

SPOOKERS

Web Re-design.

ANALYSIS

**Task Orientation
Navigation & Information
Architecture
Page Layout & Visual Design
Search
Writing & Content Quality**

TARGET

Made With  The new way to create, manage and share visual documents and presentations. [Learn More](#)

Grace Regent



Bubbly Brave Social Hardworking

Goals

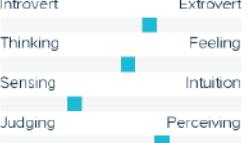
- To get enough credits to pass Level 2 NCEA with Excellence.
- Have good friends to hang out with
- To have a boyfriend

Pain Points

- Strict Parents
- Not being able to drink / go to parties yet to meet new people
- Not being able to meet new boys due to going to a single sex school

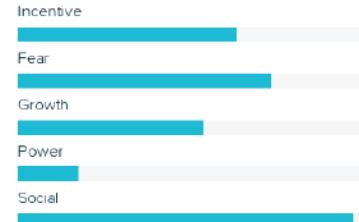
Age: 16
Work: High School Student
Family: Mum, Dad, Younger Sister.
Location: Auckland
Character: Bubbly, Brave, Innocent

Personality



Bio
Grace is a friendly teenager who is starting to feel the benefits of getting good grades for NCEA. She feels quite down every Thursday if there are no set plans for the weekend ahead with her friends, especially if her friends are gossiping about someone's parents being away for the weekend and having a party. She would go, but dodging her strict parents would come with too much of a consequence.

Motivation

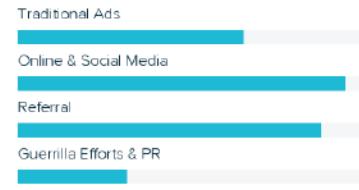


Incentive
Fear
Growth
Power
Social

Brands & Influencers



Preferred Channels



Traditional Ads
Online & Social Media
Referral
Guerrilla Efforts & PR

TARGET 02

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Rob Regent



"I just want what is best for my girls."

Age: 55

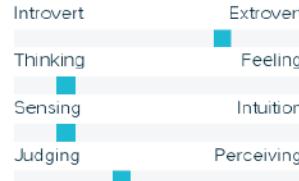
Work: Manager Trademe

Family: Married, Two Teenage Girls

Location: Auckland

Character: Works Hard

Personality



Hardworking

Good Guy

Strict

Goals

- Wants to ensure his family has enough to be happy in life
- To be the CEO of Trademe
- Wants to take the family to Europe one day

Frustrations

- Being 'lame' to his teenage daughters
- His daughters getting into drugs and alcohol
- Finds it hard to find activities for teenagers that aren't 'lame'

Bio

Rob works a 65 hour week. He tries his best to get the best income for his family. Each weekend Rob likes to do a 'family' activity, but movies and Rainbows End is getting a tad old. He wants to do something that will bring the family together.

Motivation

Incentive

Fear

Growth

Power

Social

Preferred Channels

Traditional Ads

Online & Social Media

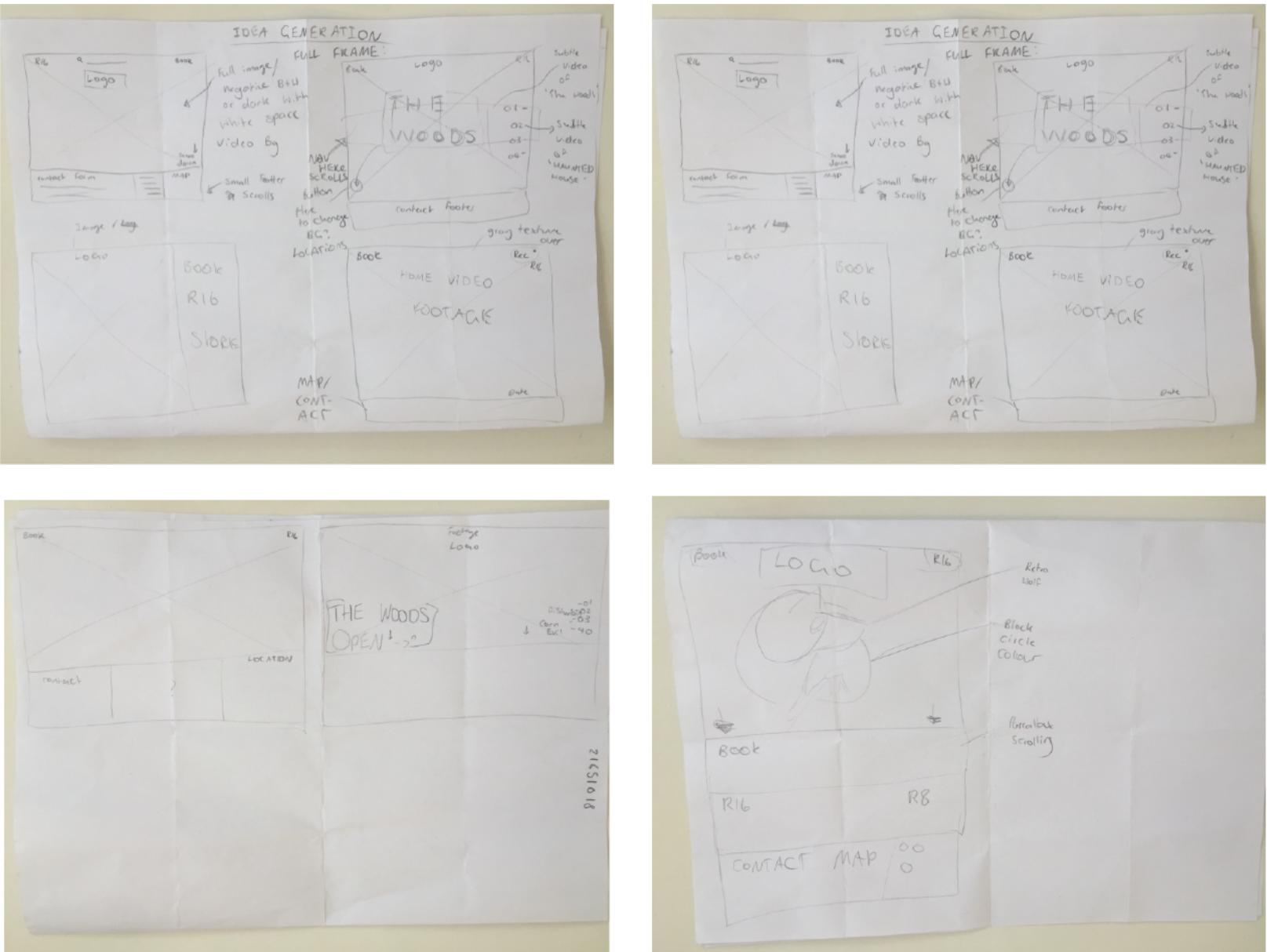
Referral

Guerrilla Efforts & PR

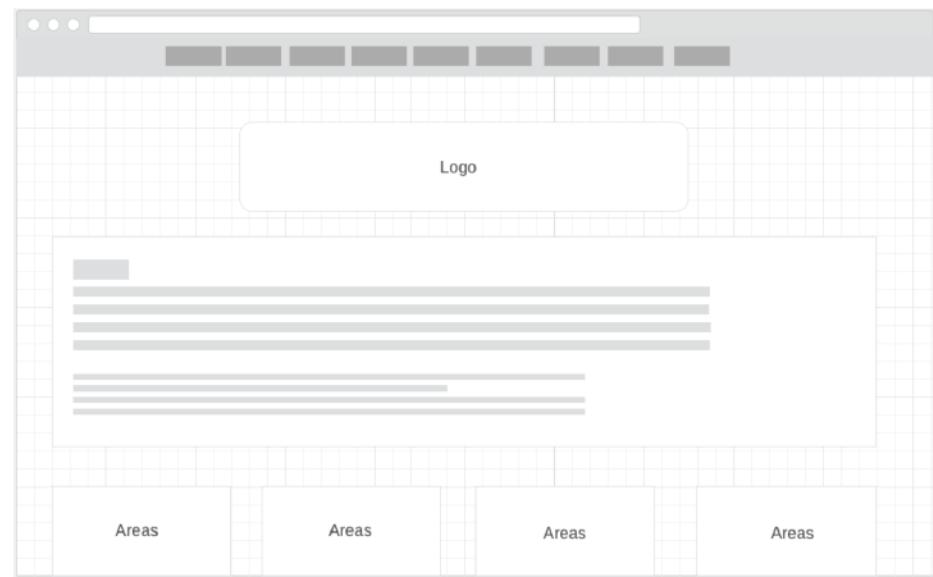
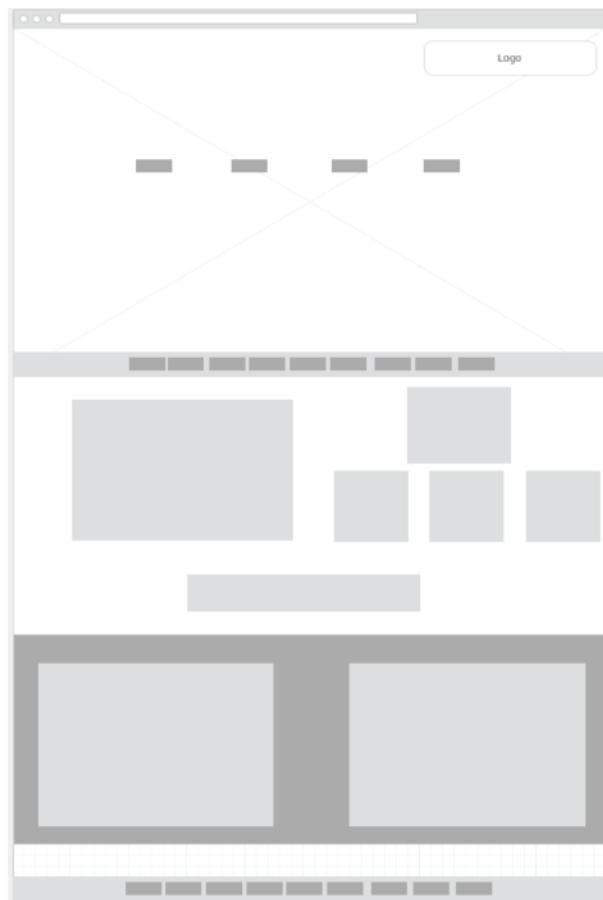
KEY POINTS

**EXPERIENCE
MINIMAL
VISUAL
LESS IS MORE**

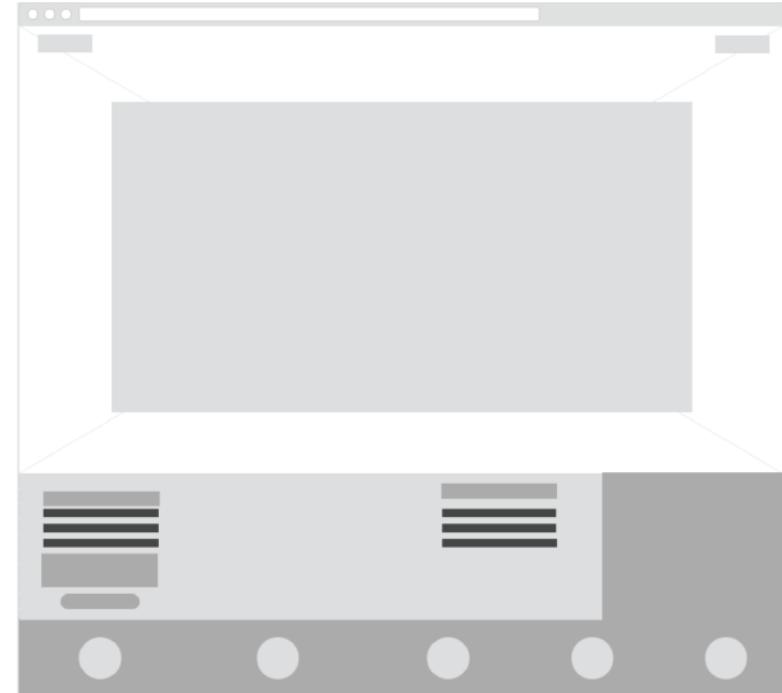
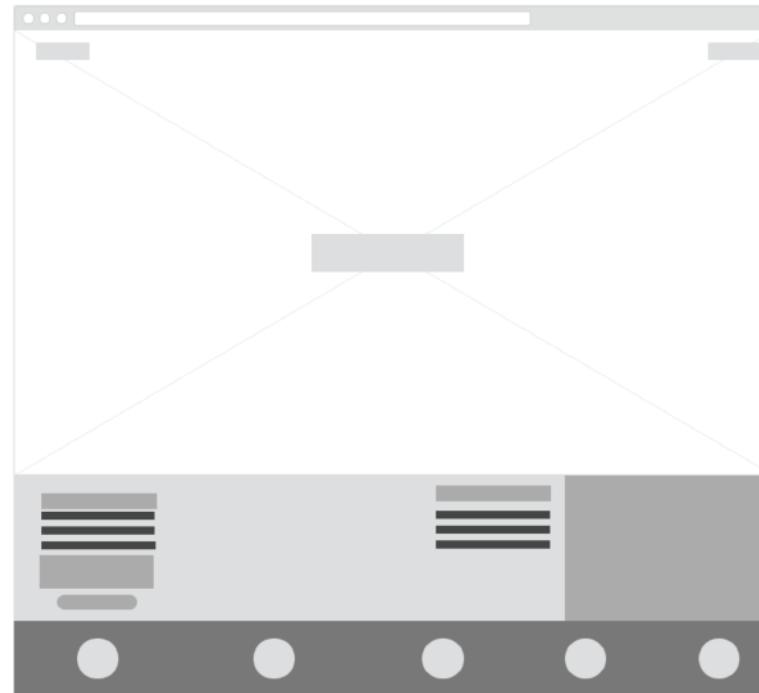
BRAINSTORM



WIRE FRAME

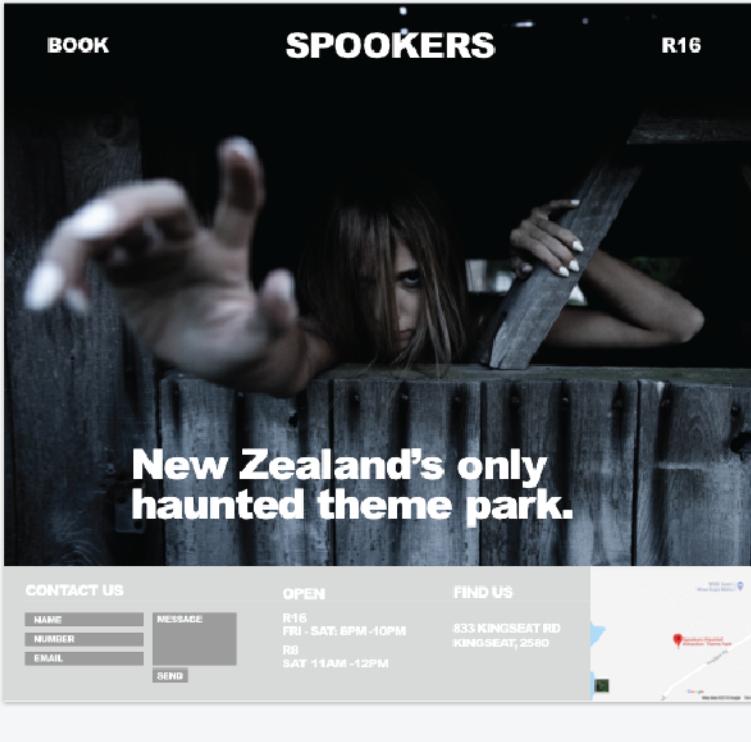


NEW WIREFE



VERSION 01

Homepage



SPOOKERS

BOOK R16

New Zealand's only haunted theme park.

CONTACT US

NAME MESSAGE

NUMBER EMAIL

SEND

OPEN

R16
FRI - SAT: 8PM -10PM
R6
SAT 11AM -12PM

FIND US

833 KINGSEAT RD
KINGSEAT, 2580

DISTURBIA



01-
02-
03-
04-

DISTURBIA

Fear takes over, you can't move. Bright lights, flickering all around you.... walls closing in on you. Disturbia is thoroughly disturbing.

CONTACT US

NAME NUMBER EMAIL

MESSAGE SEND

OPEN

R16
FRI - SAT: 8PM -10PM
R6
SAT 11AM -12PM

FIND US

833 KINGSEAT RD
KINGSEAT, 2580

FEEDBACK

**NAV BAR
SLIDE NAV
FOOTER
PRICES / BOOK**

FINAL



BOOK CONTACT **SPOOKERS** FAMILY R16

New Zealand's only haunted theme park.

CONTACT US

NAME
 NUMBER
 EMAIL

OPEN

R16
FRI - SAT: 8PM-10PM
R8
SAT 11AM -12PM

FIND US

833 KINGSEAT RD
KINGSEAT, 2580

BOOK NOW

A screenshot of the Spookers website. At the top, there are links for 'BOOK' and 'CONTACT'. The main title 'SPOOKERS' is in large, bold, white letters. Below it are 'FAMILY' and 'R16' categories. The central image is a dark, atmospheric scene of a forest at night. Below the image, the text 'New Zealand's only haunted theme park.' is displayed. A contact form is present, followed by opening hours ('R16 FRI - SAT: 8PM-10PM R8 SAT 11AM -12PM') and a map showing the location at '833 KINGSEAT RD KINGSEAT, 2580'. A 'BOOK NOW' button is located in the bottom right corner.



SPOOKERS **DISTURBIA** BOOK NOW

DISTURBIA

Fear takes over, you can't move. Bright lights, flickering all around you.... walls closing in on you. Disturbia is thoroughly disturbing.

CONTACT US

NAME
 NUMBER
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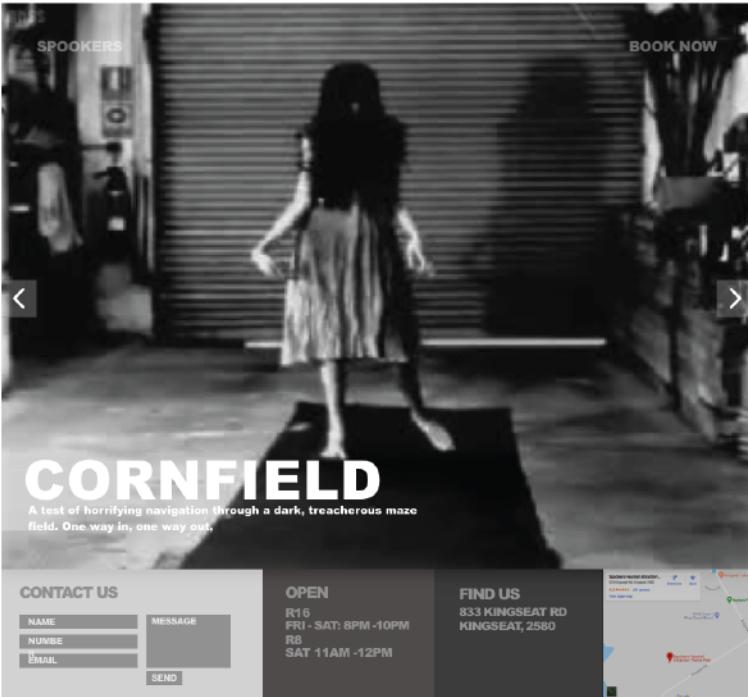
OPEN

R16
FRI - SAT: 8PM-10PM
R8
SAT 11AM -12PM

FIND US

833 KINGSEAT RD
KINGSEAT, 2580

A screenshot of the Disturbia website. It features a large, dark image of a screaming clown-like figure with glowing blue hands. Navigation arrows are visible on the left and right sides. The title 'DISTURBIA' is prominently displayed in large, bold, white letters. Below the title is a descriptive paragraph: 'Fear takes over, you can't move. Bright lights, flickering all around you.... walls closing in on you. Disturbia is thoroughly disturbing.' A contact form, opening hours ('R16 FRI - SAT: 8PM-10PM R8 SAT 11AM -12PM'), and a map showing the location at '833 KINGSEAT RD KINGSEAT, 2580' are included. A 'BOOK NOW' button is located in the top right corner.



SPOOKERS **CORNFIELD** BOOK NOW

CORNFIELD

A test of horrifying navigation through a dark, treacherous maze field. One way in, one way out.

CONTACT US

NAME
 NUMBER
 EMAIL

OPEN

R16
FRI - SAT: 8PM-10PM
R8
SAT 11AM -12PM

FIND US

833 KINGSEAT RD
KINGSEAT, 2580

A screenshot of the Cornfield website. It features a dark, grainy image of a woman in a long, light-colored dress walking through a cornfield at night. Navigation arrows are visible on the left and right sides. The title 'CORNFIELD' is prominently displayed in large, bold, white letters. Below the title is a descriptive paragraph: 'A test of horrifying navigation through a dark, treacherous maze field. One way in, one way out.' A contact form, opening hours ('R16 FRI - SAT: 8PM-10PM R8 SAT 11AM -12PM'), and a map showing the location at '833 KINGSEAT RD KINGSEAT, 2580' are included. A 'BOOK NOW' button is located in the top right corner.

MOOD

