Web Development (CM1040)

Coursework 1.1 - Team Assignment

Project **Aqua Land**

Group Report

Team 91 (Tutor Group 11)

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Purpose of the Website

Comprehensive Theme Park Guide

The website serves as a comprehensive guide for theme park enthusiasts, offering detailed information on various theme parks. It includes park features, attractions, ticket pricing, and special events, catering to visitors who are planning their trips.

Real-Time Updates and Notifications

It provides real-time updates on park schedules, weather conditions, and crowd levels, assisting visitors in making informed decisions about their visits. These updates will be displayed in a news and updates ticker on the homepage.

Interactive and User-Friendly Experience

Designed with a focus on user experience, the website offers interactive maps, virtual tours, and a responsive design, making it easy for users to navigate and plan their visit efficiently.

Online Ticket Booking and Reservation System

The website includes a seamless online booking system for tickets, special passes, and reservations for park-related events and accommodations, streamlining the process for users.

Community Engagement

It fosters a community of theme park fans, featuring a section for user reviews, ratings, and forums where visitors can share experiences, tips, and recommendations.

Educational and Informative Content

The site also serves an educational purpose, providing insights into the history of theme parks, behind-the-scenes looks at attractions, and articles on theme park design and technology.

This purpose statement aims to reflect a website that not only aids in planning visits but also enriches the user's understanding and appreciation of theme parks, while providing a platform for community interaction.

Demographical Highlights

Target Audience

The website should cater to a diverse audience with varying intentions:

- ### Potential Visitors

Individuals or groups looking for entertainment options, including families, tourists, school groups, and thrill-seekers.

- ### Season Pass Holders

Regular visitors who are interested in the latest news, updates, and special pass holder benefits.

- ### Event Planners

Corporate groups or individuals looking to host events or outings at the theme park.

- ### Local Community

Residents living nearby who may be interested in community events, special local promotions, or employment opportunities.

- ### Investors and Media

Stakeholders interested in business operations, press releases, and corporate information.

Reasons for Visiting the Website

- ### Pre-visit Research

To learn about the park and plan their visit.

- ### Ticket Purchase

To buy tickets or make reservations online.

- ### Special Events

To find out about upcoming events or time-limited attractions.

- ### Operational Information

To check operational hours, rules, and COVID-19 related updates.

- ### Customer Support

To get answers to questions, directions, or assistance with lost items or other concerns.

Structure of the Website

Home Page

Header

Prominently features the park's logo, anchoring the brand's identity. The navigation menu is intuitive, offering direct links to the 'Home', 'Rides', and 'Tickets' pages, enhancing user navigation.

News and Updates Ticker

A dynamic, scrolling ticker positioned below the navigation menu, displaying the latest news, park updates, special events, or temporary closures, ensuring visitors are immediately informed of important information.

Banner Images

A visually striking carousel of images rotates, showcasing the theme park's attractions, special events, and unique experiences, capturing the visitor's interest and setting the tone for the excitement the park offers.

Featured Rides Section

This section highlights 4 major attractions, each presented with an engaging image and a concise description, enticing visitors to explore what these rides offer. It's a blend of visual appeal and informative content.

More Information Section

Strategically placed for easy access, these links offer shortcuts to vital information like Ticket reservation and Rides Page.

Social Media Section

Features icons linked to the park’s social media profiles. This section not only promotes engagement but also serves as a portal to a broader community of park enthusiasts.

Footer

Contains a repeat of the navigation links for convenience, along with contact information, terms of service, privacy policy, and copyright notices, ensuring compliance and accessibility.

Rides Page

Header

Maintains brand consistency with the homepage, featuring the logo and a clear navigation menu.

Rides Showcase

Presents 8 rides in an animated, grid-style layout. Each tile captivates with a dynamic image, engaging title, and a brief but informative description, providing a snapshot of the experience each ride offers.

Footer

Mirrors the homepage footer, offering navigational ease and important links.

Ticket Page

Header

Consistent with the other pages, it provides a familiar and easy-to-navigate interface.

Ticket Preview

This section showcases various ticket options like single-day tickets, season passes, and group discounts. Each option is accompanied by detailed information on pricing, benefits, and restrictions.

Footer

Consistent across the site, providing useful links and legal information.

Content of the Website

Home Page

1. Header

The header is typically the top portion of the website and is one of the first things a user sees. It usually spans the top of each page and contains essential elements that define the website's identity and provide navigation. The header will contain AquaLand Logo in the center with midnight blue background. Following this will be the Navigation Menu containing redirect links to Home, Rides, Tickets, Contact Us and Socials.

2. News Ticker

The News and Updates ticker will display important information for the potential theme park website visitor. (e.g. T&Cs, Discounts, Upcoming Festivals and ticket prices etc.)

3. Tagline

In the accordance for the name of theme park decided (AquaLand), the tagline will be : *Make Waves of Memories.*

4. Banner Images

The Banner Images will contain actual images taken from the theme parks showing children under the age of 10 having an amazing time.

5. Rides Section

The title for rides section should say:

Get ready to experience thrill like no other

From rafting to water slides, we have it all

Whether you're craving adrenaline or just want a relaxing day at the beach,

there's nothing like AquaLand, where there's always something for everyone

6. Featured Rides

The Title for featured rides will be Rafting, Tube Sldies, Rainbow Slides and Jumbo Slides, each one of them with their respective images.

7. More Info Section

The More information section should say:

Hang On, Of course there's more!

For information regarding Rides, Please Visit Rides.
For information regarding Tickets, Please Visit Tickets.

7. Social Media Section

The Social Media Section Title will be Follow us more!

Tile 1. Facebook with username below it's icon.
Tile 2. Instagram with username below it's icon.
Tile 3. Twitter with username below it's icon.
Tile 4: Youtube with username below it's icon.

8. Footer

The Footer will display AquaLand logo in the center with midnight blue to black gradient background overlay. The Quick Links section will be titled as *Helpful Links* consisting Home, Rides Tickets, Socials and Contact Us links.

Below the Helpful Links Section, contact information will say:

Contact Us or Pay Us a Visit:

+92 12-345-6789
H-11/4, Islamabad, Capital Territory, Pakistan

At last, the copyright notice for aquaLand will be displayed.

Rides Page

1. Header

The header is typically the top portion of the website and is one of the first things a user sees. It usually spans the top of each page and contains essential elements that define the website's identity and provide navigation. The header will contain AquaLand Logo in the center with midnight blue background. Following this will be the Navigation Menu containing redirect links to Home, Rides, Tickets, Contact Us and Socials.

2. Attractions Overview

This section will say:

Fun is always in season at Aqua Land waterpark! With dozens of slides, pools and attractions in four themed zones, there is something for everyone at Aqua Land.

3. 2x4 grid-tile Rides Showcase

Tile 1
Featured Image
Title: Rafting
Brief Description: Go for a thrilling raft around the park rapids.

Tile 2
Featured Image
Title: Hydrotube
Brief Description: An aqua rollercoaster.

Tile 3
Featured Image
Title: Aqua Drop
Brief Description: Feel your guts leave your body.

Tile 4
Featured Image
Title: Dinghy Slide
Brief Description: Grab a dinghy and race your friends to the finish.

Tile 5
Featured Image
Title: Jumbo Slide
Brief Description: Have your friends and family join you on this journey.

Tile 6
Featured Image
Title: Rainbow Slide + Tube
Brief Description: Choose your color slide down for a dual ride experience.

Tile 7
Featured Image
Title: Loop the Loop
Brief Description: Loop through the air in a cushion of water.

Tile 8
Featured Image
Title: The Thriller
Brief Description: All of our best rides jampacked into one!

4. Footer

The Footer will display AquaLand logo in the center with midnight blue to black gradient background overlay. The Quick Links section will be titled as *Helpful Links* consisting Home, Rides Tickets, Socials and Contact Us links.

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H-11/4, Islamabad, Capital Territory, Pakistan

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Ticket Page

1. Header

The header is typically the top portion of the website and is one of the first things a user sees. It usually spans the top of each page and contains essential elements that define the website's identity and provide navigation. The header will contain AquaLand Logo in the center with midnight blue background. Following this will be the Navigation Menu containing redirect links to Home, Rides, Tickets, Contact Us and Socials.

2. Attractions Overview

This section will say:

Welcome to Aqua Land, a thrilling water theme park where children embark on a splashing adventure! At Aqua Land, kids dive into a world of excitement and joy, greeted by an array of exhilarating attractions tailored to their boundless energy and imagination. From twisting water slides to interactive splash zones, every corner of this aquatic wonderland is designed to ignite laughter and create unforgettable memories.

To view or make changes to tickets you've already purchased, visit My Tickets.

3. Ticket Preview

This section will display a ticket preview. The price of the ticket as well as the minimum age for ticket is mentioned.

Below the preview, the section will say:

At Aqua Land, the laughter echoes, the splashes abound, and every moment is a celebration of the boundless joys of childhood. My Tickets.

4. Footer

The Footer will display AquaLand logo in the center with midnight blue to black gradient background overlay. The Quick Links section will be titled as *Helpful Links* consisting Home, Rides Tickets, Socials and Contact Us links.

Below the Helpful Links Section, contact information will say:

Contact Us or Pay Us a Visit:

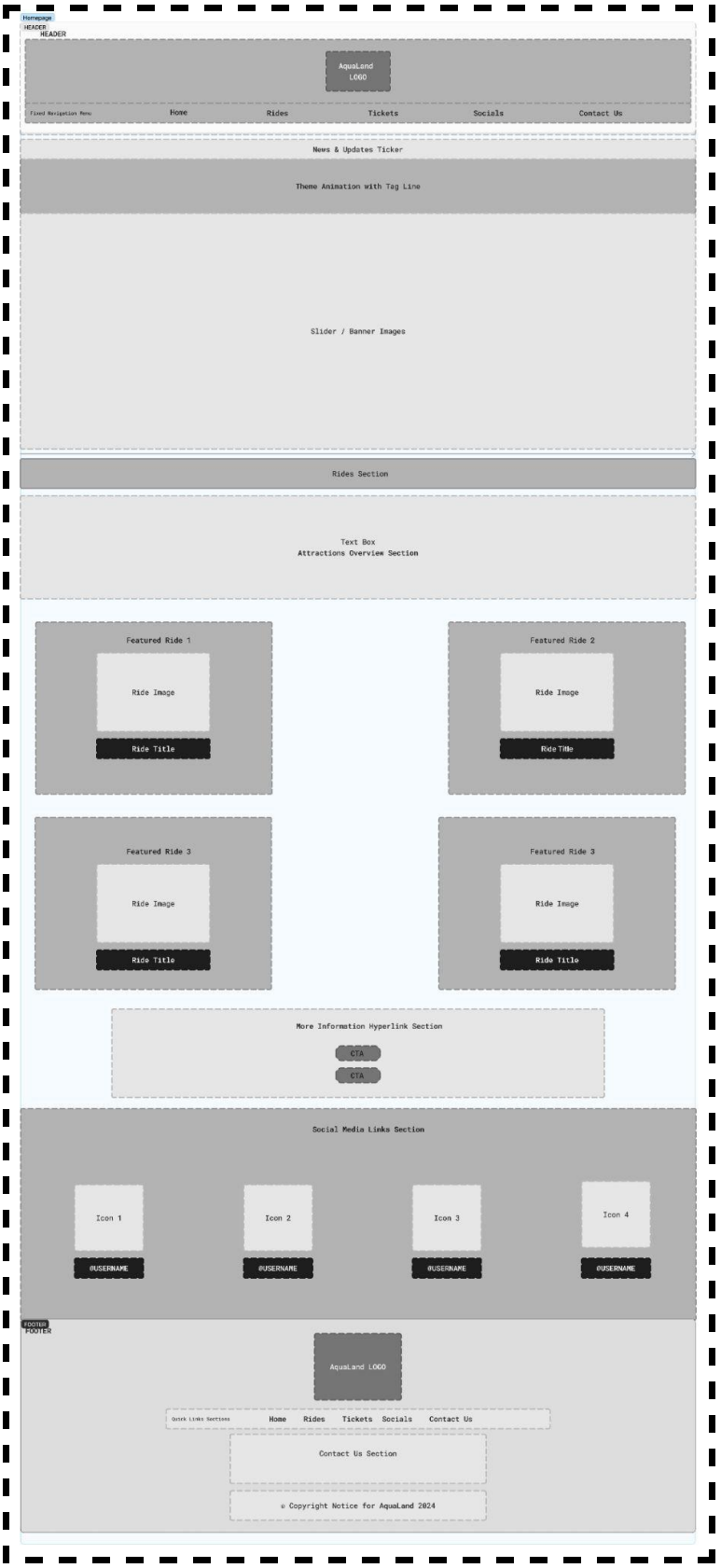
+92 12-345-6789

H-11/4, Islamabad, Capital Territory, Pakistan

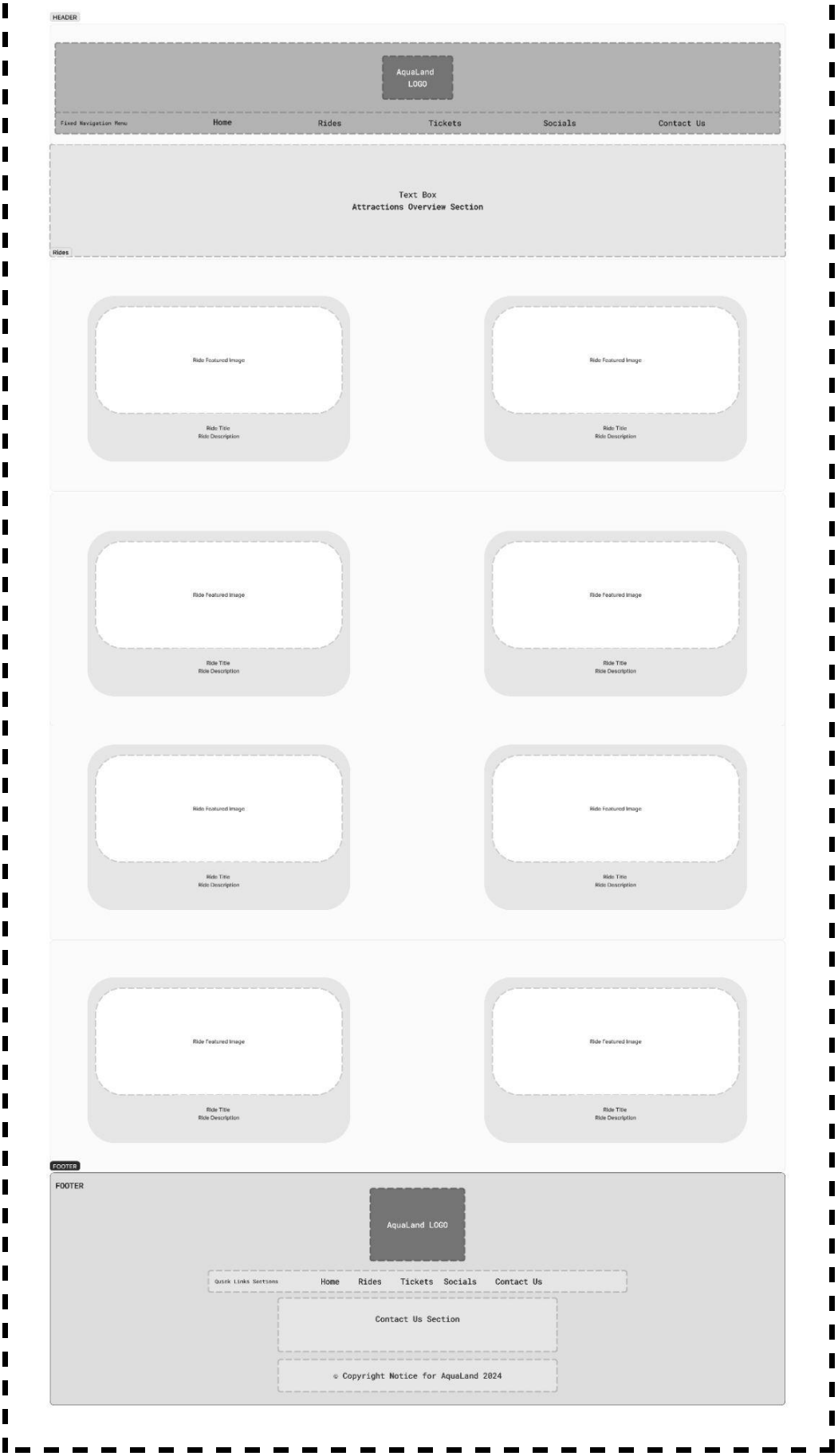
At last, the copyright notice for aquaLand will be displayed.

The Wireframe

Home Page



Rides Page


HEADER
AquaLand LOGO
Fixed Navigation Menu
Home
Rides
Tickets
Socials
Contact Us
Text Box
Attractions Overview Section
Rides
Ride Featured Image
Ride Title
Ride Description
FOOTER
FOOTER
AquaLand LOGO
Quick Links Sections
Home
Rides
Tickets
Socials
Contact Us
Contact Us Section
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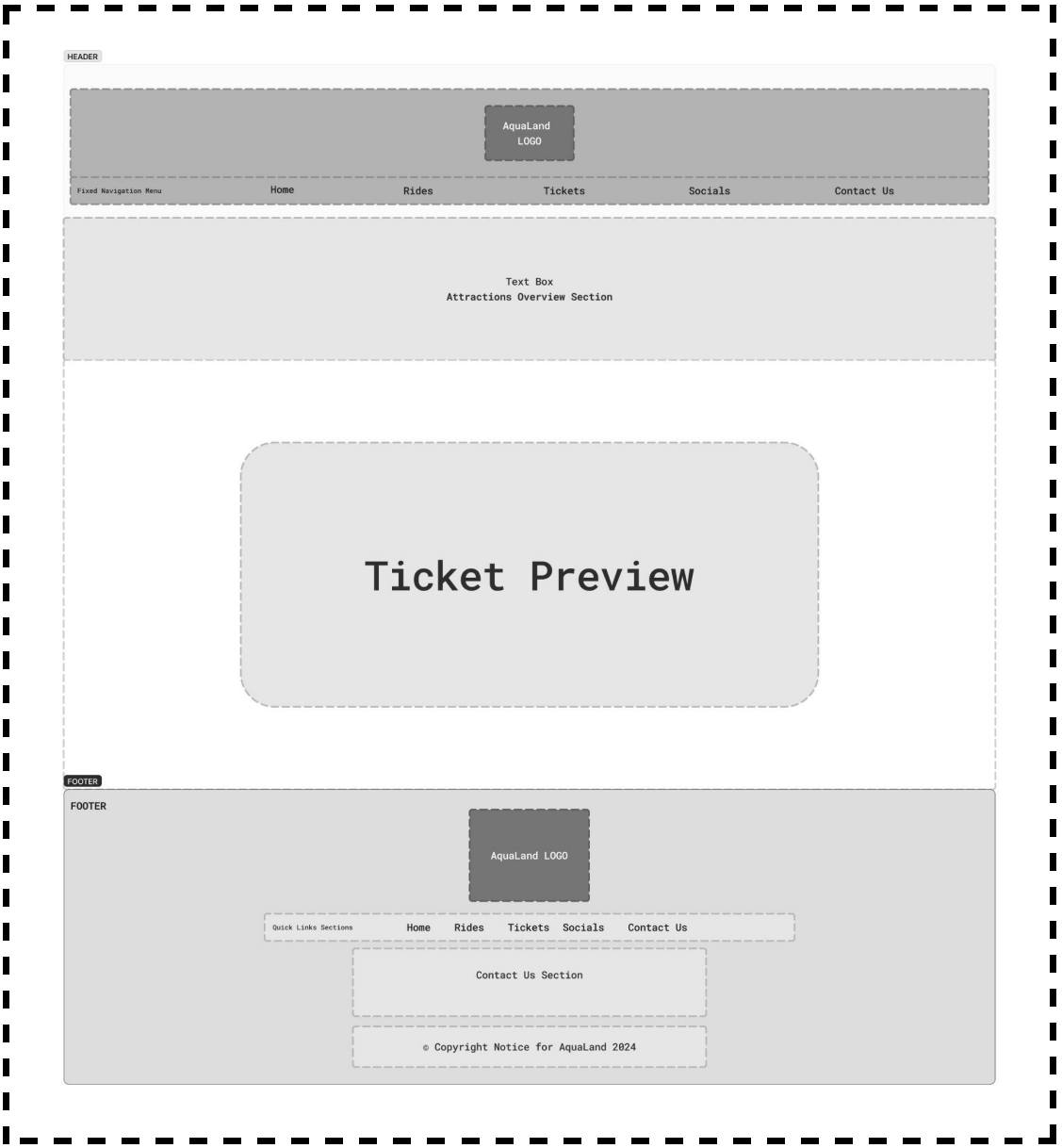
Ticket Page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AquaLand LOGO
Quick Links Sections
Home
Rides
Tickets
Socials
Contact Us
Contact Us Section
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Theme Park Websites Competitve Analysis

Sr.	Theme Park	Website URL
1	DisneyLand	https://disneyland.disney.go.com/
2	Universal Orlando	https://www.universalorlando.com/web/en/us
3	Cedar Point	https://www.cedarpoint.com/
4	SeaWorld Orlando	https://seaworld.com/orlando/
5	Six Flags Discovery Kingdom	https://www.sixflags.com/discoverykingdom

Competitive Analysis - Theme Park Websites

			Review				
Sr.	**Theme Park**	**Assignee**	**Information**	**Structure**	**Good Ideas**	**Bad Aspects**	**Overall Rating**
1	DisneyLand	Ahmad Abdullah Qureshi	• **Content**: The website offers comprehensive information about the theme park, including attractions, ticketing, and visitor services. It provides details about rides, shows, dining options, and special events.	• **Navigation**: The website features an intuitive navigation structure, making it easy for users to find specific information about the park.	• **Interactive Elements**: The use of interactive maps and virtual tours enhances the user experience, giving a glimpse of the park attractions.	• **Overwhelming Information**: For first-time visitors, the amount of information available might be overwhelming and difficult to navigate.	★★★★☆
			• **Clarity**: The information is presented in a clear and understandable manner, catering to a wide range of visitors, including families, individuals, and Disney enthusiasts.	• **Design**: The design is visually appealing, with a layout that reflects the magical and fun atmosphere of Disneyland. It uses vibrant colors, engaging images, and character illustrations.	• **Comprehensive Details**: Detailed descriptions of rides, attractions, and services provide visitors with all the necessary information for planning their visit.	• **Commercial Focus**: Some sections of the website may feel overly commercial, focusing more on merchandise and upselling rather than visitor experience.	

			• **Relevance**: The content is highly relevant to potential visitors, offering practical information for planning a visit, such as ticket prices, park hours, and accommodation options.	• **User Experience**: The site is user-friendly, with a responsive design that works well on both desktop and mobile devices. It includes features like interactive maps and online booking systems.	• **Online Booking**: The ability to book tickets and make reservations online is convenient and efficient.		
2	Universal Orlando	Rubaisha	**content:** includes ticket prices, deal/discounts, hotels, merchandise. also features all three parks e.g. universal studios florida, island of adventure, volcano bay.gives timings for each park. has maps and directions, information for parking. displays all majorly famous rides and visiting palces, resorts. has a contact information, and links to social media pages	**navigation:** the website has clear and catchy tabs for all relevant tabs. it makes it wasier to navigate the webpage.	**interactive elements:** website includes maps and gps to make it more interactive and makes users feel confortable navigating. the interactive buttons are also eye-catching.	**overwhelming information:** the website is not overwhelming at all as the rides and offers avalible are only maximum 9 and 3 atmost, respectively, on the main pages, making it easier to navigate. they also display the most famous rides and places to visit making it and enjoyable, interactive experience.	★★★★★
			clarity: Gives clear information regarding deal/discounts relvant to adults and children, or vacationares. Has clear displays of promotional deal with clear details of what entails with each purchase.	**design:** is colourful and eye catching. clearly displays pictures, font size makes the promotional deals stand out. the colour scheme overall exudes happiness.	**comprehensive details:** includes information and pricing of resorts, hotels. gives guidance for parking, navigating the parks. gives timings for each park, displays the major famous rides/places for visiting. displays restrictions and offers that entail with each park. Park timings are updated each day (if there ever is an issue)	**commercial focus:** most of the focus is on the most famous movies produced by Universal Studios, it also includes pictures of visitors having fun and interacting, making it seems like and enjoable experience. Focus on merchandise is compartively lower, shining the spotlight on the rides instead.	

			relevance: the content is all relevant to people visiting, as it includes resort/hotel details, parking, maps, deals, etc.	**user experience:** overall the website was every easy to navigate, had clear instructions and the flow of the website encouraged users to spend more time exploring the page.	**online booking:** as the interface is quite friendly, it makes it easier to book. all taxes and hidden charges, and restrictions are quite obviously wrriten (makes it hard for customer to not see), which makes it a more honest and enjoyable experience.		
3	Cedar Point	Dina Khan	**Content:** Contains dropdown menus for tickets and pricing, places to stay, rides and experiences, park information. Helpline and contact information provided clearly in the footer. Call to action CTA link directing users to a booking service. List of logos of partner companies.	**Navigation:** The use of relevant images next to the information on specific rides helps users find what they are looking for. Clear dropdown menus provided in the header as well as links to other webpages in the footer make the website easy to navigate.	**Interactive elements:** This website incorporates a lot of client side interaction, the planning service responds to the user based on the results of user input, catering to a number of possible outcomes. Horizontal scrolling through rides as well as drop down menus and pop up messages make the website more interactive.	**Overwhelming information:** The information is divided into numerous subcategories, so it does not appear to be overwhelming. Textual information is combined with visual aspects to make it mulitmodal and easily understandable.	☆☆☆☆☆
			Clarity: User interface designed in a clear and structured manner, graphical elements make the website easy to navigate. Dropdown menus in the header are reinforced as links in the footer	**Design:** A consistent colour palette used throughout the website. The CTA link and promotional deals are highlighted using a larger font size and shocking colours. Ample space is provided between different sections, so that the website does not look cluttered with information. Images are enlarged and eyecatching.	**Comprehensive details:** Four main categories (tickets and pricing, places to stay, rides and experiences, park info) each contain multiple sub categories such as special offers, dining deals, information about each resort and ride etc. Infromation is structured in a very coherent manner so as not to make it overwhelming	**Commercial focus:** Marketing and advertising mainly focuses on rides and places to stay. A list of partner companies like coca cola is provided.	

			Relevance: Provides a holiday planning service, suggesting rides relevant to users' needs based on the results of user input.	**User experience:** The user interface is designed in a very interconnected manner. A user browsing information on a specific ride is encouraged to open links to other pages, and explore more packages. The use of a planning service and a consistent layout and colour palette makes the website very user friendly	**Online booking:** An eyecatching CTA link directing users to the booking service. This service highlights deals and discounts, big red buttons urging the user to "book now". Link to terms and conditions for booking. Disclaimer about taxing etc below the list of packages.		
4	SeaWorld Orlando	Fatima Naveed	The information covers the show times, entrance instructions, commonly asked questions and lost and found data. Furthermore details about the online tickets, annual passes and military tickets along with the details of every restaurant and food stand are also available to the visitors of the website	The website's adaptable design makes it accessible which imoroves user convenience. interative park maps give visitors a visual roadmapand the search feature makes it easier to locate precise details. Along with clear succinct headings, the inclusion of quick linksto frequently requested details makes for an easy and efficient navigation process	Interative elements: an event calender with interactive scheduale of events, interactive park maps.	Those looking for quick information can find the abundant details challenging so the information should be precise and to the point	★★★★☆
			The website has an easy to use interface and offers comprehensive details on its attractions, events, and ticketing alternative. because of he layoput's ease of use, guests may easily organise their visit and locate pertinent informatio. Furthermore the website's general appeal	The colour pallete, which mostly consists of oceanic blues with vivid accents, is in keeping with the aquatic conceptof the park. It has a neat and well organized layout and the attractions are beautifully photographed. Clear typefaces and succinct headlines along with call to call action buttons positioned to well direct readers to important facts like event schedule and	well defined information about the rides, tickets, pricing. The website also mentions the risks of the rides.	The commercial focus appears overly promotional to me. Instead of focusing on the ticket sales and special packages, the educational prgrammes should be focused upon as they might be overshadowed.	

			and clarity are improved by the use of colourful visuals giving users a seemless and pleasurable surfing experience	ticketing.			
			All the relevant data is provided for the users including anything from details on marine display and animals interactions to show scheduels and ticket pricing helping people make well informed decisions about their visit which guarantees a customised and delightful experience for all	Its user friendly as its easy to use due to it's simple layout. It has high quality visuals making it more accessible to the visitors. Moreover the practical features such as call to action and quick links makes it more user friendly.	with it's easy to use layout the users can easily book their tickets		
5	Six Flags Discovery Kingdom	Asim Naseer	Content consists of park info, rides, ticketing info, lodging, restaurants, stores etc. All provided in a detailed manner	Follows a pretty intuitive and easy to understand UI that consists mainly of dropdown menus nestled into the header of the website.	Nothing much that make it outstandingly interactive besides some maps, an instagram feed and its easy navigation but good enough.	Not overwhelming in the least. Pages are well thought out and help the user easily find their answer to any question very quick. The search bar in the top right corner making it even easier	★★★★☆
			The information provided is formatted in a clear, easy to understand way by giving each viewer small bits of info. All of which has it's own distinct section.	VIbrant, bright colors that catch the veiwers eye but also not overwhelmingly so. Info is neatly formatted, with every section being easily distuiguishable from the other. Commercial details in different colors. Major attractions and events given seperate sections	Details may be slightly promotion-y in some areas and don't provide much information about the rides and services themselves when veiwed in their general listing pages but are comprehensively shown in their own specfic pages	It is a business so there is obvious focus on highlighting the best parts of the park and proving that they'll give you a seamless fun experience through services such as season passes and their own services such as speedy parking but nothing too over the top	

			No irrelevant info can be seen. All content pertains strictly to the theme park and its various attractions and services	User friendly, easy to navigate, simple enough. Standout feature being that it encourages the user to invest just a fraction of their time to get everything in one place, including recreation, lodging, shopping etc	ticketing system is friendly and the pages make every detail about each kind of ticket/pass clear with a comparison table while also making prices clear along with a notice stating that taxes may be applicable		

End of the Document