

Part 1 - Design Specifications

Agree on the purpose of the web site

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

There are various reasons for a theme park operator to have a website. Among the main reasons are showcasing attractions and services, displaying pricing information, opening hours, upcoming events, contact and general information and in some cases the option to buy merchandise, make reservations or buy tickets.

Research theme park websites

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 website. Keep a record of the discussion in a document.

Busch Gardens, Tampa Bay – Website Review <https://buschgardens.com/tampa/>

Upon entering the site, the first thing you notice is a big banner with images that change every few seconds advertising upcoming events, specials, and notable rides. If you click any of the images it'll take you to other pages with more information and the option to buy tickets.

On the main site on the top, there is a static menu with a very noticeable “Buy Tickets” button in the center, a log in and cart to the right, and a Logo with a dropdown menu (main menu) in the left.

If you click the main menu button an animation will follow, and the dropdown will appear offering 6 options and a search box at the bottom. The options in the dropdown main menu are the following:

- Hours & Info
- Things to do
- Events
- Howl-O-Scream (I believe this option only shows up if there is a big special event such as Halloween in this case)
- Pass Members
- Tickets and Passes

After clicking any of the above options a nested submenu with further information and links to related information on that topic will open hopefully showing what you need.

If you scroll down the main page you'll encounter a grid with tiles of different sizes containing images and information of current and upcoming events, all-inclusive upgrades, vacation packages and future rides.

After the tiles there is a banner telling you to “stay in the loop” with links to their social media sites.

Once you reach at the bottom of the page there is a park logo and a more detailed menu (a site map) to aid user navigation. Here you'll also find the FAQs and contact information (email and phone number) and links other theme parks of the same family.

What I like:

- The static main menu at the top is always accessible even after scrolling down. This means you always see the buy tickets button which I believe probably helps the site conversion rate.
- The main menu has 6 sections, I believe more options would be excessive. The sections are well chosen and seem to contain the information a potential customer might be searching for.
- I find the design aesthetic (subjectively) nice, colors are bright and cheerful which I believe is appropriate given the context of the site (a theme park).

What I don't like:

- The fact that the main menu is hidden, and you have to click on a button to start the animation that shows it. I would instead have the main options always showing horizontally at the top.
- Too many images and banners can feel a bit overwhelming.

Bottom line: the site is usable, and you should have no trouble finding what you are looking for. However, several things could be improved to help navigation and user friendliness.

Tibidabo, Barcelona, Spain – Website Review <https://www.tibidabo.cat/en/home>

Tibidabo is a beautiful, historical amusement park in the slopes of the mountain ranges surrounding Barcelona. While it doesn't have the wildest attractions, it boasts many activity programs for schools and children groups.

Site design is standard, fixed-header vertically-scrollable layout. Main page includes a rolling presentation of latest events, the sections underneath are upcoming and current events. Header expands to a subheader, with related page links. Given the double layer header navigation, the individual pages are quite specific in scope. The park header option for example expands to restaurants, attractions, services and other page links.

At the bottom of each page is a common footer with social media links, site map, legal, career, and other typical links.

Positive aspects:

1. Site is conveniently scrollable and takes up the entire screen width, making it look appealing and contemporary.
2. Site header and tickets button sticks to the top of the page, making it easy to navigate and purchase tickets from any scrolling position.
3. Stylish semi-opaque header and submenus that indicate their floating nature

Negative aspects:

1. Incomplete English text localization. There is a mix of Catalan and English many places throughout the site, including in minor headings.
2. Bloated spacing between structure elements of the page.
3. Unhelpful headings. There are several headings that could be simply omitted, for example one saying 'Highlight' followed by a banner/box that is already very recognizably a highlight both through its styling and content.

Thorpe Park, UK - Website Review <https://www.thorpepark.com>

Homepage is long form. At the top is a scrolling ticker bar advertising their current special event, then a top level menu with their logo. The meat of the page opens with a “book now” button on an ad for their current special event. If you keep scrolling down you will find information about what Thorpe park is, then recent news and write ups for events they have held, followed by offers, followed by picture tile links to individual ride pages, then a 9x9 grid of tiles made up of recent twitter posts from their official account, followed by a map of their location with links to travel information for different modes of transportation, then a calendar of opening dates and times with special event information, then a sign up for their newsletter, list of awards, and finally a sitemap.

To me this seems excessive, rather than have a singular focus for the homepage it seems like they decided to put what amounts to essentially everything from their website on the front page in one form or another. It is not easy to navigate and it is not obvious where each thing will be on the homepage, so you just have to keep scrolling through in the hopes of finding what you want.

When looking on a smaller form factor screen such as mobile or a side snapped window the top level menu is minimised into a single button on the side, while the scrolling ticker and ads remain front and centre. This is poor design. They are sacrificing ease of use and navigation for ads. It is not immediately obvious where you can access the top level menu.

Otherwise the homepage is well optimised for mobile viewing, though as you get deeper into the site pages some are not as well optimised. However they do have a link to download a mobile app, which I assume is what they are pushing mobile users towards rather than viewing the site.

Target audience seems to be older teens and university students. Most pictures have customers of that age group and there is a heavy focus on twitter and the scary side of Halloween rather than any kind of family friendly events.

Bold white text with matte single shade background colours make the page “pop” and allow text to be extremely clear and readable.

Menus are not very well organised, some options don’t seem to be in logical locations. For example, parking is located under the “tickets and passes” menu, rather than under the “resort info” menu where I would expect to find it.

Canada’s Wonderland - Website Review <https://www.canadaswonderland.com/>

At the very top of the page it shows the current temperature along with the status of the park (currently closed). This is probably because the park is only open a few months out of the year since it is too cold most of the rest of the year. And the temperature is probably a major factor when deciding to go to the park. Also, at the very top of the page there are some quick links such as search, jobs, login to your account and a shopping cart along with links to their social media sites.

This is followed by their logo and the main menu items. There are only six main menu items, which is nice because it makes the page look tidier.

The next item is a huge advertisement for a big attraction that is happening soon. This is the main item that you see when you open the page.

Next there is a section with broad categories about different themes about the park. Again, this is nice because everything is included in only four categories. Clicking on any of the sections takes you to

another part of the site where all of the rides and activities are nicely organized and easy to view with information about each attraction. There is another sub-sub menu here that again, is easy to navigate.

As you scroll down the home page, the next section allows you to buy season tickets.

The next section of the home page is information about special attractions with a bunch of images. This is followed by some advertising and lastly by the footer. The footer is comprehensive in that it has links to all areas of the website. It also has an area where you can sign up for a newsletter and it has links to their social media.

Once in a while navigating pages, there are pop-ups to try to get you to sign up for a newsletter.

The website was also responsive and worked well on mobile devices.

What works well:

- The main menu is not crowded and neither are the sub-menus
- Simple, easy to navigate website

What could be improved:

- In general, it was a clean, neat, easy to navigate website with good colours.

Alton Towers - Website Review <https://altontowers.com>

This is a complex marketing website. Site is sort of divided into tickets, breaks, attraction information, educational visit information, although clicking into the menus for one area reveals that the submenus often contain items from other areas.

This may or may not work for them but certainly avoids them having to decide which category an item should go in.

Extraordinary amount of information, which seems busy but is basically manageable to use.

Mobile pages have a large image at the top which means you always have to scroll a long way to read anything.

Two top-level menus and a massive footer menu. All seems functional. The footer menu contains all the information from the whole site.

Social media strangely subdued for 2019. Shows their audience may be more the parents of kids /teenagers than the kids themselves.

Strong branding including Mother Hen (MyFonts) plus Trebuchet and Arial. Much complex artwork, ride logos and highly photoshopped imagery. If you want actual information about the rides and whether they are likely to amuse you, go to Wikipedia - this website is all marketing.

Home page solidly mobile optimised, inner pages work but not so well.

Mobile version CTA priority reveals Book Now is the #1 item - this reveals the same interface as the desktop booking 'widget' at the bottom of the screen.

Plenty CTAs - they basically work.

Marquee scrolling text... who would believe it in 2019. Not a good way to present opening days I would argue.

Feels insanely busy but it's basically fine to use. Important information etc is accessible.

The biggest fail is that even the most mundane information is wrapped up in complex marketing.

There is no investor or local authority information - this is probably contained in the site of the parent company.

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.

As a central theme for the park we've decided to go with a futuristic/sci fi/space inspired theme, similar to Star Wars or Star Trek for example. With a main focus on teens and young adults but also offering attractions for younger kids.

Suggested attractions:

- Roller coasters
- Drop towers
- Simulators
- Dark rides
- Pendulums
- Theme shows

Suggested services:

- Food and drinks (restaurants and kiosks offering snacks and beverages)
- Parking lot
- Medical assistance
- ATM's
- Merchandise stores
- Fast pass to avoid lines

Website should include:

- Attractions and services information (what to do).
- Pricing and fees
- Ability to buy tickets online
- Calendar and service hours
- Location information
- Contact information
- Social media links
- FAQ section
- About section

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.

The first of the three pages will be the main page, which will contain a main menu with links to the other 2 pages, information and images showing upcoming special events, images and information of the main attractions available at the park. On the bottom there will be a footer with some contact information and a site map.

The second page will be a "Map & Contact" page with contact details, address, a map and travel directions for various modes of transport.

Regarding this page, the map should be an embedded google maps link so people are able to zoom in/out to get a more clear idea about our location.

Contact details should be for multiple departments such as guest services and sales, this should include phone numbers and email addresses.

There could be subheadings for different modes of transport such as bus or car with details including travel time, possible routes, price in the case of the bus from various central locations, and parking facilities in the case of car.

The third page will be the ticket purchase page. This should feature a basic price menu for various types of tickets (child, adult, fast pass), and have an interactive calendar that has information such as whether the park is open or closed and allows customers to choose the dates they'll be visiting.

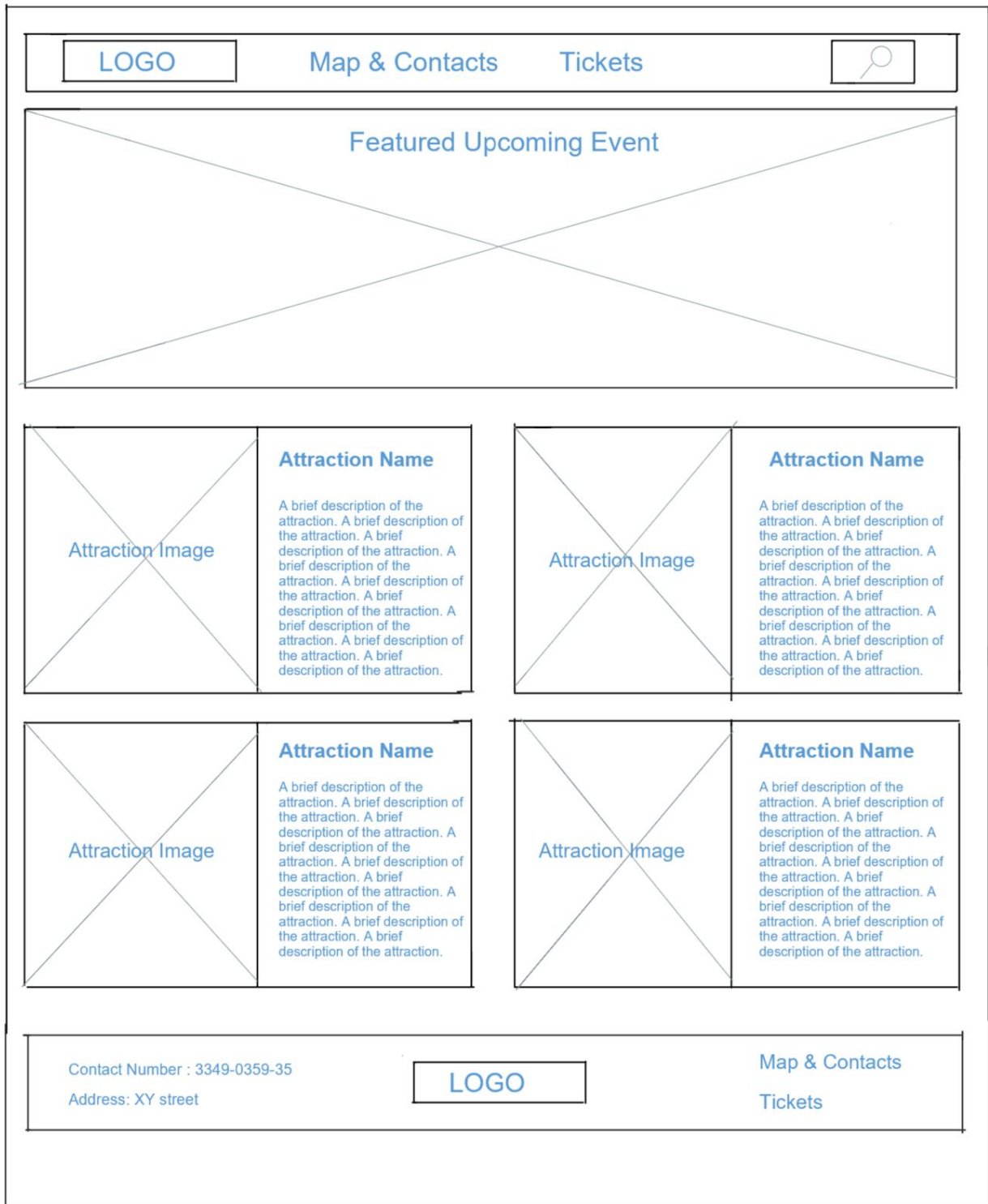
You should be able to select the number of each type of ticket you wish to purchase, by either typing in the number or by clicking and selecting from a dropdown. Once the dates and tickets have been chosen, the client will be able to input their personal information, billing information and confirm their purchase.

Design the wireframes for the web site


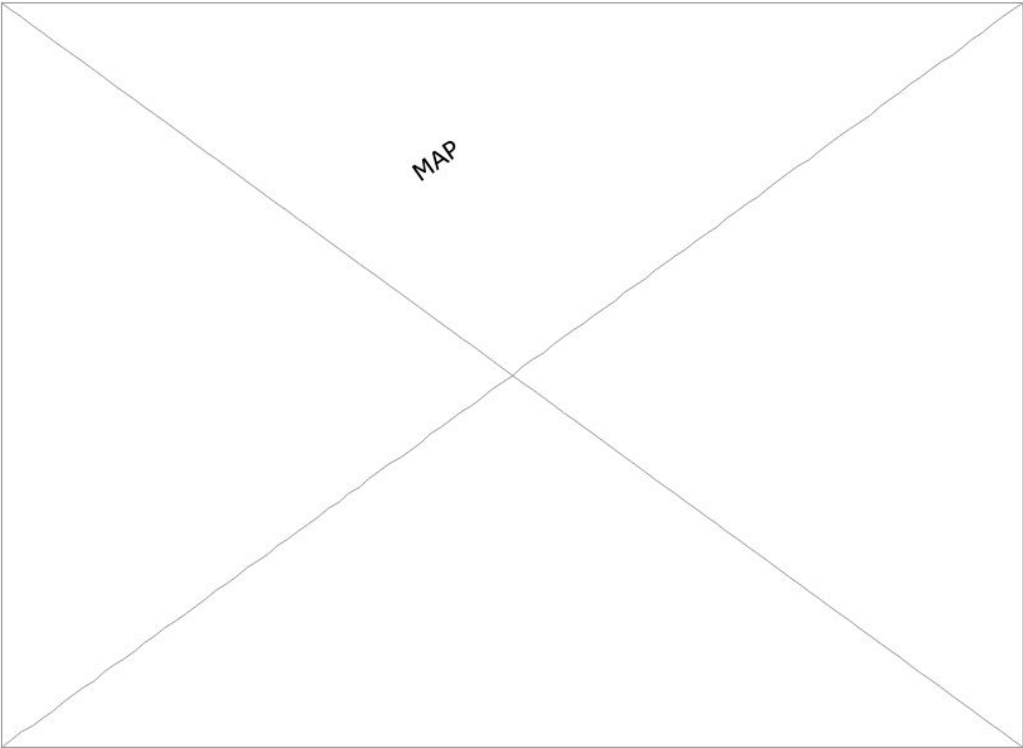
Produce a set of wireframes for the site, showing the concepts for both a wide screen and small screen. These can either be drawn by hand or produced using a tool such as PowerPoint or a graphics package such as Illustrator. Avoid painting or photo-editing software such as Paint or Photoshop as designs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

Desktop Wireframes

Main Page:



Map & Contacts page:

LOGO		Map & Contacts	Tickets	Search 
<p>Address</p> <p>4 E 77th St New York, NY 10075 United States</p> <p>Phone</p> <p>+1 777 888 9999</p> <p>Email</p> <p>helpdesk@ourpark.com</p> <p>Directions</p> <p>Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.</p>				

Tickets page:

<div style="border: 1px solid black; padding: 2px 10px; display: inline-block;">LOGO</div>	Map & Contacts	<div style="background-color: yellow; padding: 2px 10px; display: inline-block;">Tickets</div>	<div style="border: 1px solid black; width: 40px; height: 20px; margin: 0 auto; display: flex; align-items: center; justify-content: center;"></div>
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Select Dates: month

S	M	T	W	T	F	S
27	28	29	30	31	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

Ticket Details:

#

of adults

#

of children

#

Fast Passes
(optional)

Total:

\$ ###.##

Customer Information:

Name:
Last name:
Country:
City:
Address:
Email:
Phone:

Billing Information:

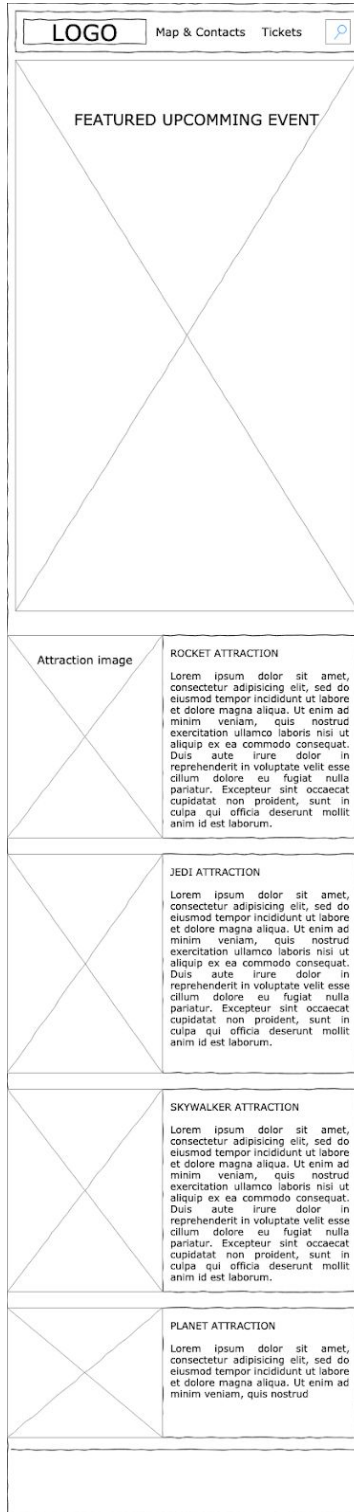
Billing Address:
Credit card #:
Expiration date:
CCV:

CONFIRM PURCHASE BUTTON - \$ ###.##

Contact Number : 3349-0359-35 Address: XY street	<div style="border: 1px solid black; padding: 2px 10px; display: inline-block;">LOGO</div>	Map & Contacts Tickets
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Mobile Wireframes

Main Page:




Map & Contacts Page:

LOGO

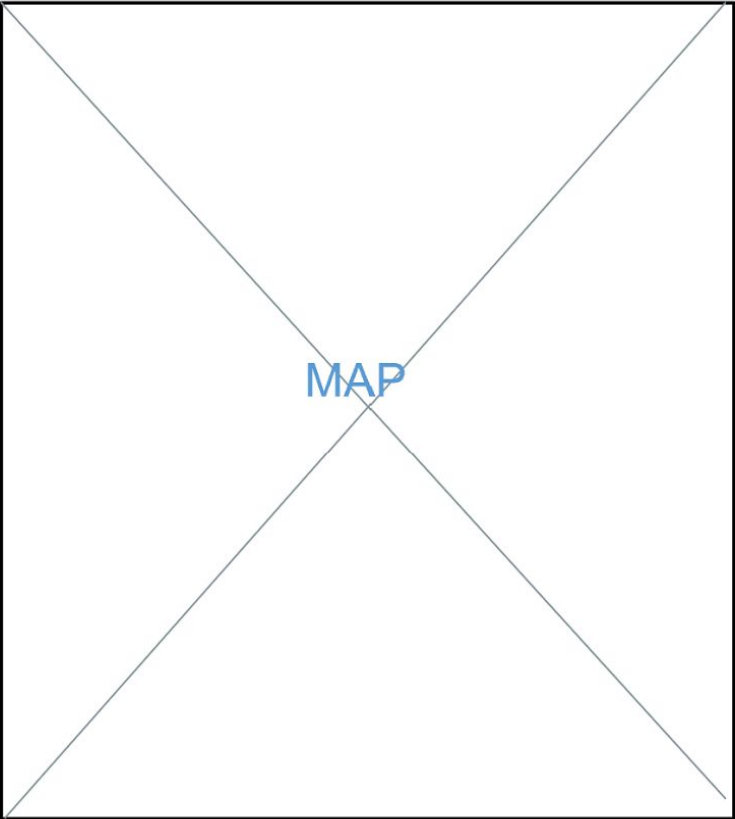
Map &
Contacts

Tickets



Address: XY street
XYZ, US

Phone: 378-040-199
Email: help@xy.com



Directions:

Detailed directions on how to get to the theme park.

Open Hours

Monday - Friday: 12pm - 9pm
Weekends: 8am - 12 pm

Tickets page:

LOGO

Map & Contacts

Tickets

Select Dates: month

S	M	T	W	T	F	S
27	28	29	30	31	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

Ticket Details:

#

of adults

#

of children

#

Fast Passes (optional)

Customer Information:

Name:
Last name:
Country:
City:
Address:
Email:
Phone:

Billing Information:

Billing Address:
Credit card #:
Expiration date:
CCV:

CONFIRM PURCHASE: \$ ###.##