

# **Web Development CW1.1**

## **1. Agree on the purpose of the web site**

a. Reasons for a theme park operator to have a website:

- It is useful for a theme park operator to open a website for the clients, because information regarding the theme park will be provided easier, faster, and to more people.
- This can increase the number of clients the park has, since clients prefer the information to be easily accessible and available from their homes or anywhere else. This is exactly what a website does in this case. The client has information like prices and rides available by just searching the theme park online, instead of going to the park personally and asking the staff.

b. The people who might look at such a web site:

- Usually adults, young adults, people that have children, or teenagers might look at such a website.

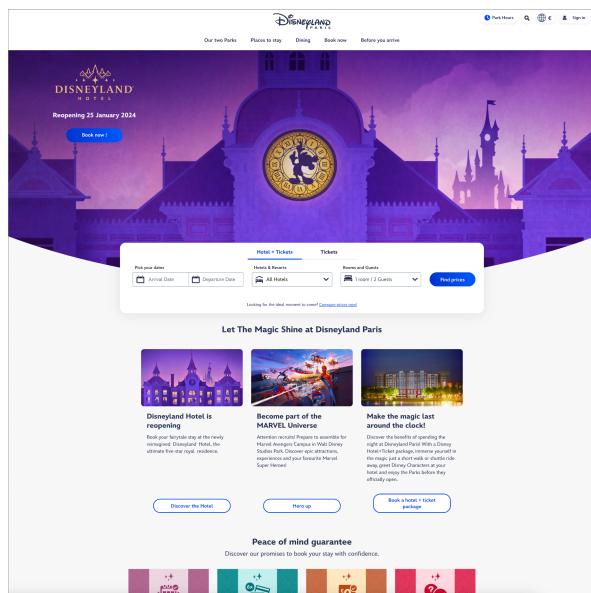
c. The reasons that they would be looking at the website:

- So that they can buy the tickets online
- Find out what type of rides there are in the theme park before actually going there
- Check information about prices for tickets
- Check reviews from other clients
- Find information about the park's location and how to get there
- See upcoming events
- See pictures or videos of the park and rides

## 2. Research theme park websites

### 2.1. Disneyland Paris

Website: <https://www.disneylandparis.com/en-int>



Information that you find on the website:

- There are two parks
- Hours when the parks can be visited
- There is a Disneyland hotel, but also options for other hotels nearby
- Hotel and tickets options and prices
- Booking options
- Information on how to get to the park, including a mobile app that helps you in your trip
- Food options
- A map of Disneyland Paris

Structure of the website:

- **Navbar** - *Our two Parks, Places to stay, Dining, Book now, Before you arrive*

- **Home Page** - contains a small form that allows the user to buy tickets for visiting the park, or to book a stay at the hotel. Offer an overview on which types of tickets you can purchase, and also information on booking promises (e.g., flexible booking, zero booking fees). In the home page there is also a section that helps the user plan their trip, and also a section which shows the upcoming events.

Pros:

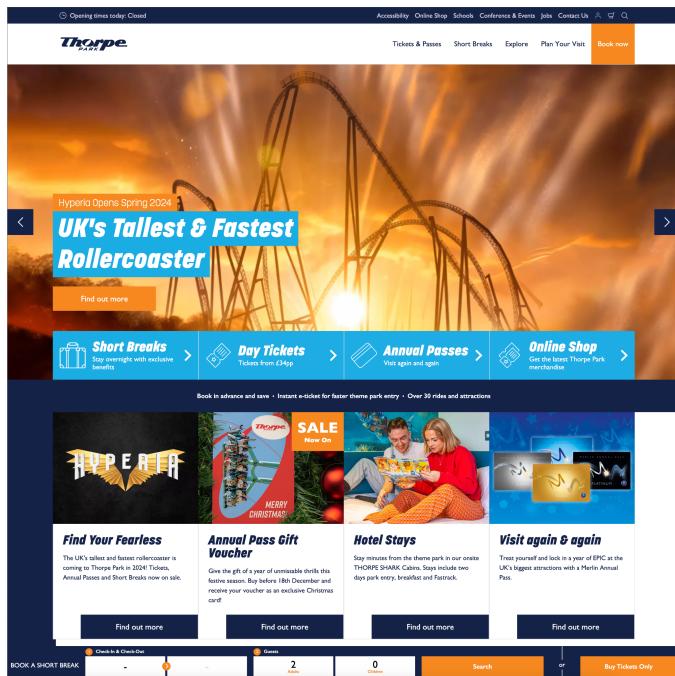
- I liked how simple it was to navigate the website and how the most important information, like how to plan your trip, or how to get to the park, tickets and prices, were very easily accessible. The fonts, colors, and pictures are pleasant and simply transmit through the screen how it feels like to spend a day at the park. The navigation is very simple, but contains a lot of important information. If you start with the home page and go through the navigation links one by one you can easily get all the data you need in order to plan your trip.
- Everything is structured logically, and data presented is in no way chaotic.
- Every page has a secondary navbar that is visible only when the user scrolls down the page.

Cons:

- The secondary navigation bar can be missed easily, since it keeps the white color of the primary navbar. So the user might not see there is a secondary navbar.
- There is no link in the navigation bar for the Home page. You need to click the logo at the top of the screen to get back to the home page. This is not a big issue but it can be misleading for a second when you need to go back to the main page of the website.
- Media was loading slowly sometimes, because there were a lot of images.
- Some pictures are blurred, and even after refresh it stays the same.

## 2.2. Thorpe Park

Website: <https://www.thorpepark.com/>



Information that you find on the website:

- Which rides the client can find there
- Ticket prices
- Offers
- Rules applied in case a child is under 1.3m
- Upcoming rides
- Pictures with the rides and a map of the park
- Restaurants the park has

The structure of the website:

- **Primary Navbar** - *Tickets & Passes*, *Short Breaks* (what you can do in the area besides the theme park), *Explore* (information about rides, restaurant, jobs, and upcoming events), *Plan Your Visit*

- **Secondary Navbar** - *Accessibility, Online Shop, Schools, Conference & Events, Jobs, Contact Us*
- **Home Page** - provides an overview of the prices and rides and contains links to pages that include more detailed information.

Pros:

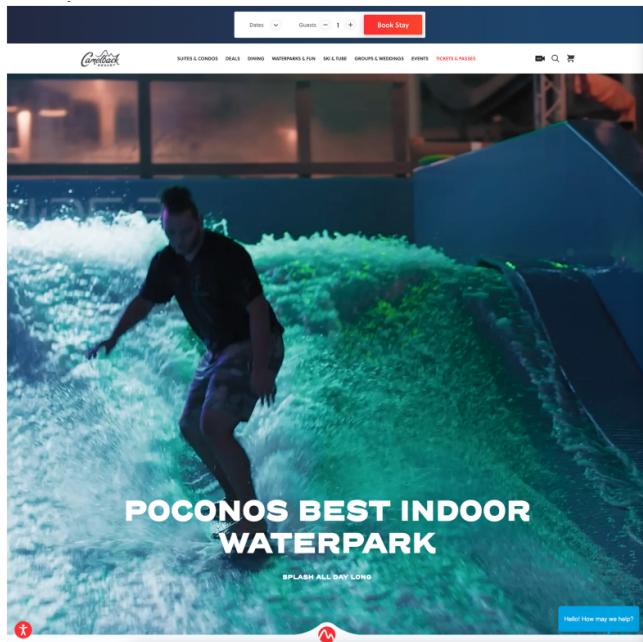
- Easy to buy the ticket (checkout is at the bottom of the screen immediately when you access the website)
- Provides a good overview of the price options (day tickets, 2 day ticket, annual pass, free for children under 1.2m).
- The advertisement for the most interesting rides is done in an attractive way (ghost train, or the new roller-coaster that will be available from 2024)
- The *Explore the Themepark* section gives a good overview of the rides they offer. Once the user clicks on a particular ride they are redirected to a new page that offers more information about that ride, like speed (0-80mph in less than 2 seconds), requested height of the clients (riders between 1.1m and 1.3m must be accompanied by an adult aged 16+) , or height of the ride (100ft).
- There is also a Google Reviews section.
- At the top of the screen there is information about opening times for the current day.

Cons:

- The Google Review section only shows one review.
- The button that sends you to the start of the page once you reach the bottom is too small and is located in the footer. Also it doesn't clearly show what it does.

## **2.3. Aquatopia Indoor Water Park**

Website: <https://www.camelbackresort.com/waterparks/poconos-pa-indoor-water-park/>



### **What I like about the site:**

When you first visit the site, you are immediately presented with an almost full screen video montage showing many of the attractions and features shots of guests enjoying the facilities and having a great time. It's very inviting and immediately gives you a great understanding of the scope, style, and general layout of the park.

There is a large call to action anchored to the top of the page inviting you to book your stay, which can help drive conversions.

Information is laid out in an easy to navigate format, with a top menu that is always present, including top level navigation which connects the user to other parks and services operated by the same organization, lodging, deals, events, tickets, etc. with drop down menus for more specific navigation.

There is a chat option to get more info from a chatbot or presumably a real person eventually.

**Things I didn't like:**

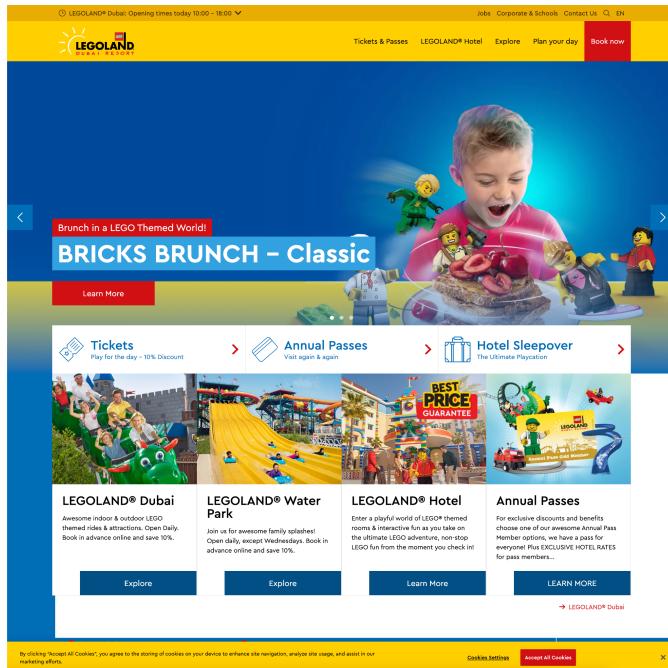
I thought the site was very effective, but I did experience a period where my computer was running slowly (not necessarily due to the site) which caused the video montage to stutter, detracting from the overall experience. It is a good reminder that sometimes a lot of multimedia can cause issues on some devices, and negatively impact the user experience.

**Audience:**

The site looks great and would appeal to a younger user who is looking to find out if they like the attractions, as well as an adult planning a family trip. It provides easy access to book a stay and plan a trip, as well as a comprehensive FAQ.

## 2.4. Legoland Dubai Resort

Website: <https://www.legoland.com>  
<https://www.legoland.com/dubai/>



- Information that you find on the website:
- Prices
- Explorer
- Ticket and Passes
- Picture from Water Park and Hotel
- Offer
- Calendar Book
- Plan Your Day

The structure of the website:

- **Primary Navbar – Jobs, Corporate & School, Contact Us**
- **Secondary Navbar – Ticket & Passes, Legoland Hotel, Explore, Plan Your Day, Book Now**

- **Home Page** - provides an overview of the prices and book for hotel and water park and contains links to pages that include more detailed information.

#### **Main page:**

- First navigation bar
- Second navigation bar
- Overview of the product something like water park or hotel
- Legoland memorise
- Footer

#### **Order and Book page**

- Choose adult and child want stay in hotel
- Choose from day to day in calendar
- Choose stay and play included package
- Select which room
- Footer

#### **Water Park page:**

- Detailed information about water park
- Pictures of the water park
- Choose package and ticket
- Footer

#### **Legoland page:**

- Detailed information about Legoland
- Pictures of the Legoland
- Choose package and ticket.
- Footer

Pros:

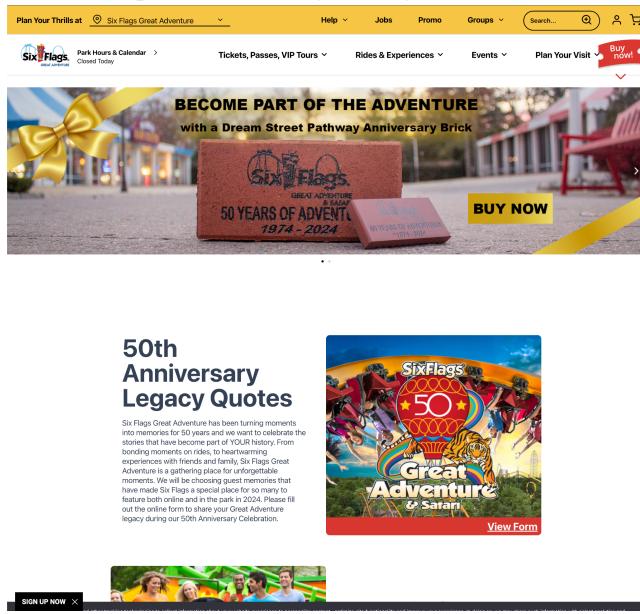
- Comprehensive Information: It offers detailed information about different Legoland parks, discovery centers, and waterparks worldwide, providing an overview of attractions, locations, and other visitor essentials.
- Clear Navigation: The website seems well-organized with clear sections for each park, making it easy for users to navigate to the information they are interested in.

Cons:

- Overwhelming Choices: For a new visitor, the myriad of options and parks might be a bit overwhelming initially, especially if they are not sure which Legoland park or feature they are interested in.

## 2.5. Six Flags Great Adventure

Website: <https://www.sixflags.com/greatadventure>



### Structure and Content:

The site consists of a top nav bar containing two levels of links, the top most being more general in purpose, like help/jobs/promo/groups links. The bottom of the two nav bar link rows contains information pertaining to the park specifically, like tickets, rides, events and visit planning.

The main section of the index page consists of a rotating carousel of images and promotions, but only contains two items in the carousel. After this, there are a few rows of additional content, like quotes about the park, pass information, new attractions, and parking information. These sections each link to a different page where the user can get more information.

The footer contains a list of links pertaining to 4 different sections: Things to Do, Plan Your Visit, Park Support, and About Six Flags, followed by some social links and a footer logo.

### Target Audience:

The site is geared towards someone planning a trip, and does not have a lot of pictures and information that would appeal to children

### Things I liked about the site:

- It's fairly easy to navigate and find the information you are looking for
- The park's current operational status (closed/open, hours) is immediately visible in the top navigation bar
- Site is available in at least one other language (spanish)

Things I didn't like about the site:

- The overall feel of the site seems very "plain" to me. There is not a lot of variation, little color, and almost no movement except the carousel at the top of the page
- The hit box of the "plan your visit" dropdown menu can overlap the hit box of the "Buy Now" drop down menu, so sometimes it is difficult to hover over the item you are intending to look at because the other item's hit box is activated

### **3. Agree on the content for the website**

#### ***3.1. Main Page***

- navigation bar
- small overview of the prices and offers
- overview of the rides
- reviews from clients
- footer

#### ***3.2. Prices and Offers page***

- navigation bar
- detailed information about prices and offers (e.g., Family Pass, Individual Pass)
- button for buying the tickets which sends the user to a form on the bottom fo the page
- special offers section (e.g., discounted meal)
- footer

#### ***3.3. Rides Page***

- navigation bar
- information about all the rides

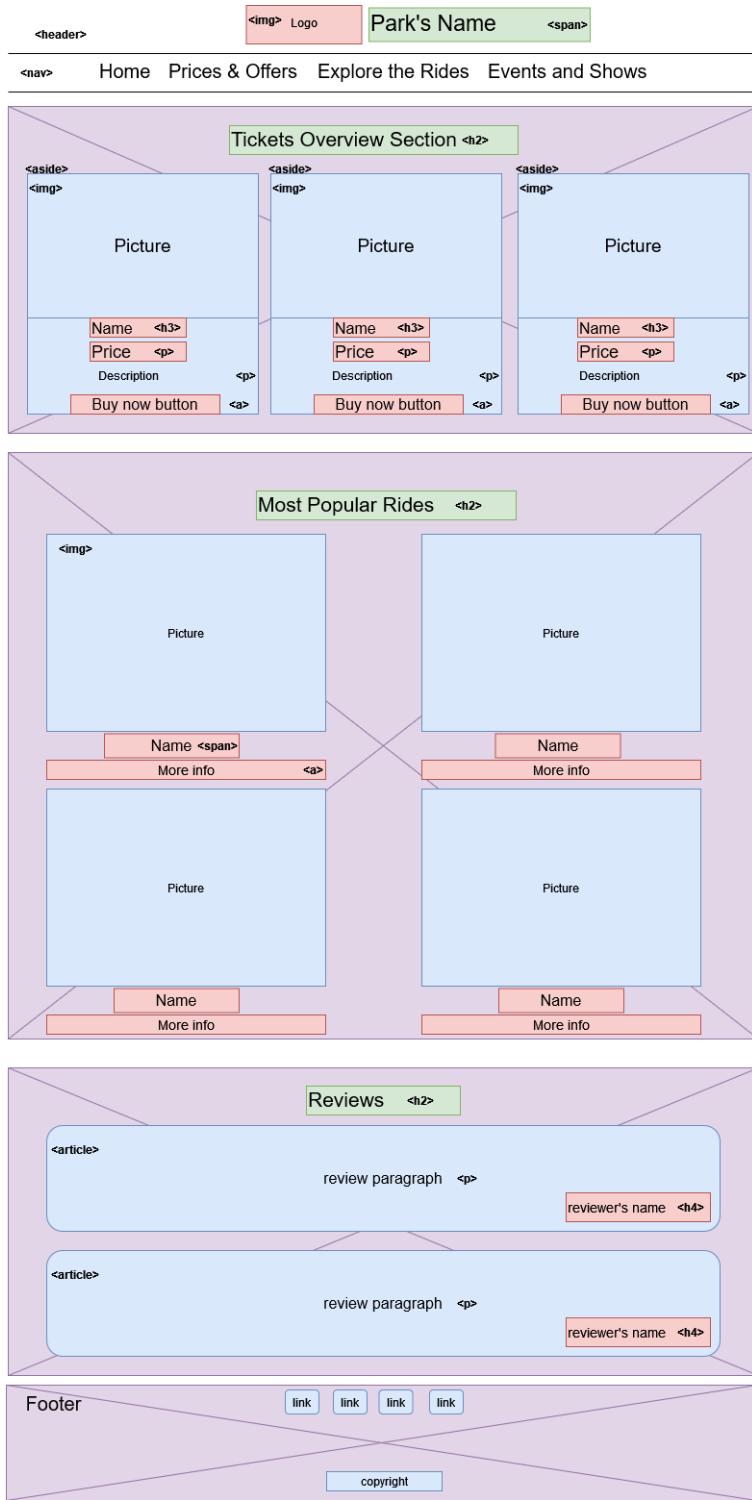
- pictures of the rides
- description for each ride
- more information button for checking out detailed information about each ride
- footer

### ***3.4. Events and Shows***

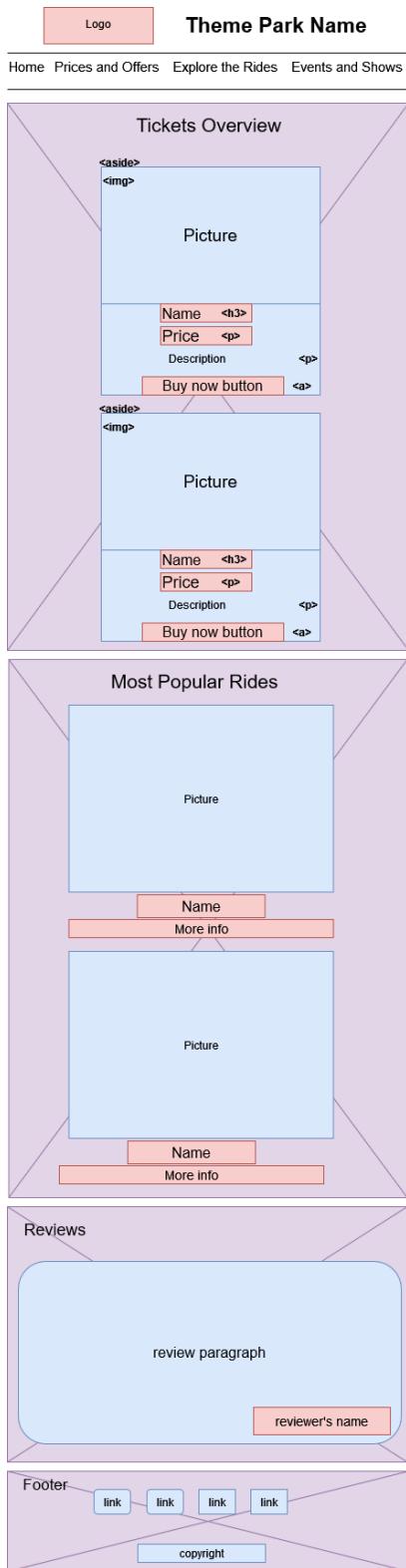
- different types of events (e.g., holiday events, concerts, special events)
- registration form which allows the user to register for events
- event registration deadlines as well as date and location for each event
- detailed description of what each event is about, including activities, available food and drinks

## 4. Wireframes

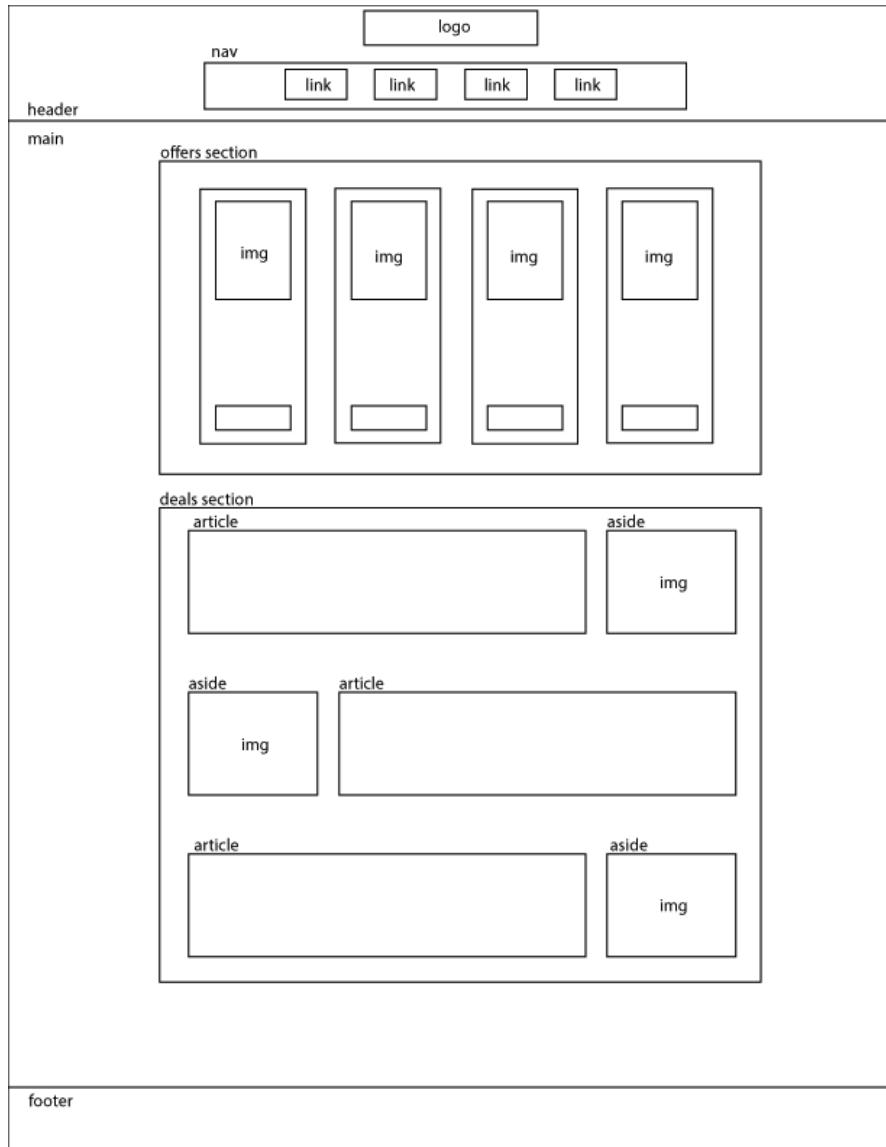
### 4.1.1. Main Page (Big Screen)



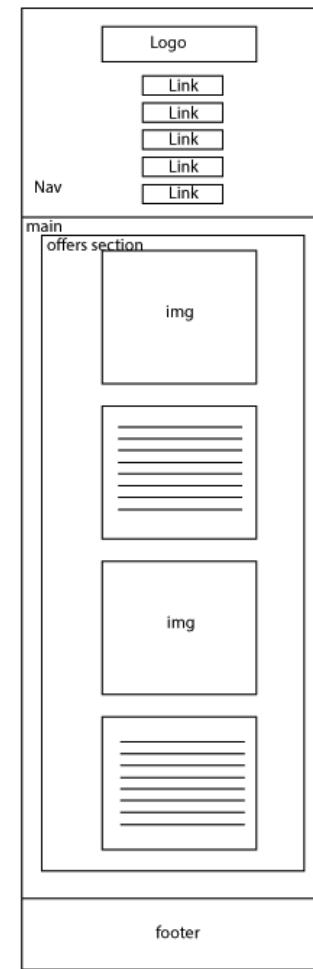
#### 4.1.2. Main Page (Small Screen)



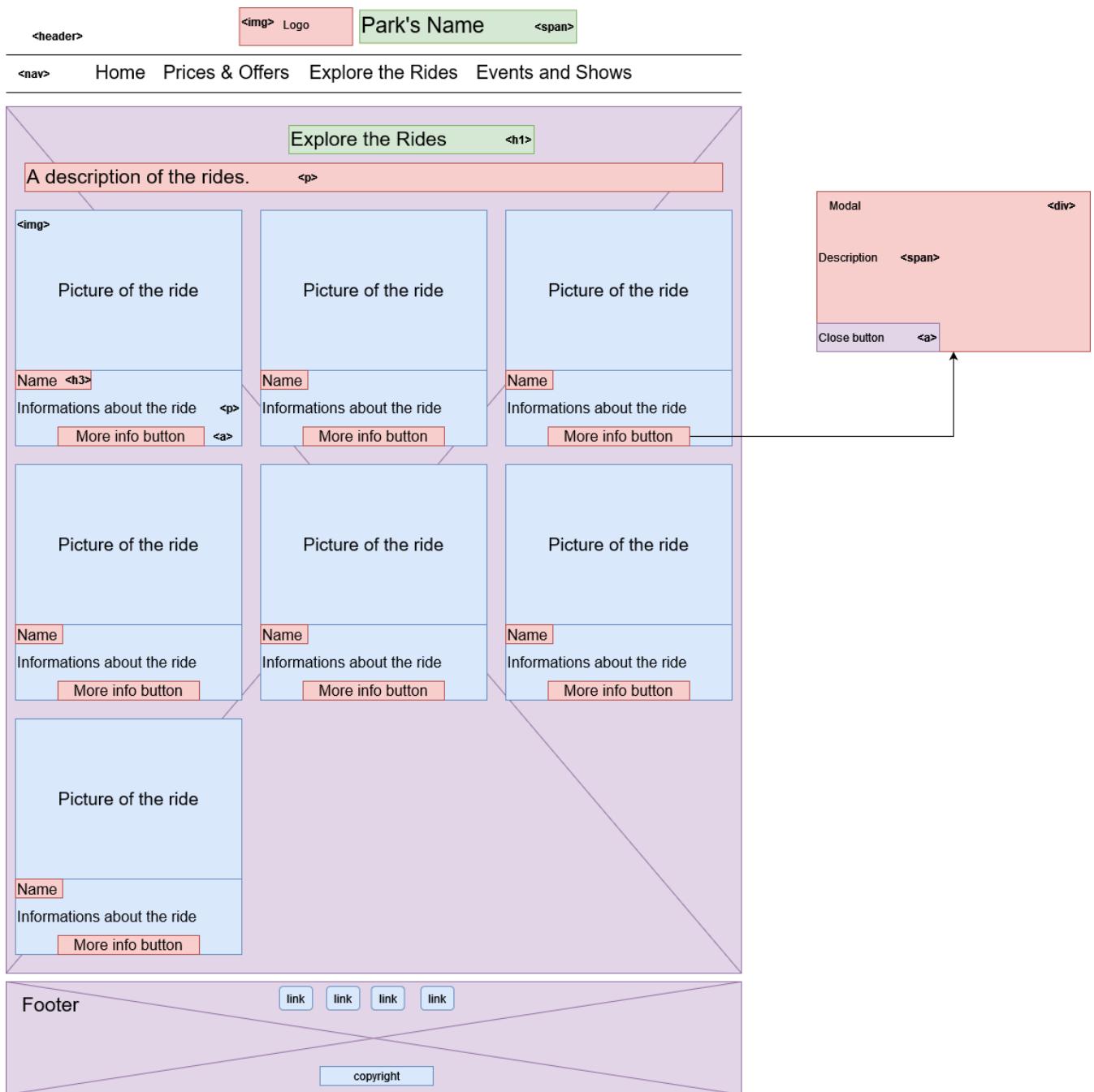
#### 4.2.1. Prices and Offers Page



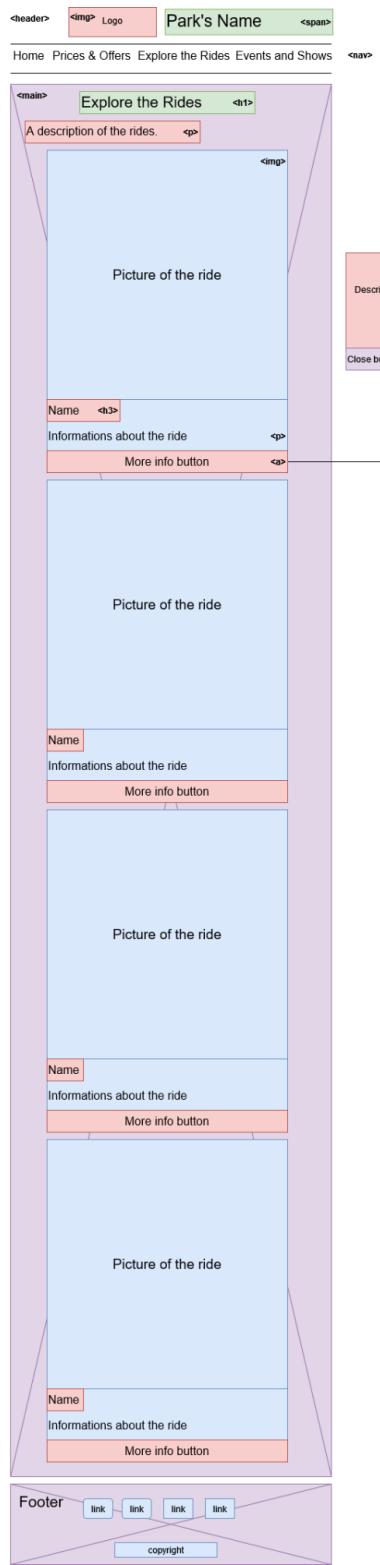
Mobile View



#### 4.3.1. Rides Page (Big Screen)



#### 4.3.2. Rides Page (Small Screen)



#### 4.4.1. Events and Shows Page (Big Screen)

The wireframe illustrates the layout of the 'Events and Shows Page (Big Screen)'.

**Header:** Features a logo placeholder and the text "Theme Park Name".

**Navigation:** Includes links for Home, Prices and Offers, Explore the Rides, and Events and Shows.

**Events Categories:** A sidebar listing Concerts, Special Events, and Holiday Event.

**Main Content Area:** Contains a large placeholder for "Events Details and Images" with three circular navigation dots below it.

**Registration Details:** A sidebar titled "Registration And Deadline Details" containing fields for Includes, Event Image, Event Title, Date and Time, location, and a Button or link to register.

**Footer Section:** Includes links for our company links, Legal Links, Copyright, and social media icons for facebook, Instagram, and Youtube.