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. Most of these links are

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 showing off

* + The color scheme is white and gold
  + The first thing you see is a slideshow taking up almost the entire screen
  + The slideshow is advertising limited-time events and has images of people having fun on the rides
  + There is an option to book a ticket on the front page
  + There is information about how busy the theme park gets
  + There are lots of links (Talk about them)
  + They are proudly showing off their TripAdvisorTM rating

### Disneyland (Tokyo)

* + The color scheme is white and light blue
  + The first thing that you see is a slideshow
  + The slideshow is showing pictures of attractions and pictures of people, both young and old, having fun
  + The navbar (navigation bar) is made up of large colorful buttons leading to different parts of the website (Explain what a navbar)
  + There are many many links on this website that have large images associated with them, making the website very easy to navigate
  + There is a TripAdvisorTM logo at the bottom of the site

### Universal Studios (Japan)

* + This site is not as modern as the other theme park websites. You can tell from the hard edges of the navbar and of the slideshow.
  + The color scheme of this website is mostly blue and white
  + As with the other websites there is a very prominent slideshow in the center of the website
  + The slideshow is showing off different aspects of the theme park and limited-time events
  + Scrolling down, the next main section of the website highlights current and upcoming events
  + There is a TripAdvisorTM logo near the bottom
  + (This site is pretty minimal I don't know what else to add)

### Universal Studios (Orlando)

* + There is a large banner image (Not a slideshow!!) promoting a new ride/experience
  + The color scheme is white and blue
  + The first 10 links you see are links to purchase tickets, hotel reservations, merchandise, etc.
  + There is a section that has special offers and their price listed
  + 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
  + There are many large buttons with pictures of the theme park as their background. This is aesthetically pleasing and is in my opinion the best site so far

## Similarities between the Different Sites

Later

## What we will Incorporate into our Design

Later