

Agree on the purpose of the web site

A theme park operator would have a website to mainly get people to come to the theme park, subsequently the operator might also be looking for investors depending on the stage of the park. However, these investors would almost definitely want to go to the theme park before investing so the main purpose would be to get people interested and to go to the theme park. Everything else centers around this including merchandise, passes, account creation, maps, or even working there etc.

Theme parks target mostly to teenagers and families, specially families with children, but also, according to a recent report, a large group of theme park visitors (49%) were millenials, that is, 18-29 year olds. Parks also offer schools to schedule group visits, some of them even offer hotel facilities for longer staying.

As conclusion, the main purpose of the park website is to help making their services known to the public, to offer entertainment packages, show pictures of the place, and provide easy access to tickets and information about the park attractions and services.

Research theme park websites

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

- Easy to find ticket information and hours.

- Nice events section

- Good front page video

- Responsive

- Like others, it is all about deals for their park

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

- Easy to find ticket information and hours for multiple places

- Thought this was good as it shows other parks

- Social media connectivity

- Good wire frame

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

- Easy to find ticket information and hours.

- Front picture of coaster

- Easy to look at all their attractions as they are in a grid format.

- Easy to buy tickets

- Deals

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

- Easy to find ticket information and hours.

- Easy to buy tickets

- Deals

- Awesome first person video of coaster

- A nice app to choose your park (multiple locations)

Shows what is new this year, which definitely targets returning customers.

<https://www.universalorlando.com/web/en/us/index.html>

Easy to find ticket information and hours.

Create an account or sign in.

Slider of beautiful pictures and deals.

Responsive

Shows weather in the park

Map of park

Jobs

Merchandise

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

Easy to find ticket information and hours.

Slider with attractive images

Sticky bar to book accommodation, buy tickets or book a restaurant table.

Easy to find information on rides, new things and extras

Responsive.

Detailed information for the visit (Directions, map, parking, resort app)

Events info.

Info for schools.

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

Easy to find ticket information.

Slider with beautiful images and offers.

Not so easy to find hours.

Sticky bar to book a break, buy tickets or buy a season pass.

Easy to find information on rides and events.

Responsive.

App

Info for schools.

Easy to find information on Parking.

<https://www.portaventuraworld.com/en>

Easy to find ticket information.

Slider with beautiful, elaborate images and offers.

Not so easy to find hours.

Menu with easy buttons to buy a ticket, accommodation, annual pass, transfers and car hire.

Easy to find information on parks, rides, accommodation and restaurants.

Responsive.

Easy to find info on how to get to the park.

App.

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

Easy to find ticket and hours information.

Animated image.

Easy to navigate.

Easy to book accommodation.

Easy connectivity to Instagram in particular but also to other social media.
Menu could use some improvement.

<https://www.aquapalace.cz>

- modern and responsive design
- booking of tickets/spa services in advance
- features an event calendar
- big slider with latest offers
- easy to find contact info, hours and map (footer)

<https://www.fantasilandia.cl/>

- Responsive design, it adapts to any screensize
- Information is found one click away (tickets, schedule, parking)
- Needs improvement on attraction descriptions, only few pictures found without describing it

Agree for the content of the website

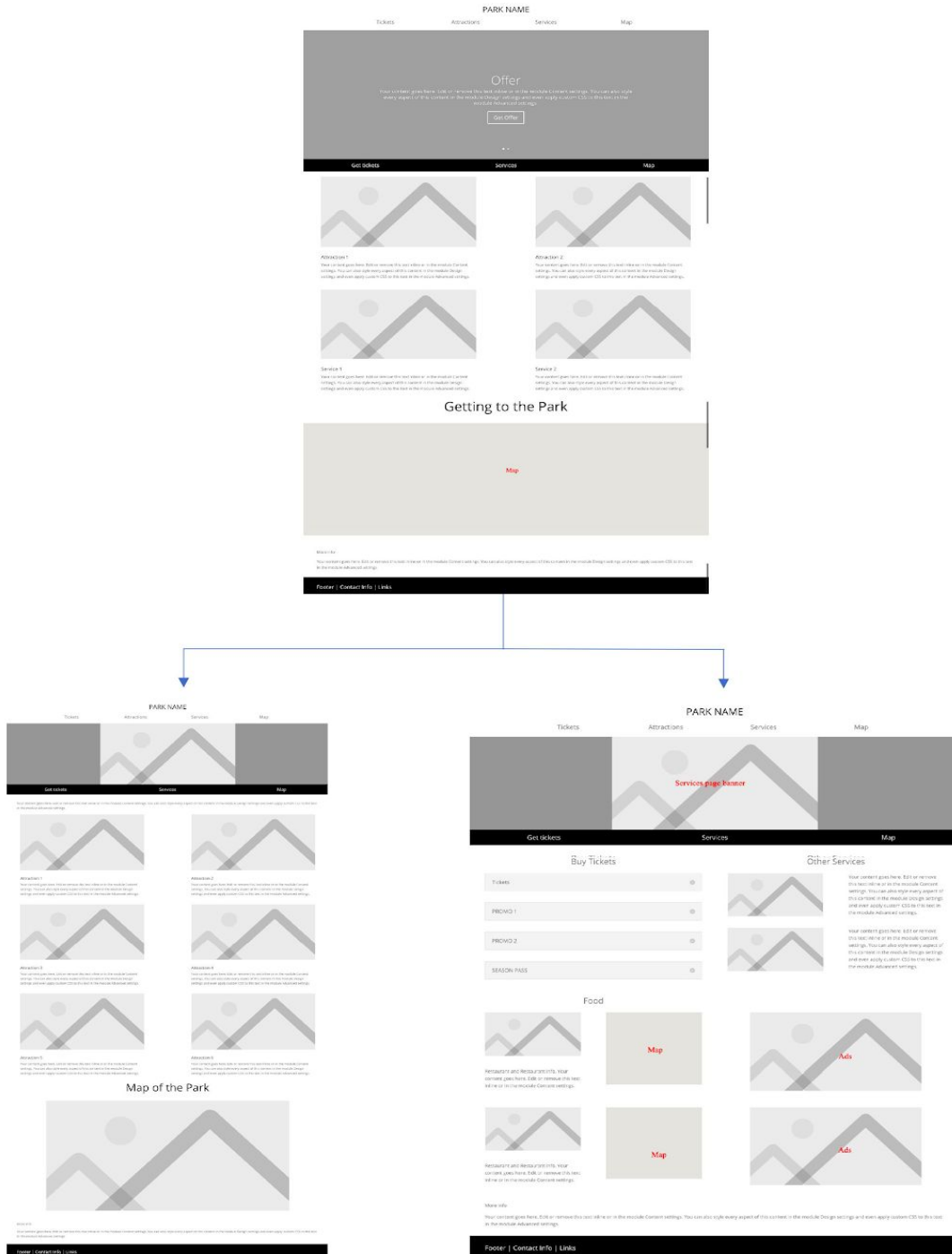
To maximise the success of the park online offerings, the park's website should have the following features (as seen in other park websites)

- Colorful interface
- Responsive
- Attractions zone, with descriptions and pictures
- Online ticket purchase
- Map of the park
- Few clicks to find information
- Show attractions images
- Offer discounts
- If possible a weather forecast (optional)
- Map with directions to the park
- Parking info

Agree on the structure of the web site

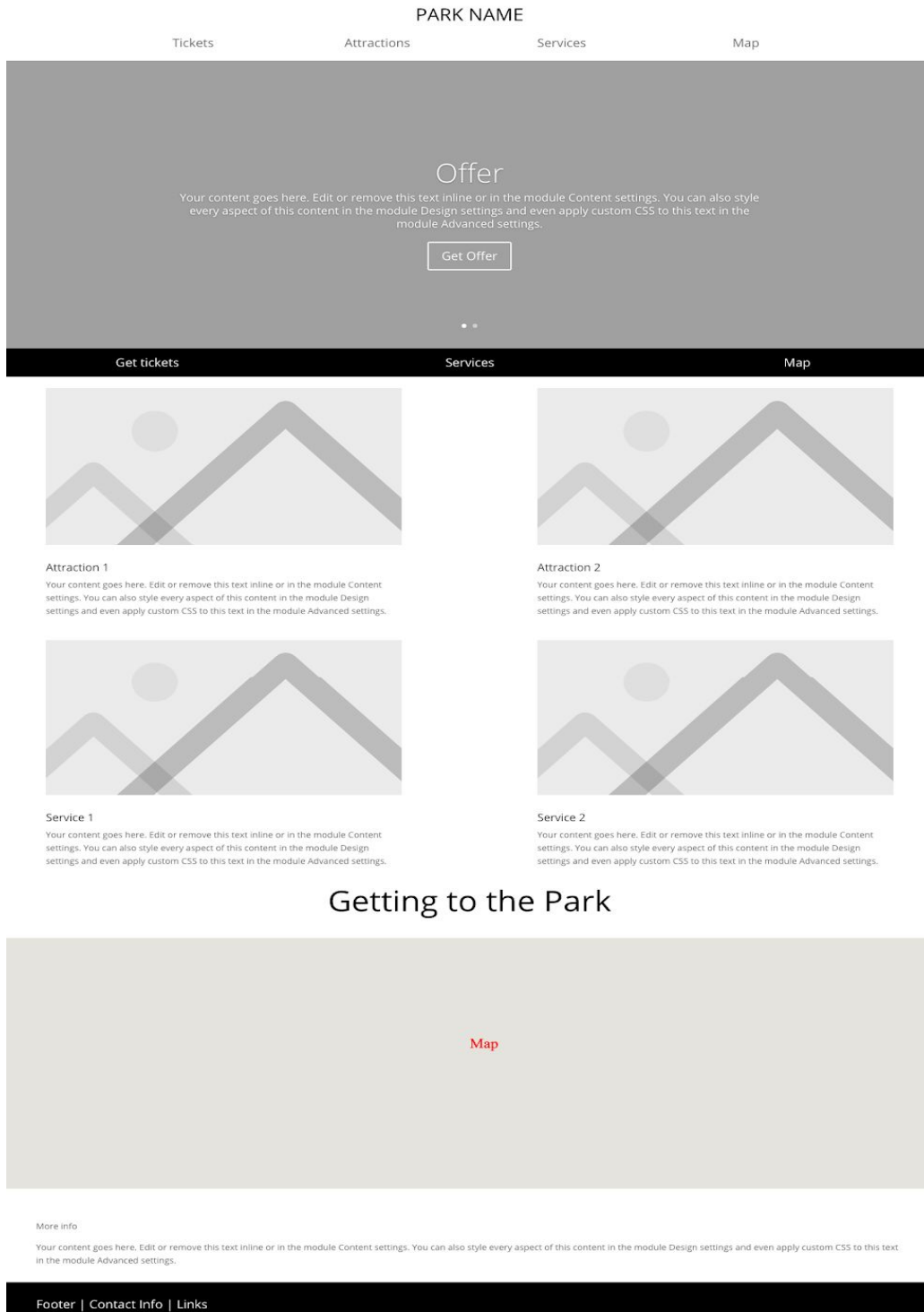
The website will contain two levels, one for the HOME PAGE and two child pages for the SERVICES and for the ATTRACTIONS offered

Website structure



Design the wireframes for the web site

Home Page Desktop Wireframe



Attractions Page Desktop Wireframe



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Attraction 1

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Attraction 2

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Attraction 6

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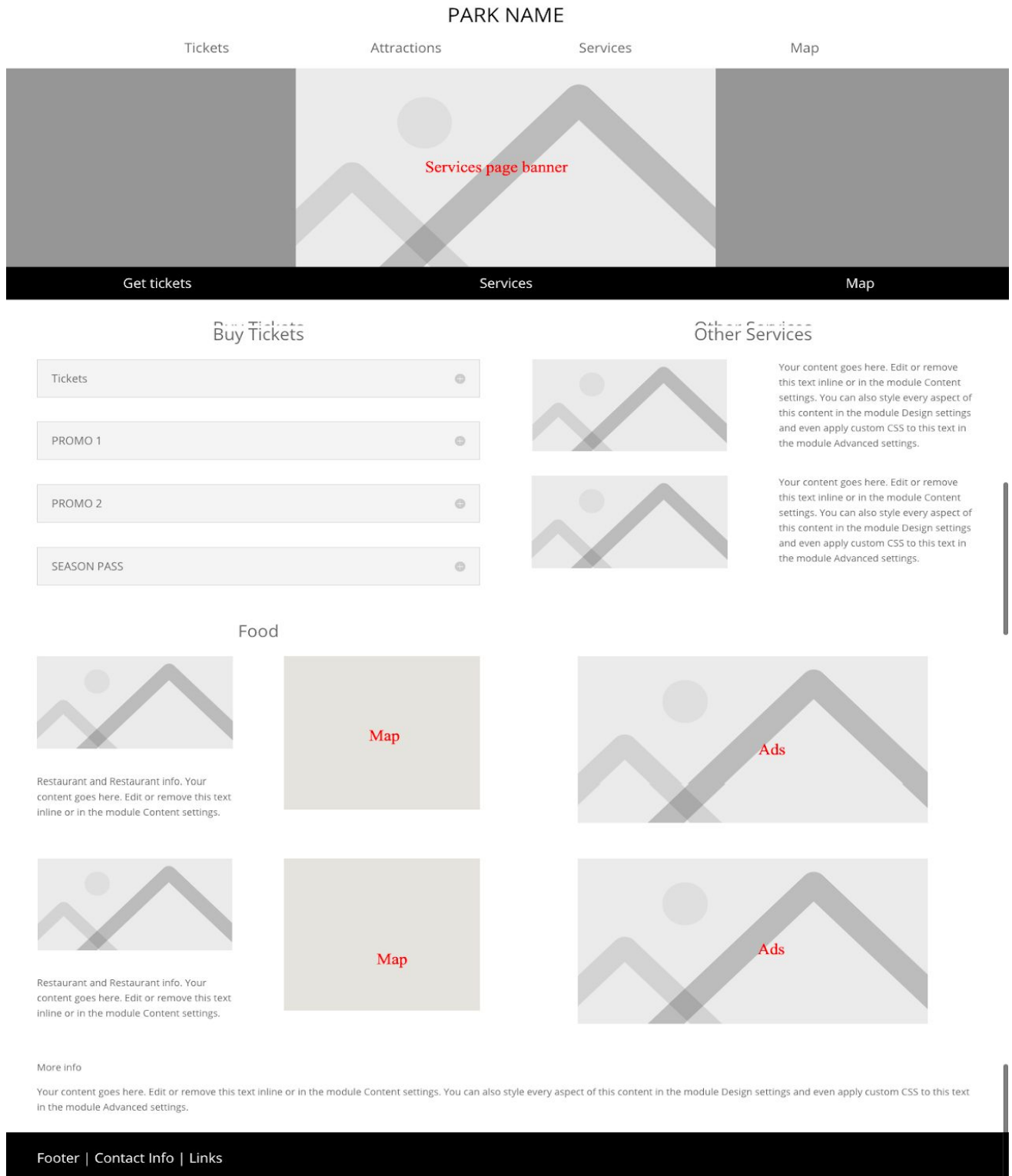
Map of the Park



More info

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Services Page Desktop Wireframe



Home Page Mobile Wireframe



Attractions Page Mobile Wireframe



Services Page Mobile Wireframe



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