

Theme Park Website: design and wireframes

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4th July 2021

| | |
|---|----------|
| Purpose of the web site | 1 |
| Reasons for a theme park operator to have a website: | 2 |
| The people who might look at such a web site: | 2 |
| Reasons that people would be looking at the website: | 2 |
| Research of theme park websites | 2 |
| Della Adventure (URL: https://www.dellaadventure.com/) | 3 |
| Heide Park (URL: https://www.heide-park.de/en/) | 4 |
| Thorpe Park (URL : https://www.thorpepark.com/) | 4 |
| Disney World (URL : https://disneyworld.disney.go.com/destinations/epcot/) | 5 |
| Silver Dollar City (URL : https://www.silverdollarcity.com/) | 7 |
| Website content and structure | 7 |
| Main page | 8 |
| Booking page | 8 |
| Ride information ("Plan your visit") | 8 |
| Wireframes | 9 |
| Home Page | 9 |
| Booking Page | 10 |
| Rides Page ("Plan your visit") | 11 |

Purpose of the web site

Team discussion was used to identify the stakeholders and the purpose of the website. The major stakeholders in this scenario will be the the owners of the park, and the group of various potential customers, including but not limited to general public and businesses. Website will be used to present the general information about the park and attractions, enable sales and provide specific announcements for the customers. A detailed discussion points from the team meeting are presented below:

Reasons for a theme park operator to have a website:

- Allows people all over the world to have access to information related to the park.
- Provide a map of the park or information/restrictions about rides, restaurants, events
- To let people know about the offers and deals currently going on.
- The website can be a part of the sales funnel.
- To allow theme park operators to sell tickets online & do upselling.
- To convert the leads from being a prospect into a paying customer
- Provide links for social media and other contact information
- To generate leads.
- To provide updates about the park / warnings / safety etc

The people who might look at such a web site:

- Tourists, thrill seekers and tour operators.
- Local Hotels and other tourist agencies
- Competitors (to find out pricing and specials)
- Corporates arranging for team day.
- General public

Reasons that people would be looking at the website:

- To check on going events.
- Check out various attractions
- Checking Availability
- Checking for pricing, passes and offers
- Directions

Research of theme park websites

The team has researched 5 different amusement parks around the world. Detailed notes on the parks, including links to the website and website analysis can be found in this section. The team has extrapolated the information about how the park websites are framed and the information that they contain to drive the design of our own website. Many points came across as similar and were shared by multiple websites that we have looked at.

The most direct connection between the samples we have seen was the navigation structure and the site structure. We have implemented this in our website as well: the main page with general park information and sub-sites for booking as well as visiting details. There was also a general perception of the websites being light on content, only

presenting one type of information within a viewing frame. We attempted to follow that example as well. The main sites often included a space for sharing important information with the customers (such as Covid-19 announcements) and that was included in the home page as well. The message space was modelled after those websites as well, with offers and ticket information in the center, and rich footers containing additional information about the park (with links rather than descriptions). Finally, the content was modelled after the websites that we have visited, including large photos of attractions and refraining from overwhelming the viewers with too much information.

I. **Della Adventure (URL: <https://www.dellaadventure.com/>)**

- *Type of information that you find on the sites;*
The website included facts about visitors and information about rides. It showcases scrolling pictures of rides with the option to explore them. It presents customer information such as customer testimonials, stories and things to do. It has rich content such as video and it is nice to read. They have also listed 6 reasons to visit Della Adventure.
- *Structure that these sites have to help people find that information;*
First thing that can be noticed upon opening the page is a pop-up with the information that the park is temporarily not operational due to Covid. The structure is as follows: Discover / Passes & Offers / Groups / Plan your Visit / About us / General / Blog / Stay. The website shows 'Offers & Passes' in front and center. Scrolling leads to offers with pictures included. Page ends with social media links and awards (2020 Travelers' Choice Tripadvisor 2020). There is also an arrow to navigate back to top of page.
- *List of the aspects of the sites that you think are a good idea or that work well;*
Very Good: Different header with more options due to more room. Smart that they kept only what was important for mobile version.
Good: Persistent book now and leave a message at bottom of page (over webpage). There was no question on where to go to book.
Good: Very developed footer with more links (table of contents).
Good: Persistent contact us in lower right of both desktop and mobile pages
Overall, it was a clean website with a lot of information. There were pictures and videos of rides and people having fun. It made me want to go and I think that's the point.
- *List of the aspects of the sites that you don't think are so successful;*
Bad: the site did not seem to automatically scroll.

Bad: Desktop site loaded in a weird way, like a column until it resolved monitor width, then it finally looked polished.

Bad: 6 images did not navigate anywhere. Same on desktop version options to stay connected through submitting email for newsletter.

I liked that the mobile version did a good job in only presenting the important info, but they could've probably reduced it further as it was a little bit busy and overwhelming.

II. Heide Park (URL: <https://www.heide-park.de/en/>)

- *Type of information that you find on the site;*
Information found on the website includes: ticket pricing and reservation, hotel bookings, helpful information about planning a visit (directions, park information, visiting hours, rides), park regulations as well as environmental impact.
- *Structure that these sites have to help people find that information;*
The website is very simple, with the main menu at the top covering most of the information, and large graphics of the park. It also has links to shop and language options. 2 main buttons are links to the most crucial information (booking and hotel) and the third gives limited options about planning a visit. More complicated, legal information and details can be found on the bottom. There is also a small banner on top with current opening times.
- *List of the aspects of the sites that you think are a good idea or that work well;*
What works for me is that the site is stripped of any complicated information, making it easy to navigate, especially by younger audiences. I also like the separation of client oriented information (top banners) and more business/government oriented information on the bottom.
- *List of the aspects of the sites that you don't think are so successful;*
What I think is missing, is that the site does not really promote the park in any way on the main page. A picture carousel, animation, especially about the rides, would be beneficial.

III. Thorpe Park (URL : <https://www.thorpepark.com/>)

- *Type of information that you find on the site;*
The information on the site includes: services they offer for varying people, latest news, attractive description of the park, reviews, newsletter, park map, contact, etc.

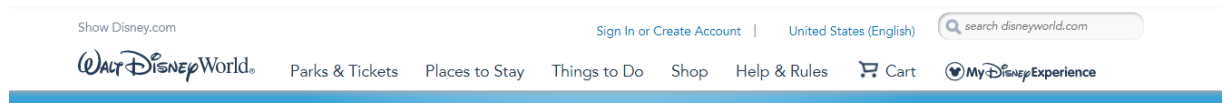
- *Structure that these sites have to help people find that information;*
 The website has large images and text so guests can easily see the content, the colors are very bold and attractive. The homepage is divided into clear sections such as, image carousel, reviews etc. The user can easily distinguish between all sections. The nav bar at the top has clear links to the main sections and on the pages there is a fixed div where the user can order tickets - this is shown at all times as it's the most important - getting customers to book.
 The nav bar is simple and clear but when you click on a link it opens up more options - this keeps the website looking simple, clean and clear.

- *List of the aspects of the sites that you think are a good idea or that work well;*
 The overall color scheme is bright and vibrant - not so modern in my opinion but it suits the style of the park and the website using their brand colors. I love the nav bar is simple until you click on it, keeping a neat and clean presentation. Having the option to buy tickets fixed to the bottom of the page is great and obviously making it as easy as possible for the customer to spend money. I like the sticky nav bar on the mobile site, though it doesn't have a fixed booking section like the main site, I feel the mobile device could also find a way to do this too.
 I like how the mobile burger menu when pressed fills the whole screen using an animation from the right to left. That looks very modern and 'cool'.

- *List of the aspects of the sites that you don't think are so successful;*
 The color scheme is a negative and a positive, in my opinion it doesn't look modern and clear, it looks a little jumbled, but again this does not affect the readability and navigation of the website, it's just an aesthetic choice. Also some elements have inconsistent spacing between them, e.g. the image carousel and the next section compared to other sections further on in the website. If I was to make any changes I would update the modern-ity of the site.
 On the mobile site some card elements have odd numbers so one of the boxes is on a new line by itself positioned to the left leaving a space on the right. I don't think it looks great. It should span across all of it.
 The section below has a set of cards where you need to swipe right in order to scroll between them - again I feel this isn't good, the user should only need to scroll in one direction to find the information.

IV. **Disney World** (URL : <https://disneyworld.disney.go.com/destinations/epcot/>)

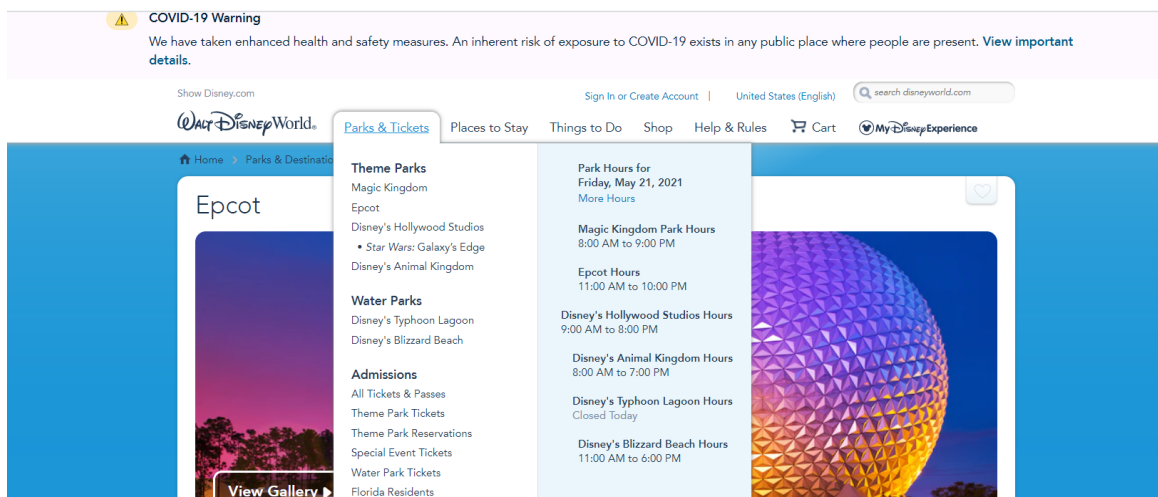
- *Type of information that you find on the site;*
 The information on the website: parks & tickets, offers, places to stay, things to do, shop, help rules, new attractions, etc.



- The structure that these sites have to help people find that information:*

This website has plenty of information about their services and attractions. Images which are used are very informative and we can easily guess where it leads to. The main navigation bar has a total of 5 options and that option contains many sub-options making it a little confusing what we are looking for. They have given timings and calendar on the home page itself so it is easy to know when and what time is open. This website has a help rules option which makes it easy to get answers to their queries.
- List of the aspects of the sites that you think are a good idea or that work well:*

They have an offer available at the start of the home page which leads to an image gallery and details about offers, making users easily find out what all offers are going. The color scheme which is used in the website also gives a better feel and a simple look on the website. This website has a lot of options in the footer which makes it easier for users to navigate on their desired page. On this website in the navigation bar section, they have given their park timing and days of opening, making this website different.



- List of the aspects of the sites that you don't think is so successful:*

On this website, they should have added a direct tickets form for users who are looking for a direct booking procedure.

V. **Silver Dollar City** (URL : <https://www.silverdollarcity.com/>)

- *Type of information that you find on the sites;*
This website includes rides information, helpful visit planning information as well as special offers available in the park. There is a water park, a dinner cruise and a campground. These pages have ticketing for these individual activities and dining arrangements. There are pictures and promotions done in these pages to attract the users. An option for buying tickets can also be found in the navigation menu along with the map and timings that the theme park is open.
- *Structure that these sites have to help people find that information;*
This website consists of a main home page with navigation menu to all the other pages. The header consists of the name of the theme park. The main page includes information related to the rides and new stuff that is added. There is also an option for the user to start planning their visit. The navigation bar consists of some of the activities offered within this theme park. Lastly there is a footer which consists of contact information of the theme park and its social media.
- *List of the aspects of the sites that you think are a good idea or that work well;*
The fact that they added the special amusements in navigation can make it easier for the user to find them. As they require separate bookings, it will be easier for users to not mix up the tickets for these activities.
- *List of the aspects of the sites that you don't think are so successful;*
The opening times are put into a separate page which is added into the navigation bar. This may not be suitable for every user. It would be easier if this information was available on the home page.

Website content and structure

Our website could have a plethora of content, but as this is a 3 page website we need to take care in only including the key information the website needs.

The three pages we have chosen are; main page, rides page and booking page. These are the key main pages across all websites researched. It gives people a welcoming page, ability to book and also to find out about key attractions. There was a list of guidelines that we agreed to follow when designing a page.

Each page should have a header and footer that is shared across the website. We should also have a style and color scheme throughout the whole website.

The main main page should be attractive and welcoming, have the key points about what makes the park good and what the park offers.

We should include something attractive such as an image or animation to give a good first impression.

The booking page should be easy to use, guests should be able to book easily. We also think there should be some park information such as a map, accessibility information etc.

The rides page, if using Javascript could have an interactive menu where we can click and view all the rides in the park, maybe with some video for each ride. This would be exciting and attractive for users of the website. This page should have information on each ride, or a menu to show information on each ride.

Below is an early plan of what information we could include on each page. Some of this information was later placed in different parts of the site to streamline it. An example of that could be the park map (moved from 'Main page' to 'Booking page'.

Main page

This is the page the viewer will see first. The layout details can be find in wireframes below.

- Warnings (ex. Covid restrictions)
- Company logo
- Park Map
- Social media links, ticket information, directions
- General information

Booking page

- Booking form
- Booking information
- General park information

Ride information ("Plan your visit")

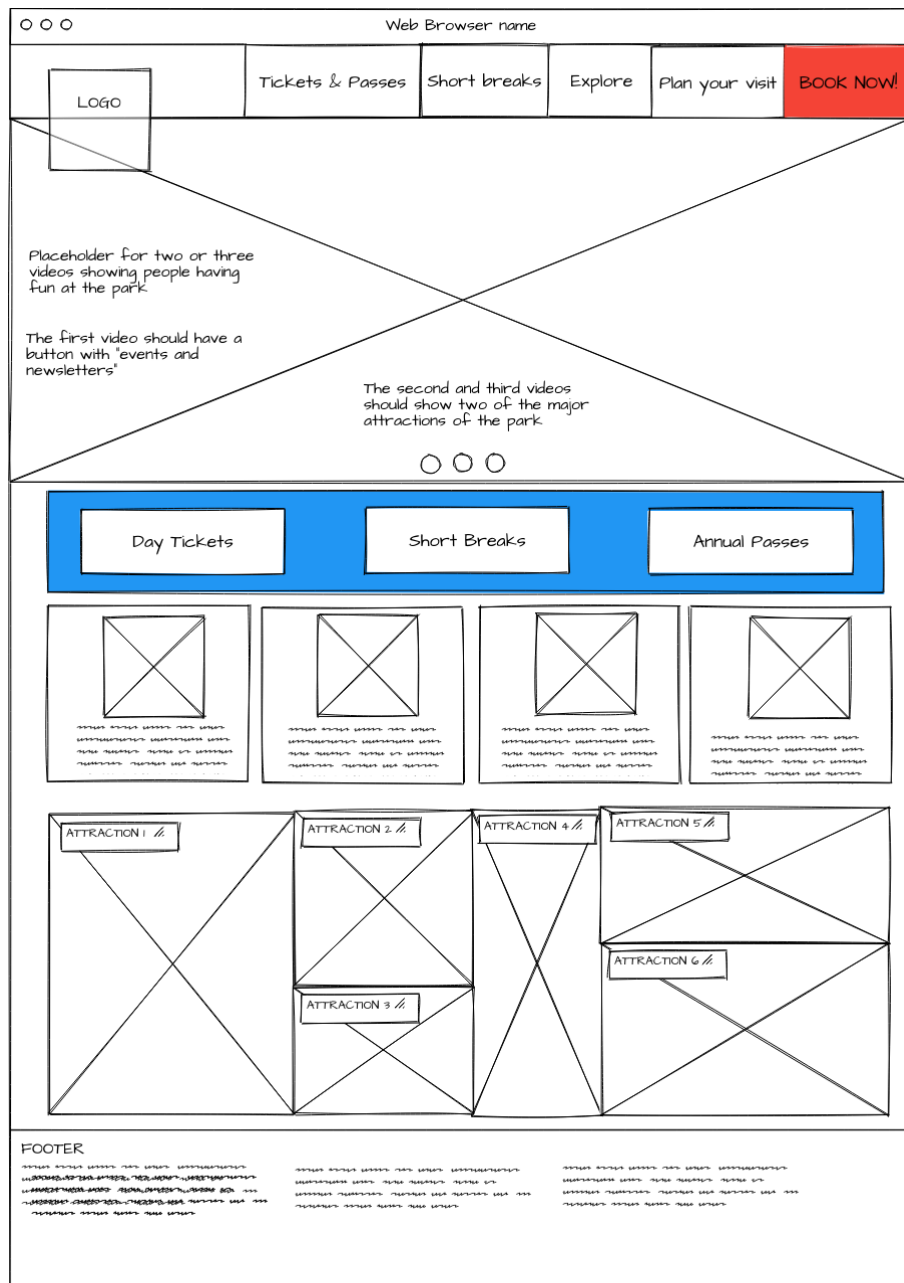
- Types of attractions
- Ride searcher functionality (stub, to be developed with JS)
- Any other services that you will provide to visitors (Food stalls, ATM, visitor information points, bathrooms)
- Any other information that people looking at your web site will want to know before they come and visit your theme park.
- Directions

- Accessibility information

Wireframes

As a group we each designed a number of wireframes, we then got together and decided as a group to decide which one we liked. In the end we used any wireframes as a guide but gave ourselves some style guidelines such as, color, fonts etc to build the website in our pairs.

Home Page



Booking Page

Booking

| | | | |
|----------------------------|---------------|-------------|-----|
| Logo | | Name | |
| Image | | | |
| Navigation Bar | | | |
| Booking Form | | | Map |
| Visit Dates: | Start | End | |
| Name: | First | Last | |
| Email: | Email Address | | |
| Mobile: | Mobile Number | | |
| Adult | Child | Sr. Citizen | |
| Input No. | Input No. | Input No. | |
| Restrictions | | | |
| Continue to payment info | | | |
| Reviews | | | |
| Footer-Contact Information | | | |

Rides Page (“Plan your visit”)

| | | | | |
|-----------------------------------|----------------------------|------------------------|-----------------|-----------|
| Logo | Tickets | Explore | Plan your visit | Book now! |
| Search rides banner | | | | |
| List of Rides (updated) | Ride Description (updated) | Ride Picture (updated) | | |
| Park information banner | | | | |
| Accessibility / services carousel | | | | |
| How to find us banner | | | | |
| Map | | Directions | | |
| Footer | | | | |