

Website Development: Part 1

Introduction to the team work exercise

Over the first half of the session, your team will design and build a web site for a fictitious theme park. The team will develop the web site in four stages. In this first part, you will design the web site using the wireframe method that you have explored in this topic. In the next parts, in Topics 3, 4 and 5, you will build the HTML pages, add the content and then style a large-screen and small-screen mobile version of the site. Read the instruction for part 1 of the team project, organise your teamwork and submit the completed material for peer review. We recommend to make a submission within one week. When you are ready, return to week 4 and make a submission in 'Peer-graded Assignment: 2.4.3 Team assignment. Part 1'

Part 1 - design specification

This assignment is made up of the following parts:

1. Agree on the purpose of the web site

Discuss the reasons for a theme park operator to have a web site, the people who might look at such a web site and the reasons that they would be looking at the web site.

//Policies

//Advertisements for displaying features for them park

//Location page

//Online-discounts

//Customer testimonials

//Ticket sales

//Special events

//Employee page;

2. Research theme park web sites

As a group, choose five different web sites of theme parks. Review the type of information that you find on the sites, and the structure that these sites have to help people find that information. Make a list of the aspects of the sites that you think are a good idea or that work well, and a list of the aspects of the sites that you don't

think are so successful. This will give you some insights that you can use when designing your own web site. Keep a record of the discussion in a document.

<https://www.sixflags.com/overtexas>

<https://www.canadaswonderland.com/>

<https://www.altontowers.com/>



Alton Towers Resort: UK Short Breaks, Theme Park & Waterpark • www.altontowers.com

<https://disneyworld.disney.go.com>

<https://www.thorpepark.com/>



Thorpe Park Resort: The UK's Most Thrilling Theme Park • www.thorpepark.com

Type of information:

- Pandemic disclaimer
- Products/tickets
- Image of people enjoying theme park in header
- Information on rides
- Hours of operation
- Location
- Events
- Accessibility information
- Accommodations
- Things to do:
 - Family
 - Kids
 - Thrill-seekers
- Sign up for discounts/coupons/offers → newsletter
- Online store
- Rides
- Jobs
- Contact information

- Social media links
- Legal/policies
- About Us
- FAQ
- Reviews/testimonies

Structure:

- Navigation menu in header
- Photos on main page
- Tables of rides with photos
- Dropdown lists for more accurate page selection
- Links in footers
- Images as links on pages

Aspects that are a good idea:

- action shot on landing page
- matching colour schemes
- navigation bar at top
- rides in table format with images
- pages resize → desktop and mobile format
- redirection links w/ social media in footer
- logo top left and favicon

Aspects that are not a good idea:

- old style/plain HTML
- discontinuity in style → header/footer should be same on each page
- for project omit coupon pricing (out of scope for assignment)
- small text
- incorrect webpage resizing. e.g. text out of place
- dead links and menu drop-downs work incorrectly

3. Agree on the content for the web site

Agree within the group the theme for your theme park and the types of attractions that you will have for the different visitors that you expect to come to your theme park. Think of any other services that you will provide to visitors (for example food, access to money and medical help). Think of any other information that people

looking at your web site will want to know before they come and visit your theme park. Keep a record of the discussion in a document.

Theme of theme park:

- Dinosaurs amusement park

Types of attractions:

- Rides
- Events

Services:

- Food
- Shops
- Access to money
- Medical help
- Shuttle to hotel

Information:

- Pricing
- Location
- Weather at park
- COVID-19 disclaimer
- accommodations

//Side-comment

<https://youtu.be/obSwUu6HSbY>

<https://youtu.be/obSwUu6HSbY>

4. Agree on the structure of the web site

Agree within your group the structure of your web site, with the aim of designing a web site with 3 pages. What information will appear on the main page, and what will appear on the other two pages? Think about how you might present the content,

and whether you will have semantic parts such as asides or pop-up windows. Keep a record of the discussion in a document.

HOMEPAGE (Ben and AJ)

-NAVIGATION BAR (sticky/stays in place while scrolling)

- Logo top-left(Return Homepage)
- About-us
- Rides & Attractions
- Pricing

-TEMPORARY PARK CLOSURE TAB (popup)

-HEADER IMAGE/VIDEO

-PRICING

- Half-day
- Full-day
- Season Pass
- Kids/Adult Prices

-NEWSLETTER

-FOOTER

- Contact
 - Location
 - Follow Us
 - Rides/Tickets
 - About Us
-

ABOUT US (Lauren and Felipe)

- Location
 - ACCOMMODATION
 - WORKWITHUS
 - company philosophy
 - contact information
 - picture of employees smiling
-

RIDES AND ATTRACTIONS (Erik and Amar)

1. KIDS RIDES
 2. FAMILY RIDES
 3. THRILL RIDES
- ENTERTAINMENT

FOOD

//IDEA

FOOD

ENTERTAINMENT

Design the wireframes for the web site

Produce a set of wireframes for the site, showing the concepts for both a wide screen and small screen. These can either be drawn by hand or produced using a tool such as PowerPoint or a graphics package such as Illustrator. Avoid painting or photo-editing software such as Paint or Photoshop as designs produced in this way are difficult to edit. Ensure that the designs are clear and easy to read.