Groundwork

Team T6G8

Purpose of the Website

Why would a theme park operator have a web site?

Main reason for a web site is to attract new customers, inform those and recurring customers about offers and attractions. For one people might not know about the park and found it via a search engine so they might want to check out what the park offers and hopefully book a ride (or on a bigger scale accommodation and rides). Recurring visitors to the park and site will be interested to see what new attractions there are, limited offers, etc.

What is the demographic?

In general the demographic depends on the type of park. If ie. the park is focused on roller coasters the demographic will be mostly younger people searching the thrill of the ride. Obviously there are outliers in this statistical point of view but those will still fit the general customer profile very well.

According to VR market analysis the demographic for a our imagined VR theme park will be young adult males age 16-34. Obviously the theme park and all marketing material must be adapted to suit a broader age and gender range.

Research theme park web sites

Choose five theme park web sites

- https://www.disneyworld.eu/ Figure 1

- https://seaworldentertainment.com/ Figure 2

- https://www.knotts.com/ Figure 3

- https://www.sixflags.com/ Figure 4

- https://www.puydufou.com/en Figure 5

Even though these are all different theme parks the overarching theme of their site is the same:

- Hotel/Ticket reservations and attractions are the most important part

- All sites feature full with video playback/image on the landing page as major eye catcher

- Basic (landing) site structure is also almost the same on all sites

  - header with main menu, logo + additional information (only as high as necessary to be easily readable and found)
  - full screen video/image with minimal content overlay (purely visual candy)
  - additional content (partially overlaying the full screen video/image) (some additional details, special offers, etc.)

- Good is the eye candy, the videos/images deliver an immediate positive gut reaction

- Bad? these sites have so much customer feedback that they are optimised to satisfy the demographic visiting these pages. So the bad part is probably that if you're not visiting the site for the exact purpose of buying a ticket or looking up an attraction it might be hard to find the right information - arguably this is a problem of all web sites though. From a technical point of view the dependency on videos and huge images and therefore devices and connections that support that might be considered bad. But considering the demographic again this is not an issue.

Agree on the content for the web site

What is the theme of the theme park?

Virtual Reality Park : every park guest wears a VR headset inside an attraction which shows a personalised park experience. The "physical" park attractions add "real" elements to touch and feel to the VR experience. I.e. running through a snow storm on Hoth will be simulated by blowing cold air on the running gamers, other (in VR tracked) structural elements (boulders, trees, etc.) add a real life component.

What attractions are there?

- Tournaments
- Battle Royale
- Escape Rooms
- New Worlds
- Warzone

List of other services

- Food court
- Medical services (nausea, blunt trauma ward)
- Indoor area to experience VR (a certain square footage per person with table and couch)

Agree on the structure of the web site

The basic site design will follow the wireframe consensus of all the other theme park sites. Meaning full page background images and content presented on top.

What will be shown on the main page?

The Landing page will show a VR headset in use and list park features.

What will be shown on the other two?

- Activities : what a park guest can do
- Packages : what packages a guest can buy

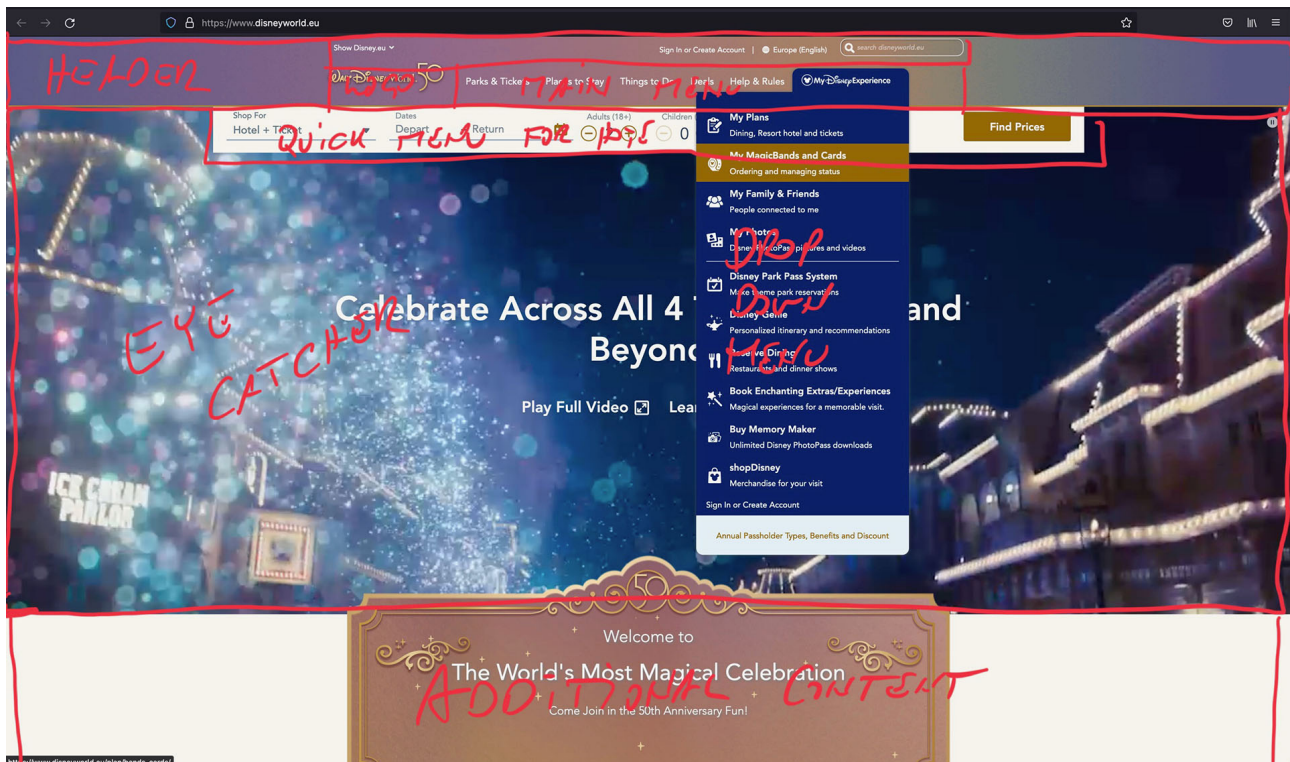# Design the wireframes for the web site

See Figure 6.

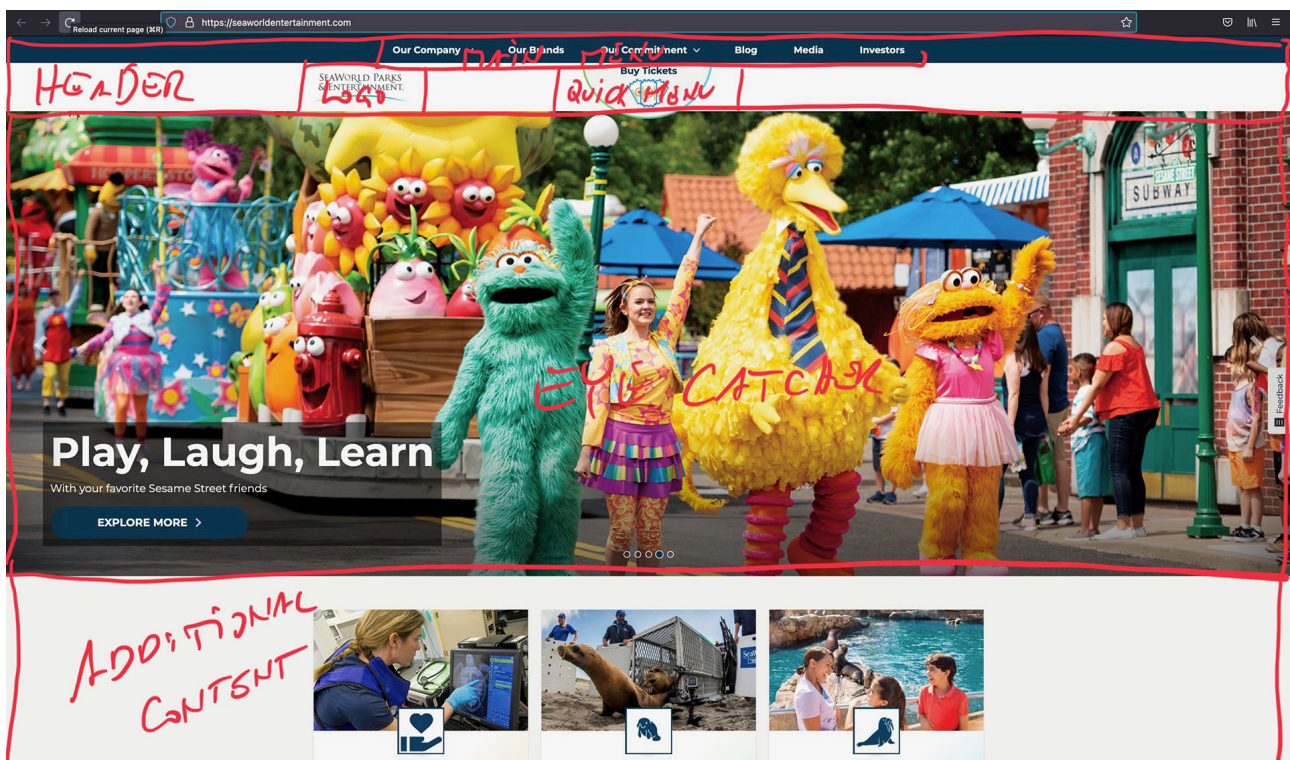Figure 1: Wireframe mock up of the Disney World website

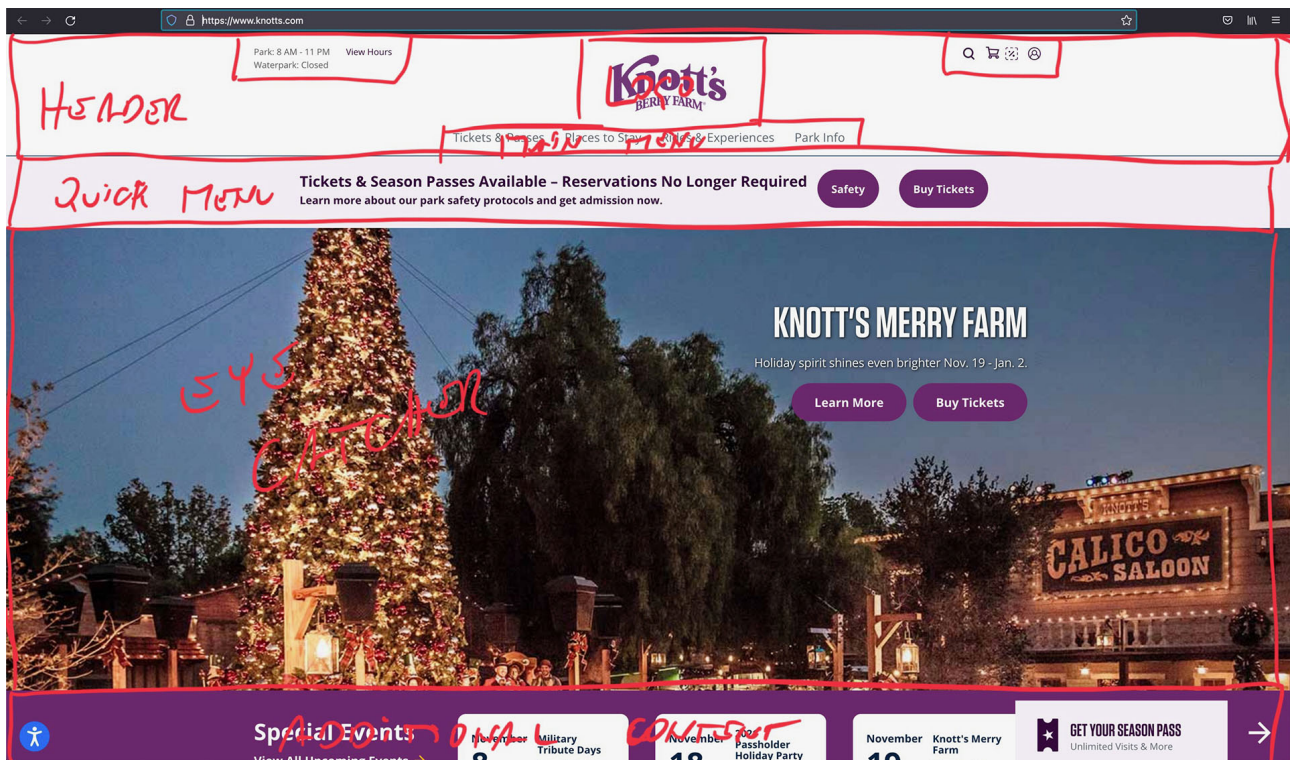Figure 2: Wireframe mock up of the SeaWorld website

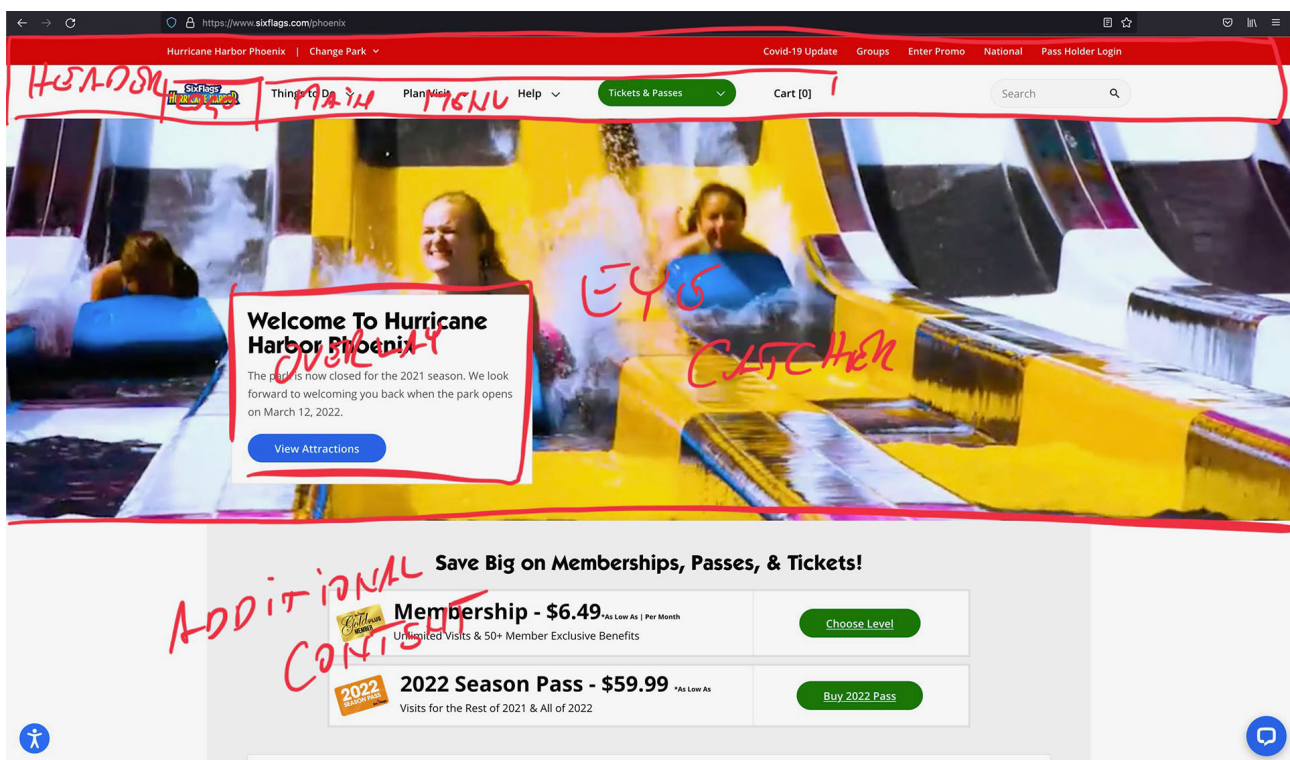Figure 3: Wireframe mock up of the Knotts website

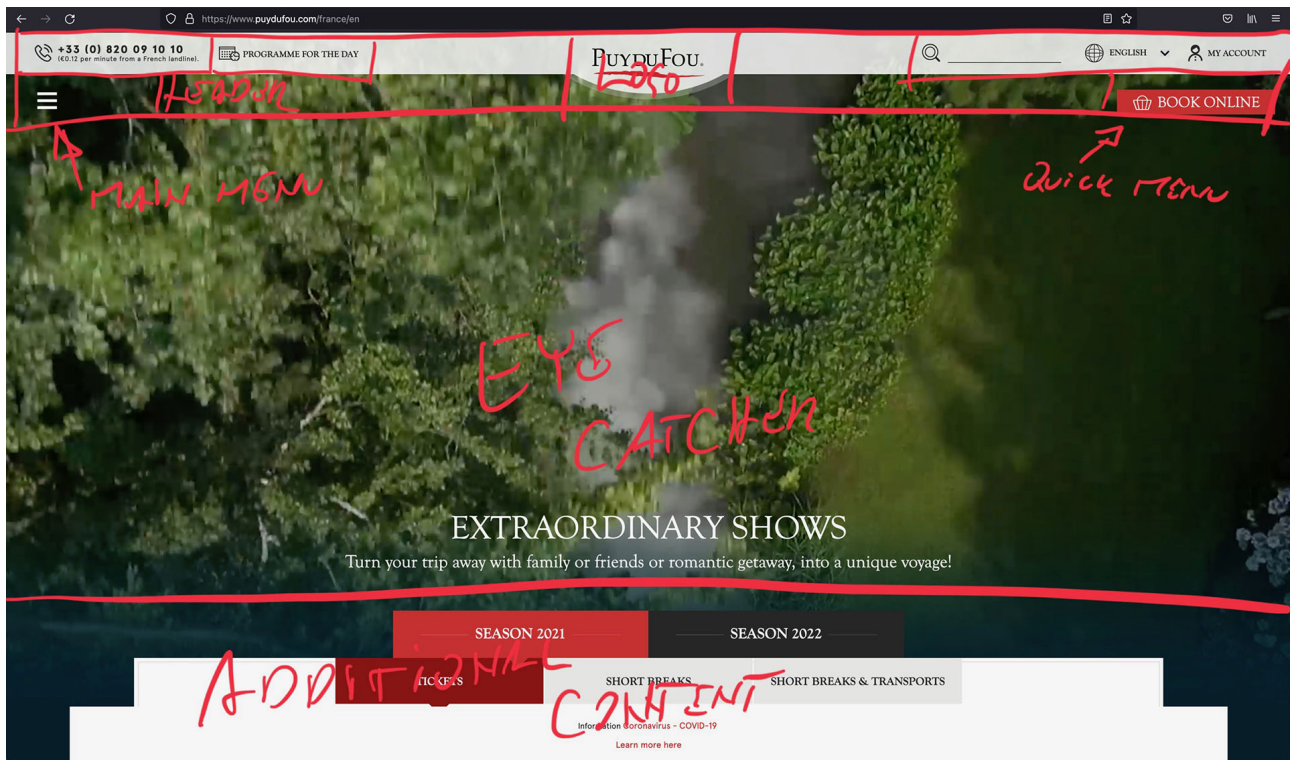Figure 4: Wireframe mock up of the SixFlag website
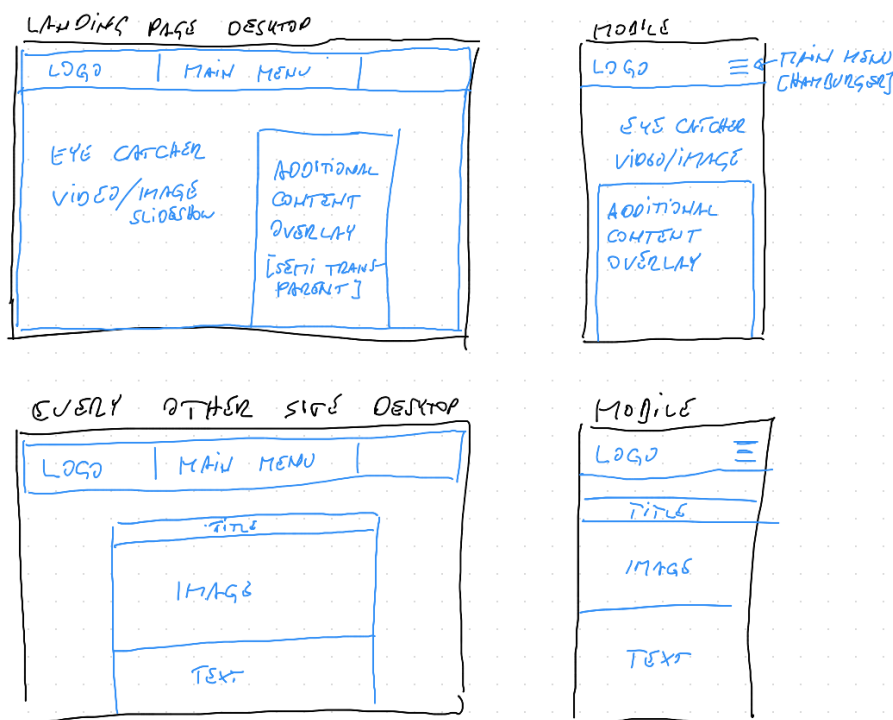
Figure 5: Wireframe mock up of the Pyudufu website

Figure 6: Wireframe of our VR Park