	<p>Description of the park area</p> <p>Sections</p> <ul style="list-style-type: none"> - Title - Subtitle - Buy tickets button - Rides <ul style="list-style-type: none"> - Photo - Title - Description - Admission requirements <p>Fixed help search button</p> <p>Footer (same)</p>
--	---	--

Universal Studios Hollywood

<https://www.universalstudioshollywood.com/>

What works well

- Offer
 - Pass comparison is easy with 4 columns and features in rows

What does not work well

- General
 - Site is very complex
 - Language selection is at the bottom against conventions
 - The rather unconventional design of the pull-down menu
- Home
 - Alternating sections with many different card layouts
 - Flip cards look like a gimmick that does not have a purpose
 - Switchable main sections instead of just scrolling are unexpected
- Attractions
 - 3 levels of details card, expanded block and details page is too much
- Offers
 - Tickets are presented on a separate site with different design

Structure of the web site

Home	Offers	Attractions
<p>Header</p> <ul style="list-style-type: none">- Top bar<ul style="list-style-type: none">- Logo- Pass members- Weather info- Opening hours- Tour hours- Menu strip (pull down)<ul style="list-style-type: none">- Primary navigation items- Buy tickets- Search button <p>Carousel with offers and attractions</p>	<p>Header (same)</p> <p>In-page navigation</p> <p>Online exclusives pricing banner</p> <p>Featured ticket pass</p> <ul style="list-style-type: none">- Title- Photo- Price- Description of services- Buy now button (opens shopping wizard pop-up) <p>Daily Pass Offers</p> <ul style="list-style-type: none">- Title- Photo- Online price- On the day price- Description of services	<p>Header (same)</p> <p>Title</p> <p>3 Columns of cards</p> <ul style="list-style-type: none">- Each card<ul style="list-style-type: none">- Image- Title- More info button that expands a block with<ul style="list-style-type: none">- Hero image carousel- Title- Description- Link to details (leads to attraction page) <p>Footer (same)</p>

<ul style="list-style-type: none"> - Hero image - Title - Summary - Learn more button <p><u>Below the fold</u></p> <p>Spotlight section with 4 double-sided cards</p> <ul style="list-style-type: none"> - Title of the section Front of the card - Image - Title - Description - Flip over button Back of the card - Description - Get details button <p>Rides and attractions, Dining, Shopping or Entertainment section (pull-down selection)</p> <ul style="list-style-type: none"> - Title of the section - Carousel with offers and attractions <ul style="list-style-type: none"> - Hero image - Title - Summary <p>More to explore section with 3 cards</p> <ul style="list-style-type: none"> - Title of the section Each card: - Image - Title - Description - Learn more button <p>Find your fun section with 4 cards</p> <ul style="list-style-type: none"> - Title of the section Each card: - Image - Title - More details button <p>Footer</p> <ul style="list-style-type: none"> - Advert banner - Sign up form 	<ul style="list-style-type: none"> - Buy now button (opens shopping wizard pop-up) <p>Yearly Pass Offers</p> <ul style="list-style-type: none"> - Title - Photo - Price - Description of services - Buy now button (opens shopping wizard pop-up) <p>Premium Pass Offers</p> <ul style="list-style-type: none"> - Title - Photo - Learn more button (opens a specific offer page) <p>Extra offers</p> <ul style="list-style-type: none"> - Photo - Price (starting at) - Learn more button (opens a specific extra offer page) <ul style="list-style-type: none"> - Reserve n ride - Birthday parties <p>Fixed help search button</p> <p>Footer (same)</p>	
---	---	--

<ul style="list-style-type: none"> - Image - Title - Summary - Sign-up button - Social media strip - Language selection strip - General links - Copyright and terms links 		
---	--	--

Disneyland Paris

<https://www.disneylandparis.com/en-us/>

What works well

- General
 - Rounded corners on cards
 - Main navigation with pull-down menu in the header on the desktop that turns into “hamburger menu” in the mobile size
 - Follows established conventions for common elements such as breadcrumb links, language, and search
 - Follows responsive design conventions such as hamburger menu for navigation on mobile screens
 - Tasteful use of social media links and content
- Home
 - Captivating background video at the top of the page sets the theme of the theme park experience
 - Separate header when the page is scrolled with two main CTA buttons that remain visible
 - Use of tags on cards to clarify what the card is about
- Attractions
 - For parks that have so many attractions a list with filters and search makes finding the right attraction easier

What does not work well

- Offers:
 - Offers page is not organized so that the tickets are visible without scrolling
 - Visual hierarchy of the offer page could be more consistent
 - Sizes and styles of offer summary text vary a lot across blocks
 - Other package offers placed in the tickets section

Structure of the web site

Home	Offers	Attractions
Header (changes when the page is scrolled) <ul style="list-style-type: none">- Call centre button- Logo- My account button- Language button- Search button- Menu with drop down	Header (same) Breadcrumb links Packages section <ul style="list-style-type: none">Section titleFeatured package block (larger image and text)Each package block:<ul style="list-style-type: none">- Image	Header (same) Breadcrumb links (same) Title Subtitle Filter and search bar <ul style="list-style-type: none">- By park and hotel- By interest- By height

<p>Hero section</p> <ul style="list-style-type: none"> - Background video - Headline - Book a package CTA - Buy a ticket CTA <p>Feedback button (fixed to the right)</p> <p>Booking form</p> <p><u>Packages</u></p> <ul style="list-style-type: none"> - Pick dates - Number of adults - Number of children - Find prices button <p><u>Tickets</u></p> <ul style="list-style-type: none"> - Tickets and fast pass - Special parties - Dinner show <p>Find prices button</p> <p><u>Below the fold</u></p> <p>Alternating wide banners and carousels with cards featuring:</p> <ul style="list-style-type: none"> - Event - Package - Season - Accommodation - Ticket <p>Card</p> <ul style="list-style-type: none"> - Image - Heading - Summary text - Tag (kind of card) - Learn more button <p>Instagram carousel</p> <ul style="list-style-type: none"> - photos, - channel - follow us button <p>Sign up form</p> <p>Footer</p> <p>Footer in two columns</p> <ul style="list-style-type: none"> - Social media buttons - Links to affiliated sites - Menu of links for - Terms and policies 	<ul style="list-style-type: none"> - Title - Summary text of the offer - Link button that points to more information <p>Contact information of the booking office</p> <p>Tickets section</p> <p>Section title</p> <p>Featured ticket block (larger)</p> <p>Each ticket block has the same structure as the package block</p> <ul style="list-style-type: none"> - Other package offers - Other ticket offers <p>Feedback button (same)</p> <p>Footer (same)</p>	<ul style="list-style-type: none"> - By Age - By Accessibility rq. - Search <p>List of attractions that match criteria</p> <p>Each attraction block</p> <ul style="list-style-type: none"> - Image - Title - Summary - Button with link to more information <p>Feedback button (same)</p> <p>Footer (same)</p>
--	--	---

Motiongate Dubai

<https://www.motiongatedubai.com/en>

What works well

- The website is simple and enjoyable to use. Easy to find yourself around. Very user friendly.
- The design is colorful and interactive.
- The round corners on the images create a more playful and inviting experience.

What does not work well

- Having the buying of the tickets leading to another website whether other parks are also on display is probably not a very good call since users might get a new idea from it and change their mind, choosing a different theme park.

Structure of the web site

Home	Offers (another website)	Attractions
<p>Header</p> <ul style="list-style-type: none"> - Logo - Horizontal menu - BUY TICKETS button <p>Carousel with ticket offers 3 smaller ticket offer cards Rides and attractions slideshow Banner with call to action Footer</p> <ul style="list-style-type: none"> - Partners' logos - Links to informative sources (Terms and Conditions, Privacy Policy etc.) 	<p>Header</p> <ul style="list-style-type: none"> - Logo - Horizontal menu - BUY TICKETS - Options (Currency, Language) - Login buttons <p>Title Photo Big offer cards one under the other</p> <ul style="list-style-type: none"> - Picture - Title - Description - Benefits badges - Price - BUY button <p>Footer</p> <ul style="list-style-type: none"> - Logo - Logos of associated parks - List of menu links - Partner logos - Trademark - Social buttons - Newsletter sign up form - Buttons to iOS and Android apps 	<p>Header (same as Home)</p> <p>Title List of filters Search bar Attraction cards grid</p> <ul style="list-style-type: none"> - Image - Title - Restrictions - Share buttons <p>Footer (same)</p>

SeaWorld San Antonio

<https://seaworld.com/san-antonio/>

What works well

- Simple navigation
- Clear call to actions
- Shopping experience integrated into site

What does not work well

- Very large footer

Structure of the web site

Home	Offers	Attractions
<p>Header</p> <ul style="list-style-type: none"> - Horizontal menu - Logo - Buy Tickets Button - Login button - Shopping cart - Search button <p>Carousel with ticket offers</p> <p><u>Below the fold</u></p> <p>Events</p> <p>Rides and attractions</p> <p>Accommodation</p> <p>Rescue counter</p> <p>Social media banner</p> <p>Logo</p> <p>Footer</p> <ul style="list-style-type: none"> - Site map links - Social responsibility strip - Contact info - Social media strip - Copyright notice - Terms and policies - Affiliated sites 	<p>Header (same)</p> <p>Exclusive offer banner</p> <p>Offer category selection anchors</p> <p>Featured offers</p> <ul style="list-style-type: none"> - Title - Image - Description of services - Ticket purchase form with add to cart button <p>Upgrades button</p> <p>Breadcrumbs bar</p> <p>Footer (same)</p>	<p>Header (same)</p> <p>Hero photo</p> <p>Title</p> <p>Description of the park</p> <p>Cards with rides, shows, experiences and events</p> <ul style="list-style-type: none"> - Photo - Title - Learn more link <p>Fixed help search button</p> <p>Breadcrumbs bar</p> <p>Footer (same)</p>