

Assignment: Create a website for theme park

Discuss the reasons for a theme park operator to have a website:

- Operation time/schedule.
- Address/location.
- Promotions and discounts.
- Bookings.
- Information about all games/facilities inside the theme park.
- Generate more income for the theme park.
- Attract more visitors with a digital presence
- Enhance search engines indexation ranking

The people who might look at such a website:

- All people.
- Families looking to take their kids/grandkids.
- School planning a field day.
- Travel agents.
- Event planners.
- People looking to conquer their fears (e.g, on a rollercoaster).
- Differently abled people (people with disabilities).
- Job seekers.

The reasons that they would be looking at the website:

- Looking for discounts available.
- Check operation times, addresses.
- Online bookings.
- Check what kind of games are available.
- Check the requirements for the kind of games available (e.g, height requirements).
- Get a map of the park.
- Photo gallery for people to see.
- Looking for availability of the theme park for exclusive hire.
- To see the history and organisation behind the theme park.
- To speak/communicate with a customer representative for more information.
- To see if the theme park has accommodation abilities for overnight stays.

- To see if the theme park is inclusive and accessible to differently abled people and what kinds of games they can enjoy.
- Looking for dining options.
- Looking for job opportunities.
- To see transportation options as theme parks are generally very large. (also if there are airport shuttles)
- To get or renew a membership.
- To purchase gifts, clothings, souvenirs and other collectibles.

Research theme park websites

Examples of theme park websites:

1. Tayto Park - <https://taytopark.ie/>
2. Walt Disney World - <https://www.disneyworld.co.uk/>
3. Efteling - <https://www.efteling.com/en>
4. Walibi Holland - <https://www.walibi.nl/en>
5. Duinrell - <https://www.duinrell.com/>
6. Disneyland hongkong - <https://www.hongkongdisneyland.com/>
7. Universal Studio (USA - hollywood) - <https://www.universalstudioshollywood.com/>
8. Rainbow's end (New Zealand - Auckland) <https://rainbowsend.co.nz/>
9. Agrodome (New Zealand - Rotorua) <https://www.agrodome.co.nz/>
10. Taman mini Indonesia Indah/Beautiful Indonesia Miniature Park (Indonesia - Jakarta)
- https://www.tamanmini.com/pesona_indonesia/

Agree on the content for the web site

Service that the website can provide to visitors:

- Information on food stall, restaurant, atm, money changer location
- Medical services in park
- Merchandise shop/souvenirs e-shop
- Tour guides Booking
- FastPass availability

Agree on the structure of the web site

Agree within your group the structure of your web site, with the aim of designing a website with 3 pages.

- Header bar with logo and navigation links
- Home
- About
- Ticket information / Pricing
- Booking
- Rides / Games / Attractions
- Food & Drinks
- Offers
- Photo Gallery
- Contact us / Directions
- Footer with social media links

What information will appear on the main page, and what will appear on the other two pages.

Pages decided:

- Home
 - Show upcoming events
 - Easy access to buying ticket
- Visitor's Info
 - Information on attractions
 - Upcoming events
 - Theme park map
- Book your ticket
 - Form that the user will complete with payment information for buying a ticket.

Design the wireframes for the website

Final Wireframes used for the website can be found attached in the submission. These are the first iteration our group worked on:





