WEB DESIGN

PROJECT REPORT

PROJECT TEAM	
Student No.	**Student Names**
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** Website: Guinness Park **

** https://jessicalopesvs.github.io/project/*

Overview

After reading the news announcing that Tayto Park is going to be rebranded as Guinness Park we came up with the idea to create a website for the rebranded park.

We decided to create a user-friendly interface and an overall colourful and fun-looking website for Guinness Park with the intention to promote its new attractions, maintain current customers and attract new ones, targeting people of all ages who are interested in having fun day at an amusement park. The challenge here is to make a beer branded amusement park, that targets kids and adults.

Section 1: Design

Research / Investigation

We conducted research by looking into other amusement parks' websites:

1)   Tayto Park (https://taytopark.ie/) – the website we used as a base of knollege, as we alredy know that is that park that is going to be rebranded as Guinness Park. We saw it's design as a with too much informations and colours. Thinking that the website has the main objective to sell tickets, the main user will be an adult, so we tought that we could clean a little the design to sute the main user.

2)   Disneyland (https://www.disneylandparis.com/) – This website is the one who looks cleaner. As Disney alredy has a big market share, there is no need to put a lot of information in the site home. We can see here, that the font are bold for titles and thin for paragraphs. The coulor pallete doesn't change much from shades of blue and white.

3)   Hopi Hari (https://www.hopihari.com.br/) – HopiHari is a Brazilian park, we saw that website as a mix of Tayto and Disney's websites. There is a call to action to buy the tickets that fills its purpose to make the user look at it.

4)   Six Flags (https://www.sixflags.com/) – Is another website that show us that there is no neet to polute the webpages as much as Taytos originaly do.

All of the websites are full of image to show the consumer the atractions and advantages of visiting the park.

To provide a better end-user experience, we conducted a survey o Google Forms to understand the type of people who frequent amusement parks. The results can be observed below.

Figure 1 – Survey answers
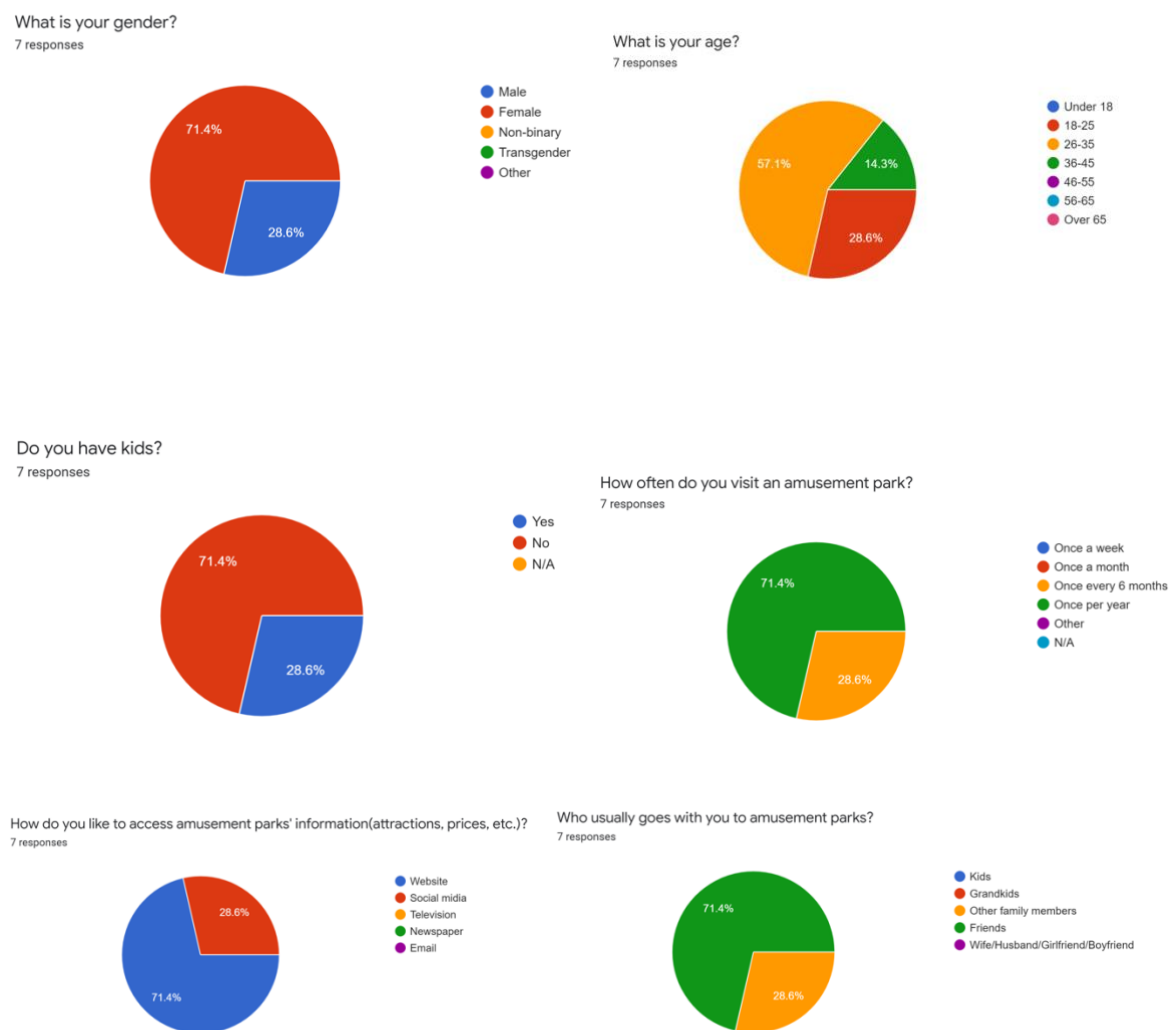
How much time do you spend at an amusement park when you visit?
6 responses
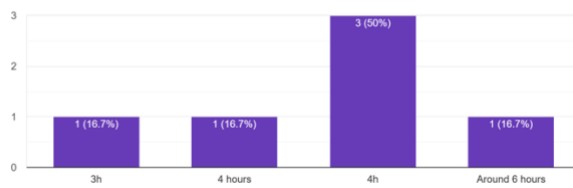
After analyzing the results of the survey we can see that most of the visitors are females, who don't have kids, are between 26-35 years old, visits an amusement park at least once a year with friends, spending usually 4 hours at the park.

We found a article wrote by Michael Steptoe *et al*(Arizona State University), that showed us the overview of visitors profile that goes to amusement parks. According to the authors that are four profiles:

"—Tourists. Visitors identified with this profile are likely to arrive via bus, show little interest in the shows and pavilions, explore most of the park, and visit the beer gardens repeatedly. To attract more tourists, we recommend a discount on high-volume ticket purchases.

—Thrill Seekers. Visitors identified with this profile spend most of their time in thrill rides, and are unlikely to use overnight accommodations. To attract more thrill seekers and incentivize spending on lodging, we recommend offering fast passes (a means to save time in line) to thrill rides for patrons staying in a theme park hotel.
—Foodies. Visitors identified with this profile are likely to spend 2–5 hours at restaurants and are predominantly active in the mornings. To attract more foodies, we recommend offering an eating pass that includes samples at various restaurants, and doing a more thorough consumer analysis to offer popular brunch options

—Shoppers. This is the most common interest profile. Visitors identified with this profile visit shops later in the day or before leaving the park, and spend several hours at the shops. Shoppers always buy lunch at the park and are big spenders. To attract more shoppers, we recommend a promotional campaign featuring the park's theme."

(Font: Steptoe, *et al.2018*)

Requirements & Technical Approach

With all the research done, we decided to do four(4) pages besides the home (index.html), contact us, that will have a contact form and the localization map, attractions and tickets. The decision was made based on two visitors profiles that the article showed us: the traveller and the thrill seekers.

We used the website "coolors" to find the colour palette for the site. And the one we chose the one which bring us a colourful environment but not a polluted one.

Figure 2 - colour pallete
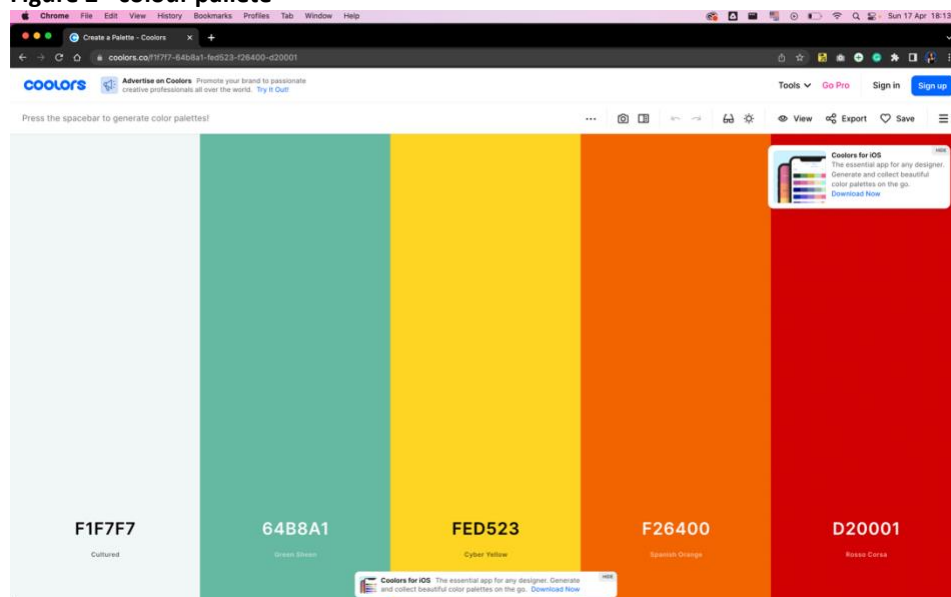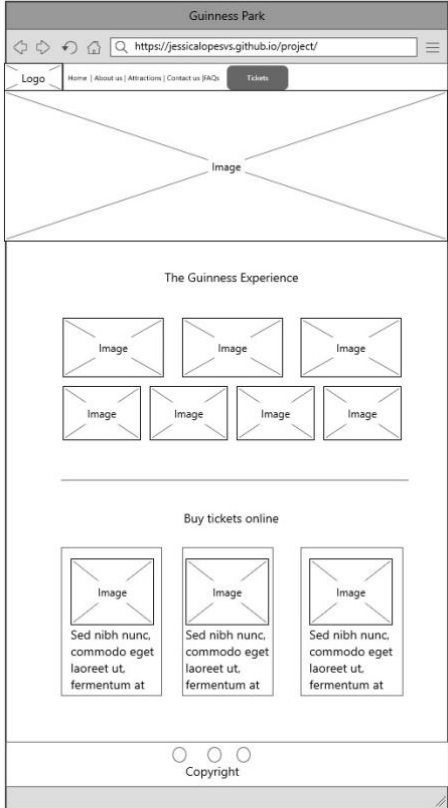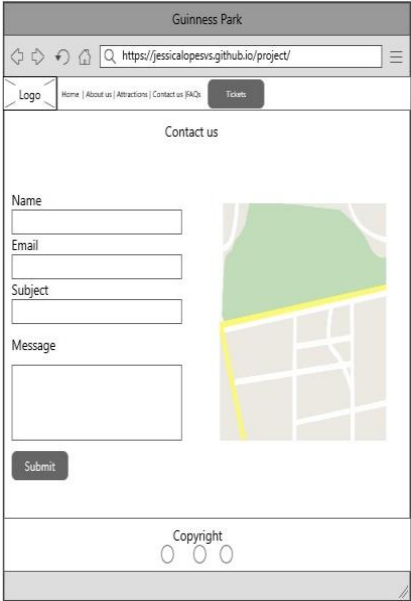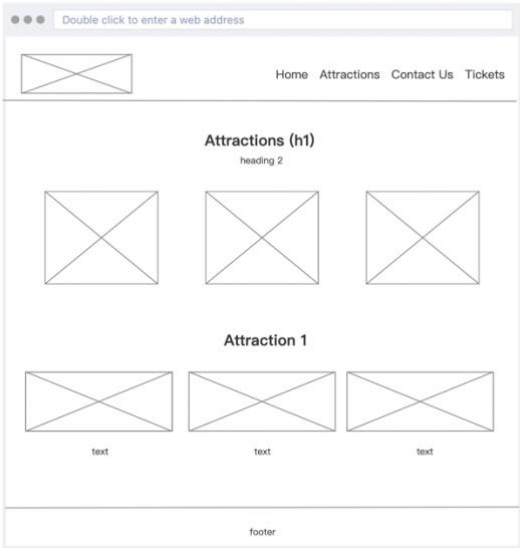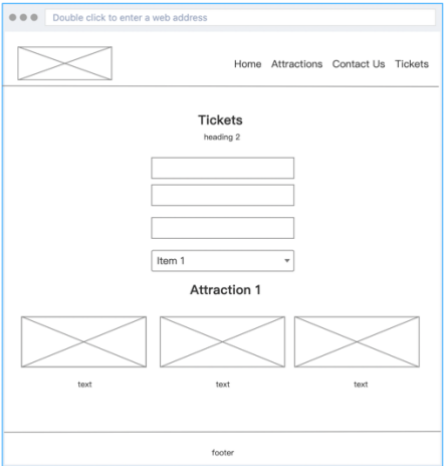
As a result of a sortition, Julia developed the Home and Contact us page, and Jéssica the Tickets and Attraction.

To make the structure, Bootstrap was chosen. And some of them was learned in the bootstrap example page and documentation.

For the validation of the tickets form, we chose to code a JavaScript script, as we both used it in previous projects.

Sitemap & Wireframe

Site map	Wireframe	Description
Home	 Figure 3 - Index.html	For the home page (Figure 2), we decided to develop a default navigation bar with a menu linking to our other pages and a default footer with Copyright information and some social media icon links. For the content of the home page, we decided to add 3 carousel images at the top, linking them to the about us page, FAQs, and contact us page. Followed by that we added a section about the Guinness experience with a gallery of images of the park's attractions linking them all to their respective section on the attraction page. To finish we added cards with ticket prices and information prices and linked those to the tickets page.

Contact	Figure 4 - contact.html	For the Contact Us page (Figure 3), besides the default navigation bar and footer, we decided to add as content a contact form with validation and an embedded google map link of the park's location.
Attractions		The attraction page, will have 3 images presenting opportunities. And clicking in them, it will scroll the user to the topic chosen.
Tickets		The tickets page, will have a form that will be validated with JavaScript.

Section 2: Development

For the default navbar and footer, used on all pages, we used Bootstrap 5. All the Bootstrap templates were based from https://getbootstrap.com/ and https://www.w3schools.com/bootstrap5, where we can find documentations and examples to understand this method to structure a page.

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Below is the information about the development of each individual page:

1)   Home (index.html) – Bootstrap carousel template was used to display images in slides, the first slide links to the attraction page, the second slide to the tickets page, and the third slide to the about us. Then I created a container with rows to display a gallery of images, linking each of them to the attractions page.and in the end used the bootstrap pricing template to display information about the park's tickets.

2)   Contact Us (contact.html) – we used the Bootstrap container with a grid to display the contact form and google maps side by side. We added validation to the form using the required attribute in the HTML input tags.

3)   Attractions (attractions.html) – we used bootstrap to make the rows and columns as the show case of the attractions with photos and texts. The stylesheet used was the common external.css.

4)   Tickets – the form was structured inside a table, and its stylesheet were decided by the group that it will be the individual one. The JavaScript validator were based in the one coded during classes and assessments. The script validades username, password, type of ticket chosen and calculates the total based on the type and quantity of the purchase.

Validation & Error
Figure 5 – index.html errors

The solution to error in the index page was:

1) Remove an extra </p>.
2) Removed the <a> and used onClick javascript command.
3) Added a missing </div>
4) Added a missing </div>
5) Added a missing </div>
6) Added a missing </div>
7) Added a missing </div>
8) Added a <div>

After resolving all the issues, I checked the validation again and had no errors.

Figure 6 - index.html no errors

Figure 7 - contact.html errors
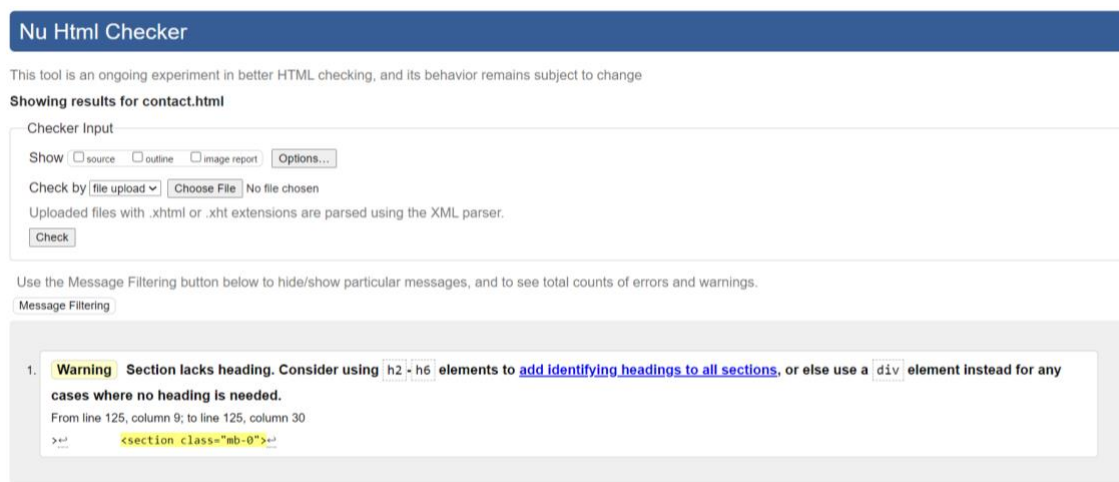
To resolve the issue I just added an extra </div>.

Figure 8 – contact.html no errors
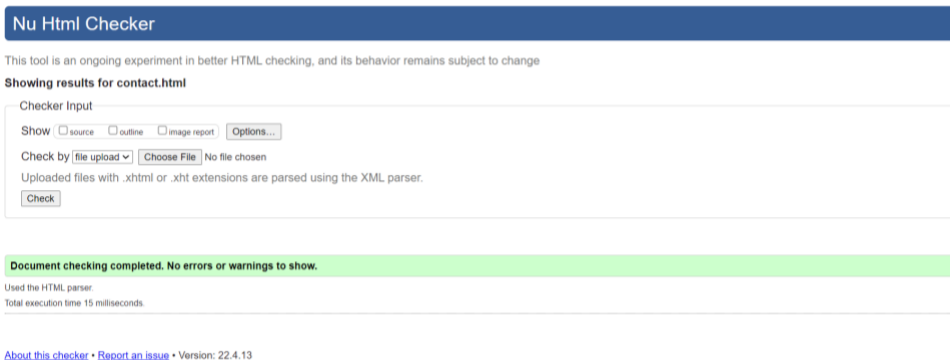
For the pages Tickets and Attrations the tool used to validate was the text editor called intelliJ. In the editor alredy has an error validator that runs throug alll the code. So while the code is being done is it possible to correct some errors the occurs with the time.

The final error report was this:
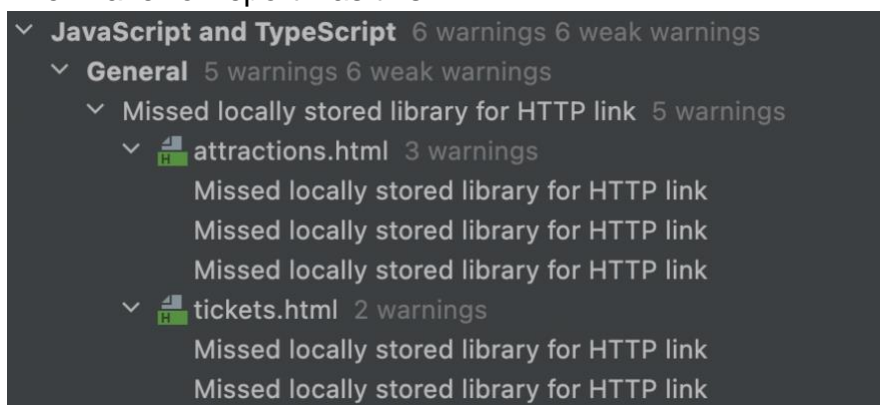
Those error occurs because we chose to get the bootstrap link from the bootstrap website.

Section 3: Deployment

The deployment of our website was made on GitHub.
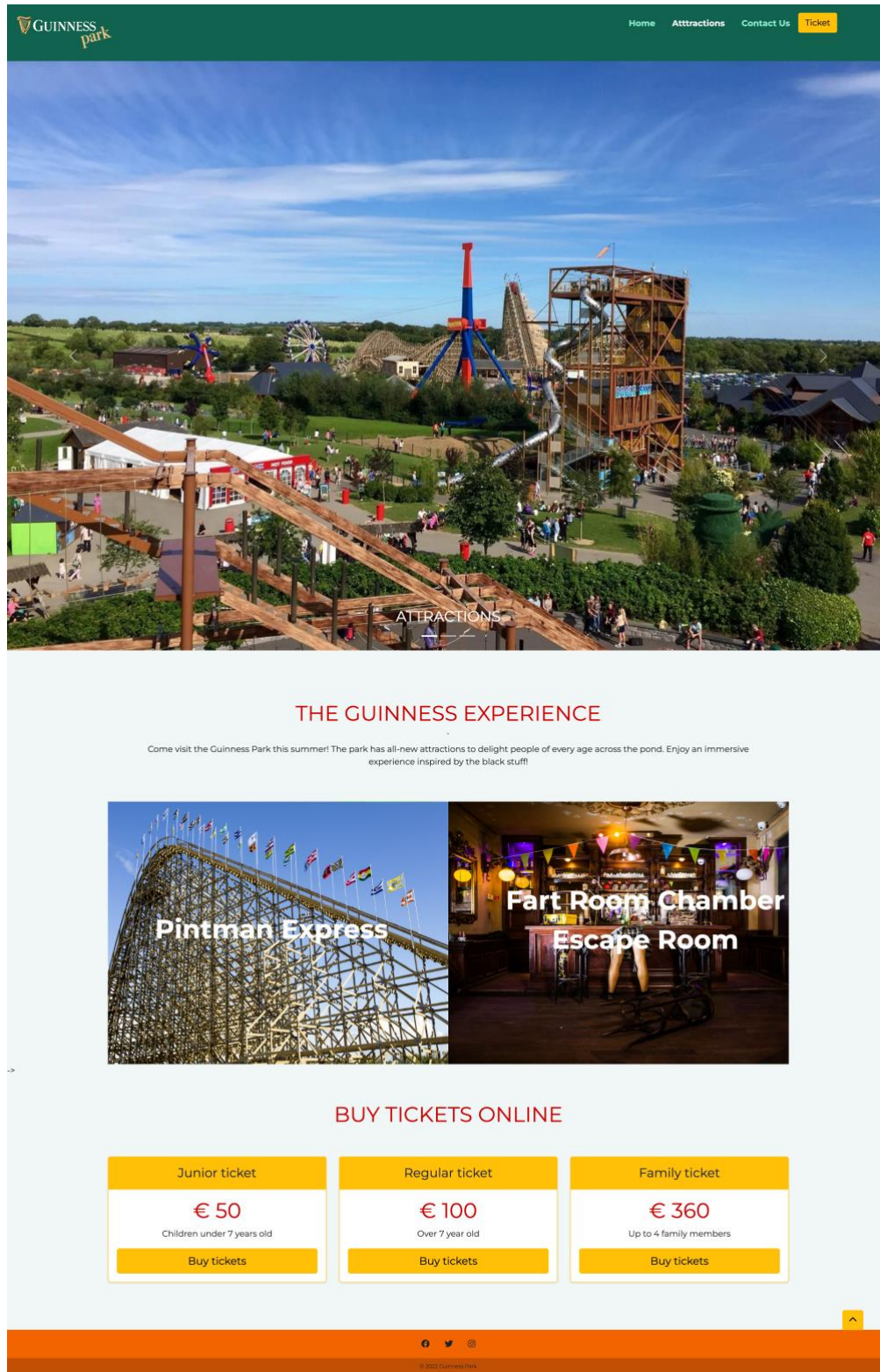
HOME

ATTRACTIONS

CONTACT US

TICKETS

Section 4: User Testing

Because of the shortage of time, only the team mates and 2 persons out of the group could test the usability of it. All the validations worked as planned, and nothing, are structurally wrong.

The user flow happens in a natural way. But there are somethings that we think that we can do differently.

Section 5: Project Team

After deciding on the project and making a rough outline of our website we split our tasks as follows:

- Jessica – responsible for developing the Attractions and Tickets pages, with their respective wireframes, HTML, CSS, and validation.
- Julia – responsible for developing the Home and Contact Us pages, with their respective wireframes, HTML and CSS and validation

We met a few times at the NCI library and online, using Microsoft Teams. We tried to consult and help each other as much as possible. To deploy end code as a group the Github Git desktop were useful.

Section 6: Conclusion

We think that with all the previous college project, this one should have had more time to complete. It is a pretty long planning way, and as our first website development in life, we wanted to have more time to focus in some details as jQuery, some bootstrap structures, and animations. So the final product is what we planned, but we wished a little bit more time to dive in it.

Section 7: References / Appendix

Michael Steptoe, Robert Krüger, Rolando Garcia, Xing Liang, and Ross Maciejewski. 2018. A Visual Analytics Framework for Exploring Theme Park Dynamics. ACM Trans. Interact. Intell. Syst. 8, 1, Article 4 (February 2018), 27 pages

Mark Otto, J. T. (n.d.). *Examples.* · Bootstrap v5.1. Retrieved April 17, 2022, from https://getbootstrap.com/docs/5.1/examples/

Mark Otto, J. T. (n.d.). *Docs.* · Bootstrap v5.1. Retrieved April 17, 2022, from https://getbootstrap.com/docs/5.1/getting-started/introduction/

Lovindotie. (2022, March 31). *Tayto Park to be rebranded as Guinness Park*. Lovin.ie. Retrieved April 17, 2022, from https://lovin.ie/news/tayto-park-to-be-rebranded-as-guinness-park