

TEAM 61 – Web Development Team

Assignment

Meeting Discussion and Research Summary

Attendees:

1. Chi Zhang
2. Ross Holland
3. Fiona Dam
4. Fahad Khalid
5. Magomed Timarsuev

Meeting 1 – 18/05/2020

Topics:

1. Purpose of the web site for the stakeholders?
2. What is the target demography for this site?
3. What the potential customers might be looking for on this site?

Discussion:

We all agreed that stakeholder in business usually means an investor and investors are interested in increasing returns on their investment. ROI is affected by earnings, so logically we presumed that theme park shareholders ask for the web site to increase the revenue of their business by raising the number of attendants. There also was an alternative point of view that we can look at our target audience as stakeholders (albeit a secondary one), as they interested in a theme park to satisfy their needs. So, by creating an environment that helps them to spend their free time the best, we can expect that our business will flourish, so in this sense, we can say that result will please both parties. Taking all into consideration, we concluded that stakeholders such as the park operators would want and benefit from a website as it will:

- Increase Return on investment by –
- Extending the advertising reach of the park to a greater number of potential customers.
- Spike interest in the park and the entertainment that can be gained behind its gates
- Convert this interest to profit by selling tickets online in an efficient, effortless way.
- Up sell customers on things such as multi day packages, travel and hotel packages, line fast track tickets for specific rides and the sale merchandise.

We checked the academic definitions of the theme park and decided to treat it as an entertainment area that combines different activities with a single or multiple theme that might tie together. So, we can say that anyone looking for entertainment or drawn to the theme of our theme park is a potential client. Discussing the statement that theme parks are child-oriented business, we agree that it is somewhat true, but after all, the target demography is not age-restricted in any way. We reviewed a few common scenarios of our potential clients:

- A family couple that plans to visit a theme park to have a fun time with their children.
- Birthday parties.
- School Educational Entertainment trips.
- A group of young people who want to socialize in an enjoyable environment.
- A more mature audience who are looking for some hardcore rides.

This discussion we also started analyzing different scenarios, but in the end were able to narrow them all down to 2 main groups:

- a) People who is musing over the possible visit of a theme park, but not decided yet. They accumulate the information to make their decision and maybe pick their destination place. In this case, the web site is a good place to start to create an impression of the theme park. People from this group might be checking for photos and other visual media to have a better understanding of a place and looking for feedback from other people to solidify the proof that this theme park is worth it. In this scenario, the web site serves as a showcase, catching the attention of a visitor and luring him to try this theme park to enjoy everything that it provides.
- b) People who already decided to come to our theme park and just visit the web site to better plan their vacation. They might be checking for additional information about rides and services provided in the park, looking for a plan of the area and its opening times, trying to book tickets beforehand through online services, etc. In other words, they are doing all they can to prepare the most pleasant vacation in advance, and in this case, the web site serves as an online information/ticket booth.

Meeting 2 – 22/05/2020

Topics:

1. Research 5 theme park web sites.
2. What types of information are on these web sites?
3. How structures of these sites help to find this information?

Discussion:

During our meeting we discussed the following websites:

- <https://www.sixflags.com/darienlake>
- <https://www.disneylandparis.com/en-us/maps/>
- <https://arenaspace.ru/>
- <https://nsk.galileopark.ru/>
- <https://www.rim-park.ru/>
- <https://www.ferrariworldabudhabi.com/>

We discussed many aspects of all the websites such as:

- What information they contain
- How the structure learnt itself to finding this information
- The feelings the design of the website evoked and why.
- We discussed what aspects of these site were successful or unsuccessful

We found that the websites most commonly contained this information and these features:

- The ability to buy Tickets or extra packages
- Opening and closing times
- What Rides and attractions to look forward to.
- Some sort of member/ email sign up
- A Gallery of images.
- Reviews from past visitors

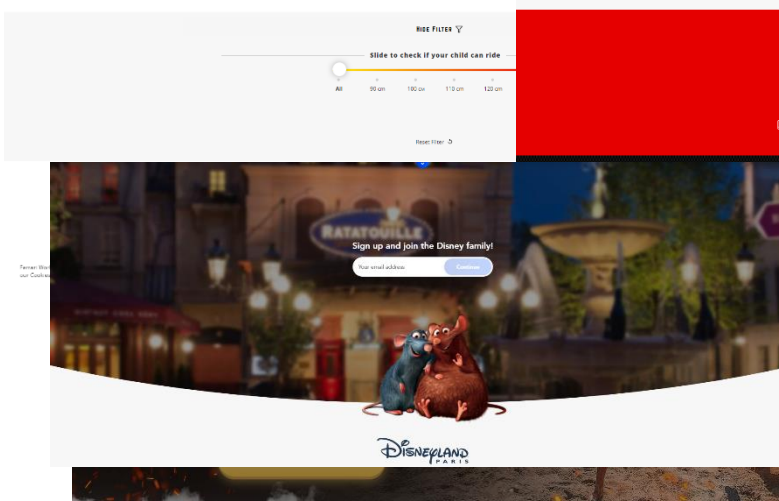
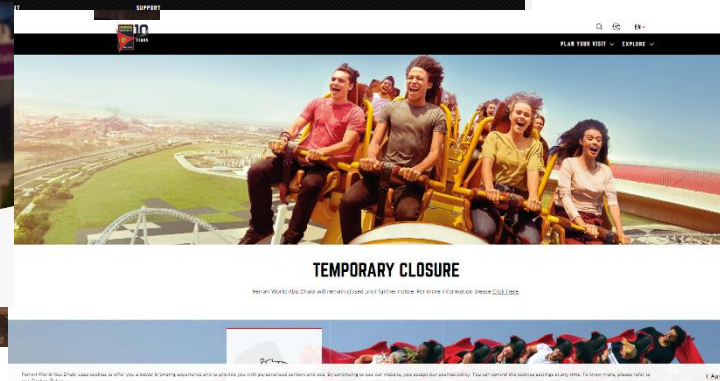
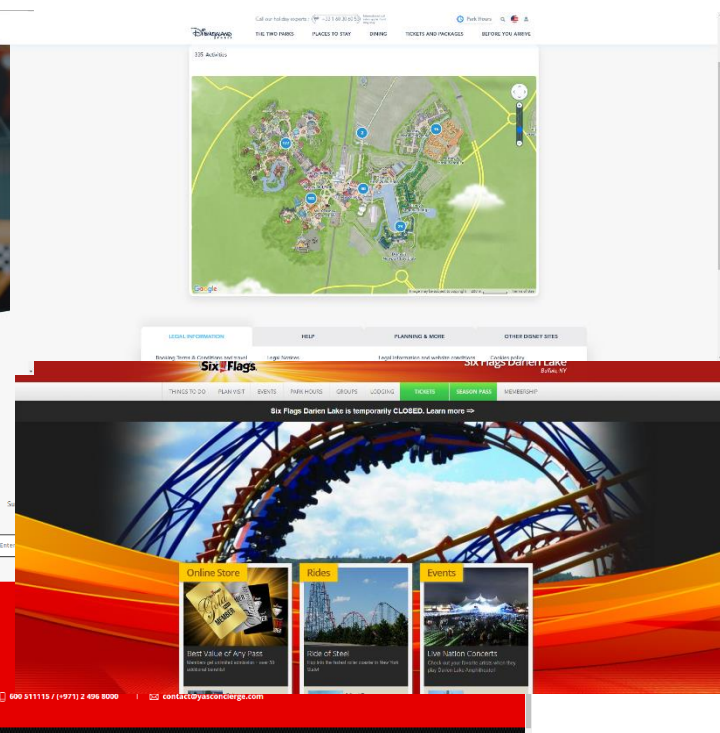
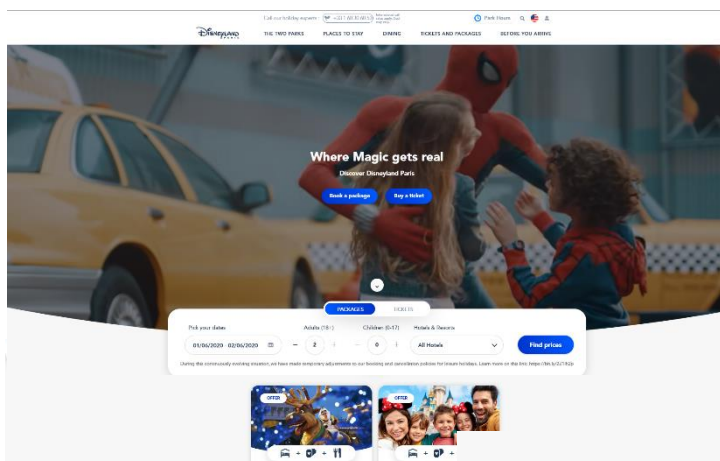
The structure used by the websites was similar:

All analyzed web sites contain a lot of colorful visuals: videos of best rides, bright pictures of people enjoying their time in the theme park, wide panoramic shots that give a good understanding how the area looks like of the visitor from the start and create an incentive to go to the tickets system. The most successful websites such as the Disney and Ferrari sites use White space to allow the users eyes to follow the most important information – the navigation of these sites were also well done in the way that it was easy to find what you were looking for without much effort – this is in contrast to the six flags site which feel a bit cluttered and long winded to get where you want to.

If the visitor did not immediately click on the call to action then the next thing to greet them was some sort of simple paragraph selling the idea of the theme park followed by visuals and reviews from past visitors. These aspects helped to create a feeling of happiness and the desire to visit the parks. Often this was followed by possibly a link to a page containing a map and list of attractions. Bright and modern colours with distinct art styles helped often get the message across.

The main idea behind the structure follows the simple pattern. First, create an interest, second, solidify the good impression and make you want to visit the theme park, and, after that, finish with helpful information (prices, additional services, location, and contact information) that will help you to plan attendance if web site successfully swayed you the right way. A good structure makes you ask questions and answers them right away - creating a smooth and pleasant experience with the park before you even visit it.

RANDOM SCREEN SHOTS OF ASPECTS WE WERE LOOKING AT:



IMPORTANT

MAGIC GRADUATE

Want to unforgettably celebrate the end of kindergarten or elementary school? Spend your holiday in Galileo's Wonderland Park! Take part in a real graduation



DISCOUNTS

Join our loyalty system and get even more discounts and promotions.



HAPPY BIRTHDAY TICKET AS A GIFT!

In "Galileo Wonderland Park" a birthday ticket is free!



THE TICKET IS FREE ON WEDDING DAY!

Newlyweds, bitterly! On Wedding Day, we give newlyweds tickets to the Galileo Wonderland Park.



SERVICES

REVIEWS

Отзывы на Флиппе 889

Марина Даммер
2 фото
4.5
20 марта в 15:45
Не поверилась! Были раскрасочный Праздник из другого парка. Благодаря порекомендовали посетить Галилео. Посмотрели обзор - заинтересовались. Решили съездить, узнали цену. Мы были с собой из двух взрослых и двух детей 1 и 4 лет. Администратор активно нам навязывала приобрести "комбо-билет" (прошу прощения, возможно я...).
Читать целиком

Olga Glumova
4 фото
5
3 марта в 13:50
Вчера посетили с сыном парк чудес Галилео. Хочу сказать что я была там не первый раз, сын первый. У нас была очень клевый экскурсовод Рина, она быстро и доступно все рассказывала, назвала нашу группу "Планета 1". Построили мостик с мамой. Потом мы были предоставлены сами себе и я могу 30 минут развлекать и пробовать все.
Читать целиком

Парк чудес Галилео, познавательно-развлекательный центр
Спасибо за ваши статьи и тематические фотографии! Мы очень рады, что вам удалось интересно провести время в нашем (парке) по поводу повторного посещения. Многие гости отмечают, что приходи к нам вновь, они открывают для себя Парк чудес с новой стороны! Мы обязательно передадим Лие Давид благодарность, не будет лишним.
Читать целиком

Olga
11 фото
5 фото
8 февраля в 22:20

PLAN A VISIT TO THE PARK IN ADVANCE AND GET AN OPEN DATE TICKET AT FAVORABLE
PRICE 590-RUB 300 RUB.
VALIDITY OF TICKETS UNTIL SEPTEMBER 30, 2020

0

ADULT
TICKET

0

CHILDREN'S
TICKET

Persons: 0, Children: 0, Adults: 0, Children's: 0, Total: 0
Have a supporting document with you.

CHOOSE A VISIT DATE

MAY 2020

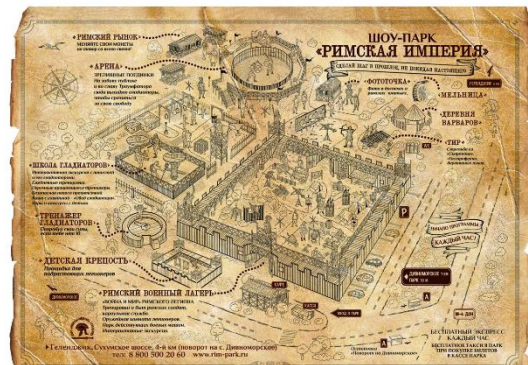
27	28	29th	thirty	1	2	3
4	5	6	7	8	9	10
eleven	12	thirteen	14	fifteen	sixteen	17
eighteen	nineteen	20	21	22	23	24
25	26	27	28	29th	thirty	31

May 30, 2020 the ticket price will be:
Adult ticket: 300 rubles
Children's ticket: 300 rubles
Ticket price includes visits to IQ-zones and the Labyrinth of Illusions.
Buying a ticket to the Laboratory is carried out directly at the box office of "Galileo Wonderland Park".

Tickets are refundable
TOTAL PAYABLE 0 RUBLES

FULL NAME
 EMAIL
 PHONE

☐ I agree to the terms of the public offer.
☐ I agree to the rules of conduct in the park.



YOU CAN HAVE A GREAT TIME WITH FAMILY AND CHILDREN OR HAVE FUN WITH FRIENDS

At the heart of any program is an interactive excursion-presentation in the ancient world and a sea of interesting facts about Ancient Rome



Actors communicate and play with children, show a kind show. Children believe in what is happening at 100% and remain delighted!



The barbarian potter will show a master class and teach you how to sculpt on a potter's wheel!



Attractive "Gladiators' Trainer" for children - inflatable structure with rotating obstacles!



Children's fortress - slides, bridges, trampolines, exercise machines and a sea of emotions!



Full-service cafe, including a children's menu and an exclusive from the Gladiator's Lunch park





We will pick you up from a convenient stop in Gelendzhik,
FREE DELIVERY TO THE PARK AND TAKE BACK

Park buses drive through the city and return every hour.

Park address: Gelendzhik, Sukhumi highway 4 km







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[Franchise](#)
[About us](#)






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 Multipayer VR Games
 Full immersion VR

GUEST REVIEWS OF OUR PARKS

ABOUT US
 Company description


OUR PARKS
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 Prices

NAVIGATION
 Prices


CONTACTS
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You will see the Roman military camp and the battle of the gladiators, you will check from ancient weapons and you will feel like an ancient warrior




Active copies of antique catapults, ballist and other military vehicles




10-20 professional actors in the role of legions, gladiators, barbarians, masters and slaves

GO TO ANCIENT ROME




HIGHLIGHTS
DISCOVER MORE




RIDES AND ATTRACTIONS
 Experience the full delights of Ferrari World Abu Dhabi with our rides which are designed to provide a perfect experience.

READ MORE



SHOWS
 Be entertained and amazed by our Ferrari inspired shows. Enjoy the elegance and beauty of the Ferrari brand come to life.

READ MORE



DINING
 From fast fuelling hungry little champions to leisurely dining experiences, you have a world of options to choose from.

READ MORE

Meeting 3 – 25/05/2020

Topics:

1. What will be the theme of our theme park?
2. What types of attractions will it have?
3. What kind of visitors we do expect?
4. What other services will be provided?
5. What other information people may be looking on our site?

Discussion:

After short discussion we agreed to make the web site for the park themed around the colonization of different planets. There are many scenarios for this park as we can select a different planet type and different kind of aesthetic, but we decided to mix them all.

This theme park can contain all traditional attractions and rides (roller coasters, slides, pendulums, bumper cars, etc.) albeit, they all will be stylized and themed accordingly. Also, we can add modern digital entertainment and virtual reality sets to emphasize the “sci-fi” theme.

As we decided at first meeting - our theme park will try to attract almost every demographic group, as our sci-fi theme is relatable, can be enjoyed by virtually anyone, allow for interesting different specific scenarios (underground base, utopian or dystopian style future colony, an alien planet with extraterrestrial life forms, etc.). Some parts can be more kids friendly; others can be themed around more mature content and contain a lot of Easter eggs and references to popular movies (Star Wars, Star Trek, Battlestar Galactica, etc.) or video games (StarCraft, Warhammer 40k, etc.), something more relatable to the more mature audience.

We also want our theme park to include other activities that can create a good atmosphere and help to get in the mood. Besides standard recreational facilities, the theme park must provide a wide range of supporting facilities - hotels, restaurants, gift shops, resort, spa, waterpark, camping sites, and such.

Besides standard information about the theme park, available rides and services it provides we can add information for people who looking for collaboration and partnership i.e. b2b information.

In Summary our website should contain the following content:

- Images/ videos that depict the fun times and memories that are to be had behind our gates
- Artwork that relates to the theme of our websites such as stars, planets, rockets and more intertwined with rides and other amusements.
- A system to buy tickets and additional packages in an easy way
- A list of all the rides, restaurants and misc. features found in the park – These could be presented in an interactive map. It may also be worthwhile to show

additional information like restaurant pricing or ride height and age limitations and minimums so visitors can plan their day.

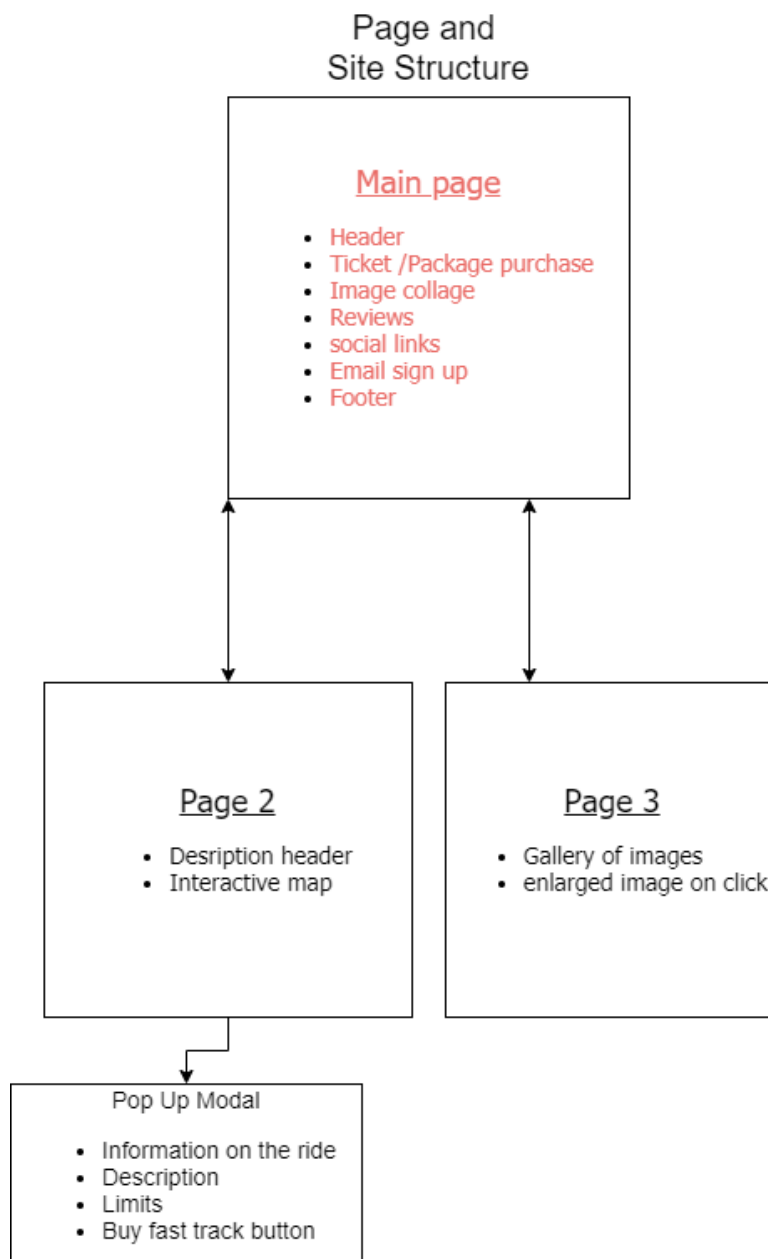
- Open and closing times
- A review area linking to social media pages and comments
- A sign-up form for email capture which will allow us to market directly to interested customers with deals and events

Meeting 4 – 27/05/2020

Topics:

1. Create a structure for the 3 web pages of the site (Desktop and Mobile Versions).
2. What info will be on every page?
3. How do we present content?
4. What and where will be semantic parts?

Discussion:



Home

Tickets

Reviews

Gallery

Sign Up

Attractions

WELCOME TO WORM HOLE 67

Some Subtitle Text

Button 1

Button 2

Tickets

TYPE ONE

TYPE TWO

TYPE THREE

2

3

5

1/1

1/1

1/1

CHECKOUT

What our visitors have to say.

JOIN OUR MAILING LIST

yourmail@gmail.com

Join

Home

Tickets

Reviews

Gallery

Sign Up

Attractions

EXPLORE WHAT THE WORM HOLE HAS TO OFFER

INTERACTIVE MAP

MODAL POP UP FOR DESKTOP

RIDE NAME

ABOUT THE RIDE

WALKING DIRECTIONS

IMAGES OF THIS RIDE

FAT TACK THIS RIDE

Home

Tickets

Reviews

Gallery

Sign Up

Attractions

OUT OF THIS WORLD EXPERIENCES

GALLERY PAGE

WORM HOLE 67

Subtitle Text

Button 1

Button 2

Tickets

TYPE ONE

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CHECKOUT

What our visitors have to say.

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Join

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EXPLORE OUR PARK

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INTERACTIVE MAP

MODAL POP UP FOR MOBILE

RIDE NAME

ABOUT THE RIDE

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IMAGES OF THIS RIDE

WALKING DIRECTIONS

FAST TRACK THIS RIDE

OUT OF THIS WORLD EXPERIENCES