

## **The purpose of the web site**

There are various reasons for a theme park to build a web site, as it is a useful and efficient tool for different stakeholders of a theme park.

From the perspective of stakeholders, there are a lot of purposes involved in building a website for a theme park.

For the asset owner (shareholders) of a theme park, share holders may want to know the number of visitors of every day, so that they can have a rough idea of the popularity of their theme park. Also, the website becomes a good branding platform for the management to communicate with other stakeholders.

As for tourists, they are the main stakeholders of the website. They may want to buy a ticket online, to see the spotlights and interesting events of a theme park. Besides, tourists may also be able to buy related stuff of the theme park through the website.

Local government and relevant authorities can also be a stakeholder of this website. For example, local government may want to examine the terms and contracts between the tourists and service provider (the theme park); then the website can be a convenient portal for them to look up and research.

Local communities can be affected by the operation of this theme park. Thus, the website should be able to receive feedback and advice from local communities. What's more, this website also can be a good channel for documenting historical connection with the local communities.

Employees or third-part contractors may also need to log on the websites to manage their working log and check their emails.

## **Research on theme park web sites**

To better build a theme park web site, we explored five theme park web sites, including Alton Towers, Drayton Manor Resort, Oakwood, Paultons, and Gullivers theme park. The analysis of these five resorts is as below.

Alton Towers (<https://www.altontowers.com/>) based in the heart of the UK. The main page of this website shows a brief introduction of the park. One important feature is that on the bottom of this website, it is very easy for tourists to buy a ticket. But the pictures seem to be too wide to see other content, making this website a little bit hard to read.

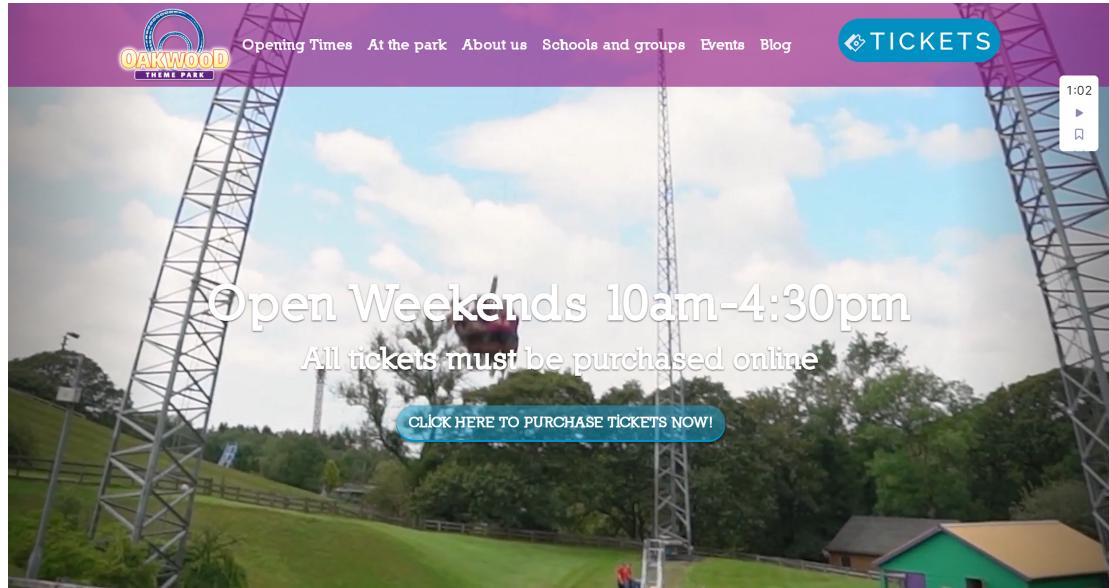
The screenshot shows the Alton Towers website. At the top, there's a navigation bar with links for Accessibility, Schools, Blog, Conferences & Events, Jobs, Online Shop, Contact Us, and a search icon. Below the navigation is a banner featuring a large wooden roller coaster structure. On the left side of the banner is the Alton Towers logo. To the right of the banner, there's a purple box containing the text "Theme Park" and a subtext about family fun and adrenaline-pumping experiences. A "Book now" button is located within this purple box. Below the banner, there's a section titled "World Beating Attractions" with a search bar and options for "Check in & Check out", "Guests", and "Day Tickets".

Drayton Manor Resort (<https://www.draytonmanor.co.uk/>) has over 100 theme park rides & attractions including Adventure Cove, Europe's only Thomas Land, our 15-acre zoo and much more! The website is very easy to read! There is not only an easy access to buying a ticket, but also four sections for tourists to navigate. One thing it can improve is that the “Buy your tickets here!” icon overlap one of the four sections as the picture shown below.

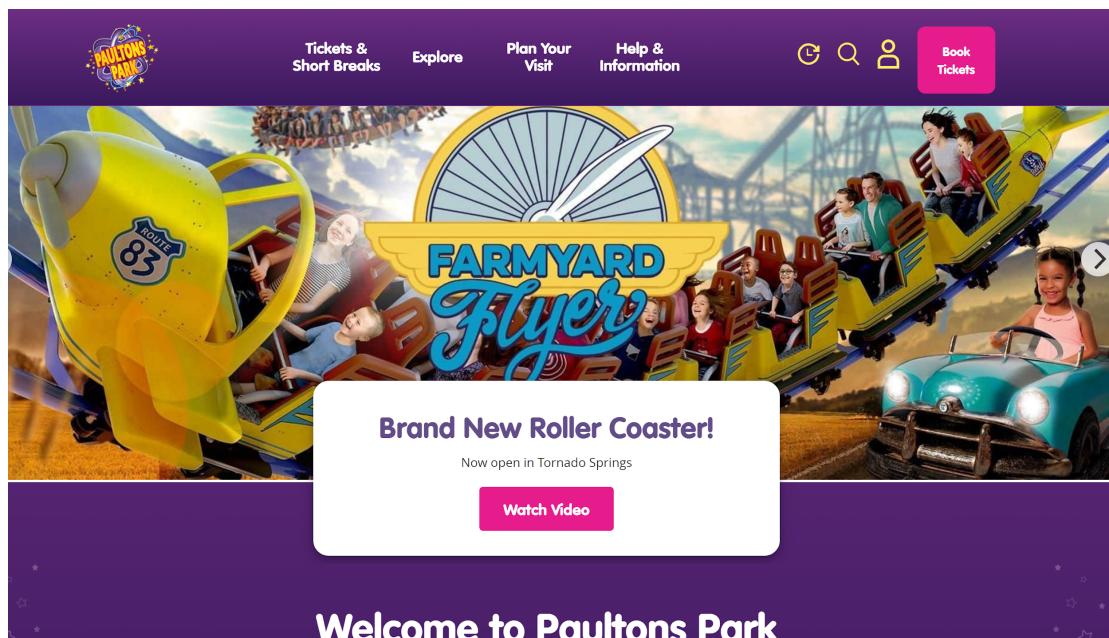
The screenshot shows the Drayton Manor Resort website. The header includes links for "Drayton Manor Resort", "Theme Park", "Hotel", "Plan Your Visit", "Blog", "Tickets", and a "BOOK NOW" button. Below the header is a banner with the text "TODAY AT THE PARK: CLICK TO CHECK OUT WHAT'S ON TODAY" and a large image of a colorful aerial ride. Overlaid on the bottom left of this image are four blue call-to-action boxes: "Buy your tickets here!", "PRICES", "SHORT BREAKS", and "RIDES".

Oakwood theme park (<https://www.oakwoodthemepark.co.uk/>) is based in the heart of Pembrokeshire, South Wales; it is also the biggest theme park in Wales. This website highlights the way to buy a ticket, making sure that the tourists won't miss the road to buy one ticket. Also, it illustrated some important announcement about the park, acting further as an advertisement. The whole main page is easy to

read. One thing to be improved is that the main page would automatically play a video, which seems to be very vivid when you explore the website through a wide screen but it can be difficult to be presented via a small screen like the one on mobile phones.



Paultons theme park (<https://paultonspark.co.uk/>) should be a paradise for children who like Lost Kingdom, Peppa Pig and Critter Creek. The website is very easy to be read and could be equally easy to be shown on a big screen and small screen. However, it seems that it lacks an attractive icon for tourists to buy a ticket.



Gullivers theme park (<https://www.gulliversfun.co.uk/>) consists of several resorts which are designed especially for families, discover a huge selection of rides, attractions and magical short break holidays. Thus, the tourists could choose the resort that they are interested in on the first sight on this page. However, this can

be a little bit confused for people who are new to this theme park. Also, there is no attractive icon for tourists to buy a ticket.

As a group, we also list the pros and cons for these five websites as illustrated below.

Name	Pros	Cons
Alton Towers	1. On the bottom of this website, it is very easy for tourists to buy a ticket.	1. The pictures seem to be too wide to see other content, making this website a little bit hard to read.
Drayton Manor Resort	1. Easy to read! 2. There is not only an easy access to buying a ticket, but also four sections for tourists to navigate.	1. The “Buy your tickets here!” icon overlap one of the four navigation sections.
Oakwood	1. Highlights the way to buy a ticket, making sure that the tourists won't miss the road to buy one ticket. 2. Illustrated some important announcement about the	1. The main page would automatically play a video, which can be difficult to be presented via a small screen like the one on mobile phones.

	<p>park, acting as an advertisement.</p> <p>3. Easy to read.</p>	
Paultons	<p>1. Very easy to be read and could be equally easy to be shown on a big screen and small screen.</p>	<p>1. It lacks an attractive icon for tourists to buy a ticket.</p>
Gullivers theme park	<p>1. The tourists could choose the resort that they are interested in on the first sight on this page</p>	<p>1. A little bit confused for people who are new to this theme park.</p> <p>2. There is no attractive icon for tourists to buy a ticket.</p>

**Agree on the content for the web site (• and appropriate content for the web site)**

**Identification of relevant**

The website should display a wide variety of rides (suitable for adults and children), various food options and themed restaurants, medical help availability, fun activities(eg. photo booths, live performances..etc) and challenges that offer rewards to winners and tickets for free rides.

**Agree on the structure of the web site (• appropriate structure for the pages for the content for this web site)**

**Identification of an**

main page: the main ride(or most famous), should be the header, fun fonts to attract the visitors' attention, working hours, pictures that visitors have shared on social media and reviews, ticket purchase button(should be easily accessible).

Moreover, the other two pages should contain further information about rides, customer service contact number/email, details about the history of the theme park, and the story of the owner of the park, and a few of the workers story about working in the theme park, and few reasons why you should choose this park for your vacation.

**Design the wireframes for the web site (• Design of the wireframes as a clear model for the web site)**

LOGO

head

Home

Tickets

Info

body

Text h2

Welcome to the theme park

Text p Some text

ordered

list

list of

items

text

img

text

img

text

img

footer

Text h4  
Visit us

Text h4  
Open  
Hours

Text h4  
Contact

LOGO

head

Home

Tickets

Info

body

text h1 Tickets

text h2  
Adults  
EUR 100

input  
button

button class

text h2  
Kids  
EUR 100

input  
button

label p total

footer

Text h4  
Visit us

Text h4  
Open  
Hours

Text h4  
Contact

LOGO

head

Home

Tickets

Info

footer

Text h4  
Visit us

Text h4  
Open  
Hours

Text h4  
Contact