A Review of Theme Park Websites

### Disneyland (Main Website): <https://disneyland.disney.go.com/>

The first thing that you see when you click on that link is a big banner playing a video showing off the various attractions of the theme park (Note that the video has no sound). The video that we see is a five second clip of a longer video that is filled with gorgeous cinematography and movie-grade special effects. This act of immediately presenting the user with eye-catching visuals is something that we noticed in all the theme park websites that we have researched so far.

This website promotes ease of use by using a large easy-to-read sans serif font, and by having most of its links, outside of the navbar, be associated with a large button where the background of the button is a bright, colorful photograph.

As mentioned above, this website has a navbar. This navbar is packed with helpful links like ‘Parks & Tickets’, ‘Places to Stay’, ‘Things to Do’, and ‘Shop’. There is also an interface to book a hotel embedded in the navbar.

Other things to note are that the color scheme of the website is mainly white and blue, and that the website is promoting a limited-time holiday event. (Christmas, at the time of this writing)

### Universal Studios (Singapore): <https://www.rwsentosa.com/en/attractions/universal-studios-singapore/explore>

The first thing you see when you click on the above link is a slideshow taking up almost the entire screen. Each picture in the slideshow is either an attraction, an event, or a group of happy people at the theme park.

This website has a navbar, as many modern websites do, which contains useful links to the theme park’s attractions, nearby hotels, places to dine, places to shop, and a link to book tickets or hotel reservations.

Scrolling down, you see large images that link to offers and pages related to the various attractions available. You also see a TripAdvisor rating, a ‘Locate This’ button, that gives you information and information about when the theme park gets busy.

When clicking on a link relating to an attraction you are directed to a page that is very similar to the front page except that the slideshow only shows images relating to that specific attraction that you clicked and when you scroll down you are presented with information about that image and near the bottom of the page there are images linking to other attractions.

### Disneyland (Tokyo)

<https://www.tokyodisneyresort.jp/en/index.html>

As with the previous website, the first thing you see on this website is a slideshow taking up the width of the screen. The slideshow has images of the different attractions and of people, both young and old, having fun in the theme park.

The navbar is made up of large colorful buttons that lead to sections of the website called ‘What’s New’, ‘Calendar’, ‘Park Tickets’, ‘Getting Here’, and, ‘FAQ’

As with the previous Disneyland website, there are many large images in the website that have links associated with them, which makes the website very easy to navigate, especially for users browsing the site with a touch screen device.

One thing that we liked about this website is that there is a button dedicated to first-time visitors

Other things to note is that there is a TripAdvisor logo at the bottom of the site and that the color scheme of the website is white and light blue.

### Universal Studios (Japan): <https://www.usj.co.jp/e/>

This site is not as modern as the other theme park websites. You can tell from the hard edges of the navbar and the slideshow, and how they look separate from the rest of the site.

As with the other websites there is a very prominent slideshow in the center of the website. The slideshow consists of images showing off the different attractions of the theme park and of images promoting limited-time holiday events.

Scrolling down, the next main section of the website is dedicated to promoting current and upcoming events, with each event having an image that links to a page with more information.

Other things to note are that the color scheme of the website is mostly blue and white, and that there is a TripAdvisor logo near the bottom of the page.

### Universal Studios (Orlando): <https://www.universalorlando.com/web/en/us>

This is the first website to have a static image as its banner image. The image is promoting a new addition to the theme park.

One thing that we noticed is that this site is very eager to sell you things. The first ten links you see on the website are links leading to monetary transactions. They are links to buy tickets, hotel reservations, vacation packages, annual passes, merchandise, etc.

There is a section with information about how to get to the theme park, how to park, and what time the theme park is open.

Like the main Disneyland site, there are many large buttons with pictures of the theme park as their background. This accomplishes two things; it makes the site visually appealing and it makes it easy to navigate.

## What we Liked About the Sites

* 1. We loved the ease of navigation of the two Disneyland websites, we liked the use of large images as buttons and the use of large sans-serif fonts.
  2. We liked that all of the websites stressed the importance of visuals by using large colorful images.
  3. We liked that most of the websites had an easily accessible navbar with useful links.
  4. We liked that the Universal Studios Orlando website had a small section with useful information like how to get to the theme park, how to park, and what time the theme park is open.
  5. We liked that the structure of the Universal Studios Singapore website. We liked that it had links related to its attractions that lead to pages showing images of those attractions and information about them.

## What we did not Like About the Sites

* 1. We did not like the visual design Universal Studios Japan website, we did not like its outdated design and its dull colors.
  2. We did not like how eager the Universal Studios Orlando website was to sell you things.