

CM1040 Web Development

Midterm Group Assignment

by Team 64 (Tutor Group 8)

Design Specifications

Purpose

The purpose of the site can be viewed from two perspectives, the operator and the potential guest/visitor. Below are points noted from each's point of view.

Operator

- Showcase facilities.
- Allow visitors to buy tickets.
- Allow visitors to find the park.
- Marketing tool.
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Guest/Visitor

- View available facilities.
- Plan their visits.
- Buy tickets.

We developed two personas that we thought would represent individuals visiting our site during our discussion.

Persona 1 - Visitor

- All ages
- Wants to view activities available
- More concerned about activities.

Persona 2 - Guardian of a child

- Adult
- Wants to pre-plan activities
- More concerned with administrative tasks and how to get to the park.

Research

The following 5 theme park websites were reviewed

1. Tokyo Disneyland

- Link: <https://www.tokyodisneyresort.jp/en/index.html>
- Content:
 - News and notifications
 - Events
 - Location and transportation information
 - Hotels
 - Tickets
- Good:
 - Sufficient information about the park
- Not so good:
 - The design is not so good

2. Silverwood Theme Park

- Link: <https://www.silverwoodthemepark.com/>
- Content:
 - Tickets & Add-ons
 - Hours
 - Lodging
 - Rides & Slides
 - Park Info
 - Groups
 - Events
 - RV Park
 - Contests & Fun
- Good:
 - The structure of the website is clear
 - There is a video on the home page which is an effective way to show what the park is like
- Not so good:
 - The mute and pause button is too big and do not hide after playing.

3. Yomiuri Land

- Link: <https://www.yomiuriland.com/en/>
- Content:
 - Attractions
 - Shops & Restaurants
 - Access
 - Tickets
 - Calendar
 - Leisure Guide
 - Frequently Asked Questions
- Good:
 - The design is very good
- Not so good:
 - Nothing

4. Oakwood Theme Park

- Link: <https://www.oakwoodthemepark.co.uk/>
- Content:
 - Opening Times
 - At the park
 - About us
 - Schools and groups
 - Events
 - Blog
- Good:
 - Beautiful design
 - Clear structure
 - A blog to get to know more about the park
- Not so good:
 - Nothing

5. Universal Studios Japan

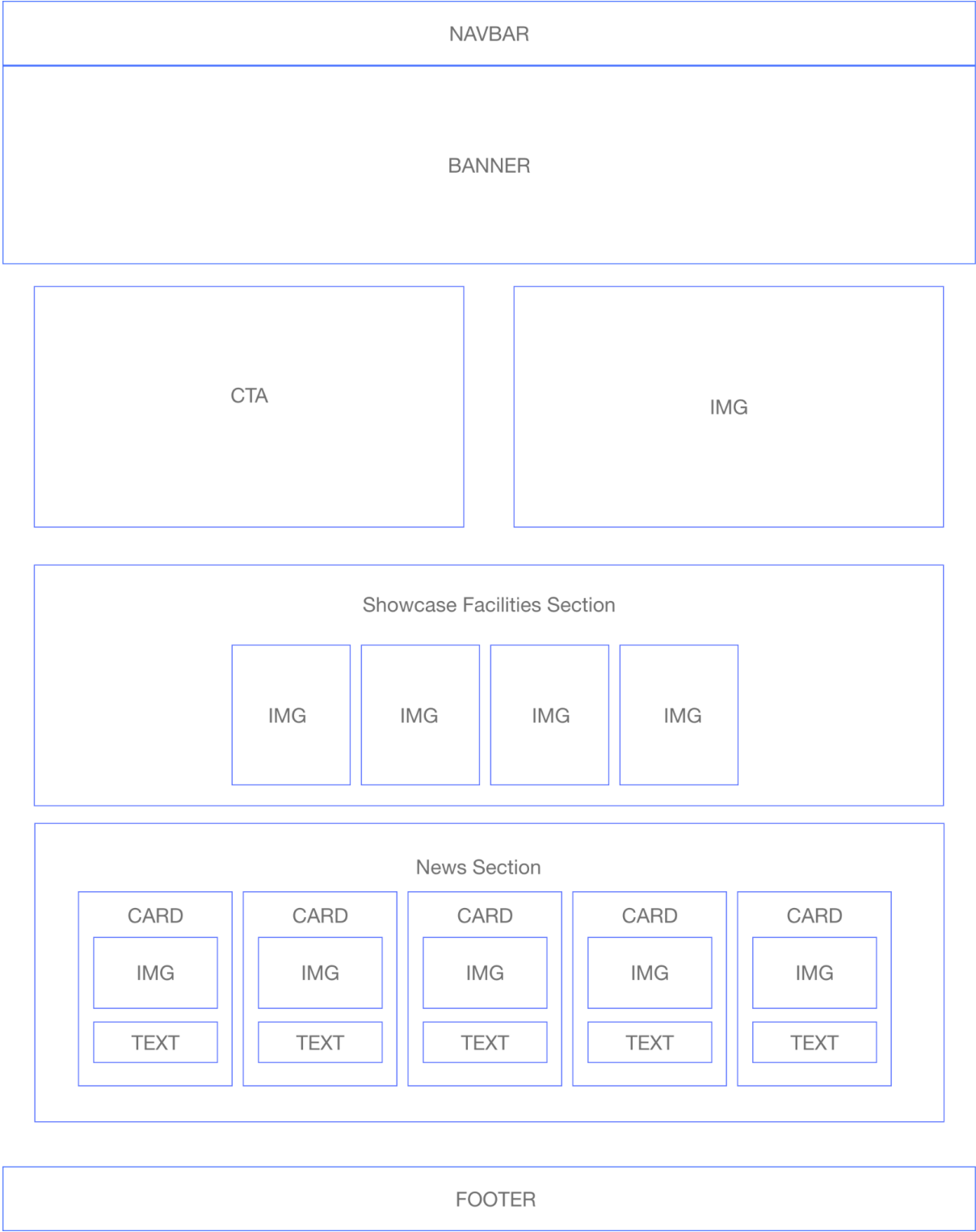
- Link: <https://www.usj.co.jp/web/en/us>
- Content:
 - Events & Attractions
 - Enjoying the Park
 - Food & Merchandise
 - Hotels
 - Buy Tickets
- Good:
 - The hierarchy of the site is reasonable
- Not so good:
 - Design is not so attractive

Required Content & Structure

- **Home Page**
 - Call to action
 - Highlight attractions
 - Updates/Latest News
- **Sales/Ticketing Page**
 - Ticket Pricing & buy online
 - Ticket bundles(family price, with meals etc)
 - Merchandise catalogue
- **Rides/Facilities Page**
 - Showcase different rides and activities
- **Contact Page**
 - Address and how to get there
 - FAQ
 - Contact Information
 - Hours of operation
 - Social media links

Wireframes

Home/Index page



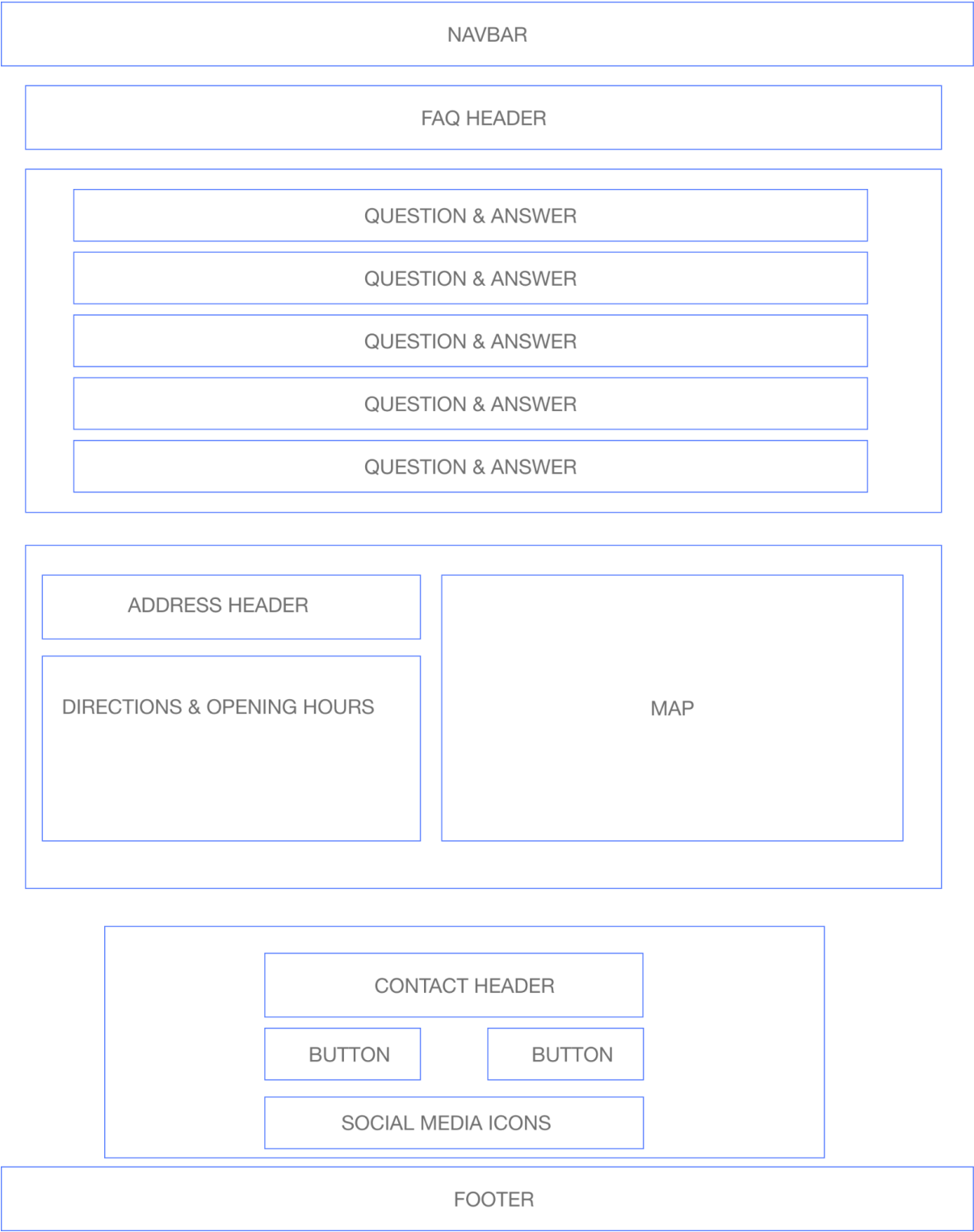
Facilities page

NAVBAR	
FACILITIES HEADER	
IMG	FACILITY TITLE DESCRIPTION
IMG	FACILITY TITLE DESCRIPTION
IMG	FACILITY TITLE DESCRIPTION
IMG	FACILITY TITLE DESCRIPTION
FOOTER	

Tickets page

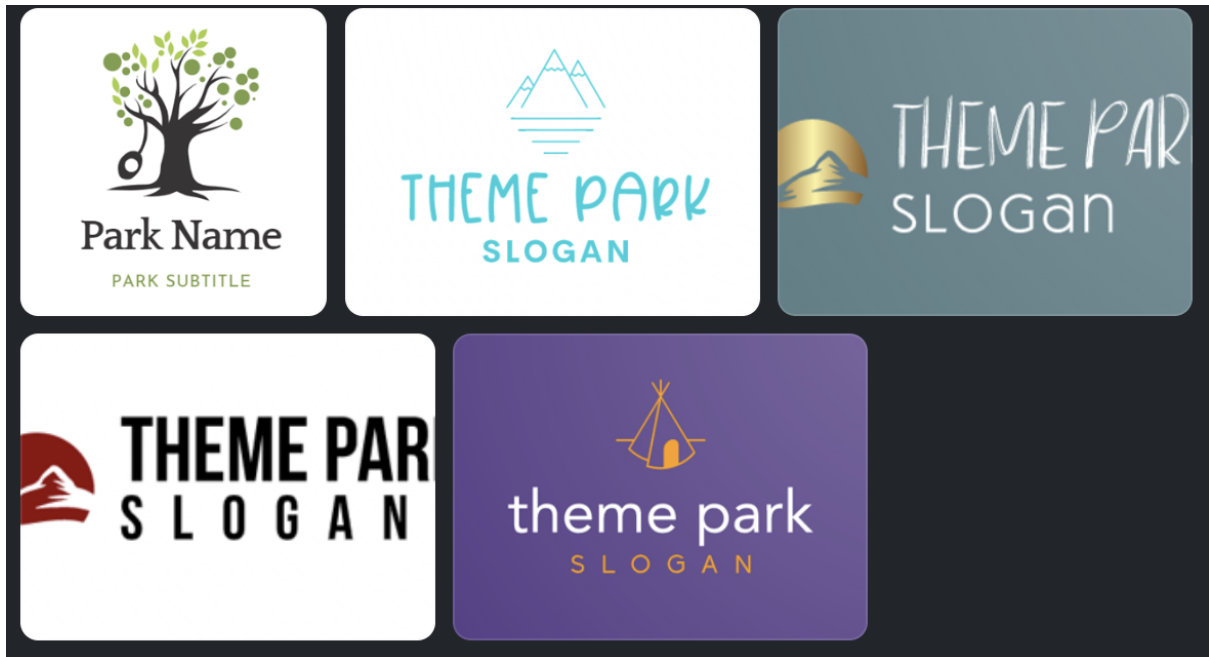


Contact page



Look & Feel

Discussed options:



Final:

