# **WEB DEVELOPMENT TEAM ASSIGNMENT**

# **PART 1**

1. **(D) Purpose of the web site for the stakeholders:**
   1. Why they can ask for the site?
   2. What is the target demography for this site?
   3. What they might be looking for on this site?
   4. Write down a synopsis of the discussion.
2. **(A / D) Research 5 theme park web sites:**
   1. What types of information are on these web sites?
   2. How structures of these sites help to find this information?
   3. Create 2 lists of good and bad features.
   4. Write down a synopsis of the discussion.
3. **(A / D) Agree on the content for the web site:**
   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?
   6. Write down a synopsis of the discussion.
4. **(A / D) Agree on the structure of the web site:**
   1. Create a structure for the 3 web pages of the site (Landscape and portrait variants).
   2. What info will be on every page?
   3. How do we present content?
   4. What and where will be semantic parts?
   5. Write down a synopsis of the discussion.
5. **(W) Design wireframes for the web site:**
   1. Design wireframes for the desktop and mobile versions of the site.
   2. Confirm that they are clear and easy to read.
   3. The final discussion about the wireframes and review of the results.
   4. Finishing touches if needed.
   5. Save and submit the work.

**1.1. Why do the stakeholders ask for the web site?**

The 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 can presume that theme park shareholders can ask for the web site to increase the revenue of their business by raising the number of attendants. Alternatively, 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, if we can create an environment that helps them to spend their free time the best, we can expect that our business will flourish [1], so in this sense, we can say that result will please both parties. Taking all into consideration, we can say that stakeholders want the web site to increase the number of visitors and raise the quality of service of the theme park.

**1.2. What is the target demography for this site?**

Paraphrasing the academic definition [3] of the Theme park, we can say that it is an entertainment area that combines different activities with a single theme. So, we can say that anyone looking for entertainment or drawn to the theme of our theme park is a potential client. Sometimes theme parks regarded as a child-oriented business, and it is somewhat true, but the reality is, the target demography is not age-restricted in any way. [4] We can create a few common scenarios to model our potential demographics:

* a family couple that plans to visit a theme park to have a fun time with their children;
* a group of young people who want to socialize in an enjoyable environment;
* grandparents that prepare surprise and planning to spend time with their grandchildren;
* grownups who are looking for some hardcore rides.

**1.3. What the potential customers might be looking for on this site?**

I can think of 2 main scenarios:

a) Someone 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. [4] 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) Someone who already decided to come to this 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, 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. [5]

**1.4. Discussion:**

**2.1. What types of information are on these web** **sites?**

**2.2. How structures of these sites help to find this information?**

All analyzed web sites [6,7,8,9,10] contain a lot of with colorful visuals: videos of flashiest rides, bright pictures of people enjoying they vacation in the theme park, wide panoramic shots that give a good understanding how the area looks like - everything to fully catch the attention of the visitor from the start and create an incentive to continue to browse next.

After that, there are short information blocks that help you better understand what this park is, what is the main theme, what makes it unique among the vast mass of other entertainments. Usually, they create a list of strong points with a brief summary and a picture or small animation to better visualize what they referring to. These blocks add first bits of information atop of visuals and help by adding “rational” pieces to the “emotional” foundation.

Big blocks that are dedicated to main attraction points and services follow next - here they show everything they got, so anyone may find something they are interested in and also create the impression that there are a lot of things to enjoy in this theme park. Here they add even more text and media information that helps to solidify the first impression and catch your interest if you are not convinced yet. Some web sites also provide additional proof by presenting the feedback from their satisfied customers in social media.

After that, the web sites structure differs. Multi-page ones will present to you hyperlinks to the different pages such as additional information about the theme and its history, media galleries, special deals and offers, additional services, ticket booking and holiday organization, and a navigation page. Everything that may help you to plan your attendance and answer some questions you might still have. The single-page web sites will omit “talky” bits as history and focus on relevant information like booking, organization of holidays, and navigation.

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. [6,7,8,9,10]

**2.3. Create 2 lists of good and bad features.**

|  |  |
| --- | --- |
| **GOOD FEATURES** | **BAD FEATURES** |
| Interactive map of the theme park with filters for the rides and booths that help to find your ride | The picture that takes the whole screen on every page and you must scroll for a few seconds just to reach actual content |
| Live stream from the different areas of the park helps you to get a better understanding of the park | Structure of the web pages that consists just of few pictures with hyperlinks that lead to another page with pictures with hyperlinks…while some pages are blank |
| Ability to book a time for your favorite ride: less time spent in lines = more time for fun! | No multi-language and accessibility features of the web sites heavily impair their audience |

**2.4. Discussion:**

**3.1. What will be the theme of our theme park?**

I suggest that we make the web site for the park themed around the space colony on a different planet. There are many scenarios for this park as we can select a different planet type and different kind of aesthetic. It can be based on a current timeline, on the sci-fi distant future, or maybe even something in between - this way it will be relatable but will also offer scope for imagination.

**3.2. What types of attractions will it have?**

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

**3.3. What kind of visitors we do expect?**

I think that kind of theme park can attract almost every demographic group, as it is relatable, can be enjoyed by virtually anyone, allow for interesting different specific scenarios (underground base, utopian or dystopian style future colony, a colony on the alien planet with extraterrestrial life forms, etc.). Some parts can be more kids friendly; others can be themed on some popular movies (Star Wars, Star Trek, Battlestar Galactica, etc.) or video games (StarCraft, Warhammer 40k, etc.), something more relatable to the more mature audience.

**3.4. What other services will be provided?**

The colony theme will allow for some 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 - food courts and restaurants, fairs and exhibitions, parks, medical facilities, and parking.

**3.5. What other information people may be looking on our site?**

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

**3.6. Discussion:**

1. <https://www.finch-consulting.com/protecting-the-value-of-theme-park-rides/>
2. <https://www.edb.gov.hk/attachment/en/curriculum-development/kla/pshe/references-and-resources/tourism/Theme_Park_en.pdf>
3. <https://crowdriff.com/resources/blog/how-to-market-a-theme-park>
4. <https://dictionary.cambridge.org/ru/%D1%81%D0%BB%D0%BE%D0%B2%D0%B0%D1%80%D1%8C/%D0%B0%D0%BD%D0%B3%D0%BB%D0%B8%D0%B9%D1%81%D0%BA%D0%B8%D0%B9/theme-park>
5. <https://www.grandviewresearch.com/industry-analysis/amusement-parks-market>
6. <https://crowdriff.com/resources/blog/best-theme-park-websites>
7. <https://www.divo-ostrov.ru/>
8. <https://patriotp.ru/>
9. <https://arenaspace.ru/>
10. <https://nsk.galileopark.ru/>
11. <https://www.rim-park.ru/>