

Part 1 - design specification

Agree on the purpose of the web site

Reasons for a theme park operator to have a website

A theme park operator may have a website to share the following:

- Ticket prices and promotions
- Directions
- Opening times
- Attractions
- Park map
- Disabled access
- Promotions
- Food and drinks
- Accommodation
- Address and contact information
- Links to theme parks also operated by the same operator
- FAQs
- Legal information (Terms & conditions, privacy policy, cookies etc.)

The users of the website may include:

- Parents
- Teens
- Young couples
- School Groups
- People with a disability or disabled family member
- Domestic and foreign tourists
- Event and tour organisers
- Customers currently located at the park

Why users would may use the website :

- Planning a trip to visit the park
- To find:
 - Park Rules
 - Parking & Directions
 - Opening hours
 - Group Rates
 - Discounts
 - Parking Costs
 - Information about rides / events / attractions available
 - Minimum age / size for rides
 - Planning meals while there

- Vegetarian / vegan options
- Allergy information
- Prices
- Allergy friendly
- Accessibility for disabled persons
 - Disabled parking
 - Wheelchair access

Research theme park websites

Six Flags - <https://www.sixflags.com/greatamerica>

1. Navigation bars with drop down menus.
2. Logo and hours
3. Navigation bar (price, attractions, general info)
4. Large picture slideshow (features events and specials)
5. Seasonal events (including relevant info)
6. New events
7. Parking, rules, & group Info
8. Social media posts
9. Bottom navigation (includes social media links)
10. Top right corner (Buy Now link)
11. Bottom right corner (chat link)

See fig. 1

Dollywood - <https://www.dollywood.com/themepark/>

1. Logo
2. Navigation bar with drop down menus
3. Large picture slideshow (features events and specials)
4. Reviews
5. Ticket options
6. News (Park expansion)
7. Shows, dining, shopping
8. Seasonal events
9. Park map
10. Social media pictures
11. Newsletter sign up
12. Bottom navigation (includes social media links and sponsor logos)

See fig. 2

Universal Orlando -

<https://www.universalorlando.com/web/en/us/theme-parks/universal-studios-florida>

1. Logo and drop down menu
2. Excessively large Picture Slideshow (features events and specials)
3. Navigation bar (tickets, special offers, accommodation, goods)
4. Special Offers
5. Attractions
6. Navigation bar (hours, directions, parking)
7. Accommodation
8. Repeat - navigation bar (tickets, special offers, accommodation, goods)
9. Attractions
10. Newsletter sign up
11. Social Media
12. Contact
13. Bottom Navigation

See fig. 3

Europapark - <https://www.europapark.de/en>

1. Large video Slideshow (features events and specials)
2. Top centreLogo
3. Left side navigation bar
4. Top right corner (tickets link)
5. Bottom right corner (current information)
6. About and awards
7. Ticket purchase widget
8. Attractions
9. Newest info
10. Seasonal pass
11. Online content
12. Attractions
13. Waterpark attractions
14. Accommodation
15. Events
16. Conference options
17. Online events
18. Virtual reality
19. Food
20. Tickets
21. Newsletter link
22. Bottom navigation

23. Contact information

See fig. 4

Cedar Point - <https://www.cedarpoint.com/>

1. Navigation bar (with hours and logo)
2. Large picture / season pass advert
3. Sale ending countdown
4. About
5. Attractions
6. Online Content
7. New
8. Accommodation
9. Planning widget
10. Sponsor logos
11. Social Media Pictures
12. Bottom Navigation
13. Contact
14. Social Media
15. Newsletter
16. Bottom Right - Book Now Link

See fig. 5

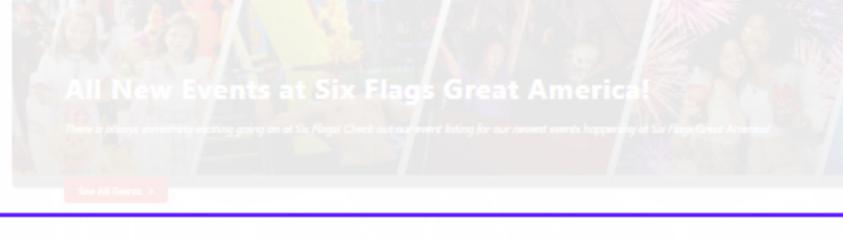
Agree on the content for the web site

- Theme of the Park
 - Thriller & water Park
- Attractions
- Events
- Restaurants
- Accommodation
- First-aid and access to nearest hospitals
- ATMs and payment information for park facilities
- Disabled access
- Transport and parking
- Park map
- FAQs
- Opening hours
- Reviews
- Social media
- Newsletter sign-up

Slide show (events and specials)

FRIGHT BY NIGHT**Six Flags****SixFlags FRIGHT FEST****PLAN YOUR VISIT >****Seasonal Event (Price, Attractions, Schedule)****Tickets & Passes**
See Details**Haunted Attractions**
Get Your Fright Attraction Pass**Calendar**
See Right Park Dates & Times**Events & Shows**
See the Showtimes**September 17 - October 31****Join us,
if you dare.****September 17 - October 31****Six Flags Fright Fest**

Get ready for the best Halloween event of the season, featuring family-friendly thrills by day and the scarred night by night Powered by SPICKERS®!

[Experience Fright by Night... >](#)**Newly introduced Events****Parking****More Inside the Park****Rules****Group Info****Parking****Park Policies****Group Events**

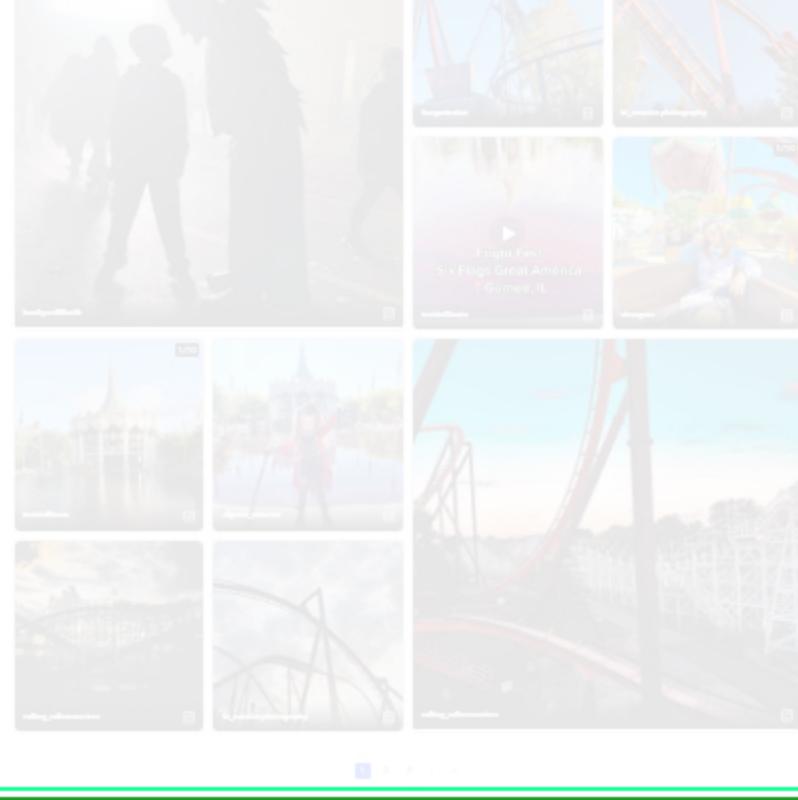
Our parking lot has easy, accessible locations. We are cashless at the

entrance and have great parking options available for all visitors.

Our group events are designed to accommodate groups of all sizes.

Share your Six Flags Memories!

From roller coasters and water slides to animal experiences, Six Flags has lots of parks and lots of guests love their Six Flags experience across the nation. Tag your social media content with #SixFlagsMemories and we'll share it on our official Six Flags Facebook page. Tag your photo with #SixFlags and we'll share it on our official Six Flags Instagram page.

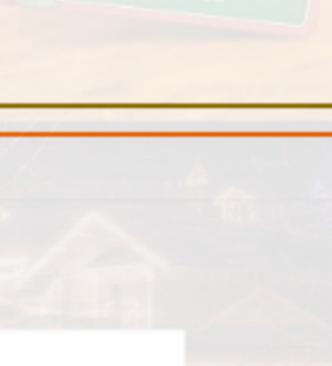
Social Media (Pics)**Nav**[See More](#)[All Parks](#)[Park Hours](#)[Daily Hours](#)[Night Hours](#)[Parking Options](#)[Food & Beverage](#)[Accommodations](#)[Six Flags Hotels](#)[Six Flags Lodging](#)[Six Flags Vacations](#)**Plan Your Visit**[Park Hours & Schedule](#)[Month-by-Month Guide](#)[Parking](#)[Accommodation](#)[Food & Beverage](#)[Accommodations](#)[Six Flags Hotels](#)[Six Flags Lodging](#)[Six Flags Vacations](#)[Six Flags Lodging](#)[Six Flags Vacations](#)**Park Support**[FAQ](#)[Park Support](#)[Mobile App](#)[Parking](#)[Accommodation](#)[Food & Beverage](#)[Accommodation](#)[Six Flags Hotels](#)[Six Flags Lodging](#)[Six Flags Vacations](#)[Six Flags Lodging](#)[Six Flags Vacations](#)**About Six Flags**[About Us](#)[Press Room](#)[Corporate Policies](#)[Community](#)[Safety Initiatives](#)[Volunteer](#)[Sustainability](#)[Safety Policy](#)[Corporate](#)[Six Flags Hotels](#)[Six Flags Lodging](#)[Six Flags Vacations](#)**Travel & Hotels**[One Day Add One](#)[Season Pass Add One](#)[Groups](#)[VIP Guest](#)[Lodging](#)[#mysixflags](#)[#mysixflags](#)**Six Flags**

Please note: availability of attractions, operating hours, meal and park admission subject to change without notice. Processing fees apply to admissions.

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Slideshow (events and specials)

Holiday Feasts & Sweets

[BUY A TASTING PASS](#)

About

Dollywood Theme Park

Incredible experiences. Authentic fun. Unforgettable memories. Crafted daily. Spanning 60 acres in the Great Smoky Mountains, Dollywood theme park offers more than 50 world-class rides, high-energy entertainment, award-winning dining and the friendliest theme park atmosphere in the world! We even received an award for being so friendly!

Slideshow (Reviews)

#1 Theme Park In The United States*

Ways To Play

Ticket Info

Season Passes

Become a Gold Passholder to visit the park most days of 2020! Enjoy access to Golden Hours and Rides, plus purchases by Dec. 31 receive the Humana payment plan and guaranteed lowest price.

[BECOME A PASSHOLDER](#)

Single-Day & Multi-Day Tickets

Visit Dollywood for one, two or three days and enjoy family fun in the Smoky Mountains.

[BUY TICKETS](#)

News

Wildwood Grove Is Getting Even Bigger

[START EXPLORING](#)

Events & Attractions

Experience Dollywood

Shopping

Style your wardrobe or your home with unique finds.

Crafts

Learn from our master craftsmen including glass blowers, potters and wood carvers.

Rides

Encounter our record-breaking roller coasters.

[SUMMER CELEBRATION >](#)

[HARVEST FESTIVAL >](#)

[SMOKY MOUNTAIN CHRISTMAS >](#)

Map

Social Media (pics)

Get The Latest News and Special Offers

Top Navigation Drop Down with orgnaized links and pics

Book Your Trip

Nav

Help

About Us

Find Us

Connect With Us

Official Sponsors

Sponsor Logos

Tickets & Passes

Plan Your Visit

Theme Park

Water Park

Resorts

Cabins

Dinner Shows

Tickets & Passes

Slide show (events and specials)

Unwrap The Awesome

Holidays at Universal | Nov. 12-Jan. 1

[LEARN MORE >](#)

Universal

Nav bar (Pricing)

Pricing



Hours



Annual Passes



Vacation Packages



Merchandise

Special Offers

Special Offers For Thrill Seekers

Universal Hotels
Starting from \$96*

*Per night, plus tax, based on a 4-night stay.

30% Off^ a 5-Day/5-Night Vacation Package

*Family of 4, Sun-Thurs travel only.

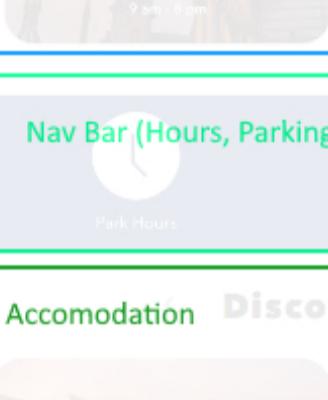
Restrictions Apply

More Deals and Specials

Check out all of Universal Orlando Resort's latest offers.

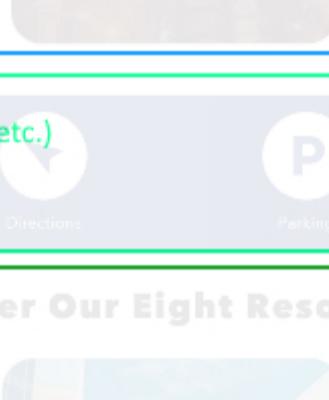
Attractions

explore Our Three Theme Parks

**Universal Studios Florida**Featuring
The Wizarding World
of Harry Potter™ - Diagon Alley™

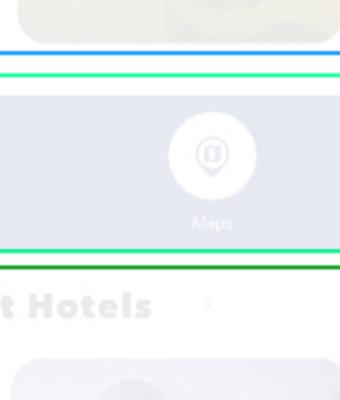
Today's Park Hours

9 am - 8 pm

**Islands of Adventure**Featuring
The Wizarding World
of Harry Potter™ - Hogsmeade™

Today's Park Hours

9 am - 8 pm

**Volcano Bay**Featuring
Krakatau Aqua Coaster,
Ohya and Ohya Drop Slides

Today's Park Hours

10 am - 5 pm

Nav Bar (Hours, Parking, etc.)

Park Hours



Directions



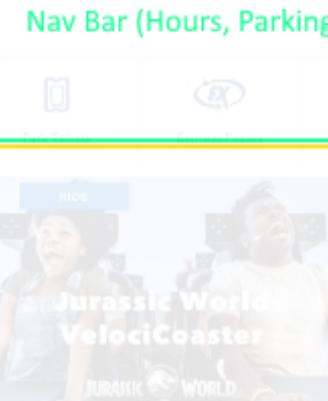
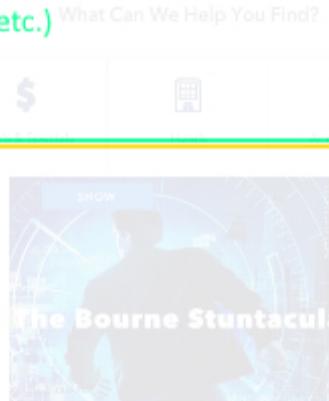
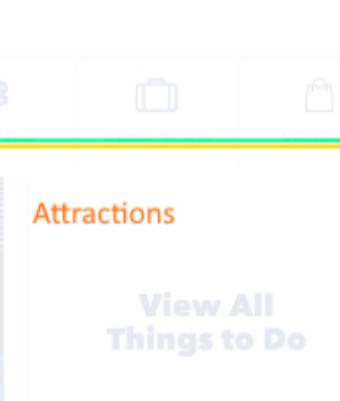
Parking



Maps

Accommodation

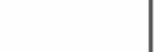
Discover Our Eight Resort Hotels

**Universal's Endless Summer Resort - Dockside Inn and Suites****Universal's Endless Summer Resort - Surfside Inn and Suites****Universal's Aventura Hotel****Nav Bar (Hours, Parking, etc.)** What Can We Help You Find?**Attractions****View All Things to Do**

Like us like you mean it.

Social Media

Connect With Us



Contact Us

Contact

English



Sign up for email alerts

Corporate Partners

Group Vacations

Jobs

Discover Universal Blog

Green is Universal

Shop Merchandise

Youth & Education Programs

Studio Production

Nav

Travel Agents

Community Relations

Military Sales

Media Relations

Meetings & Events

Menu

Common Search

search

Hours & Directions

Universal Studios Florida

Universal's

Blair

All info

Universal

Volcano Bay

Aventura

City Walk

Resort

Things to Do

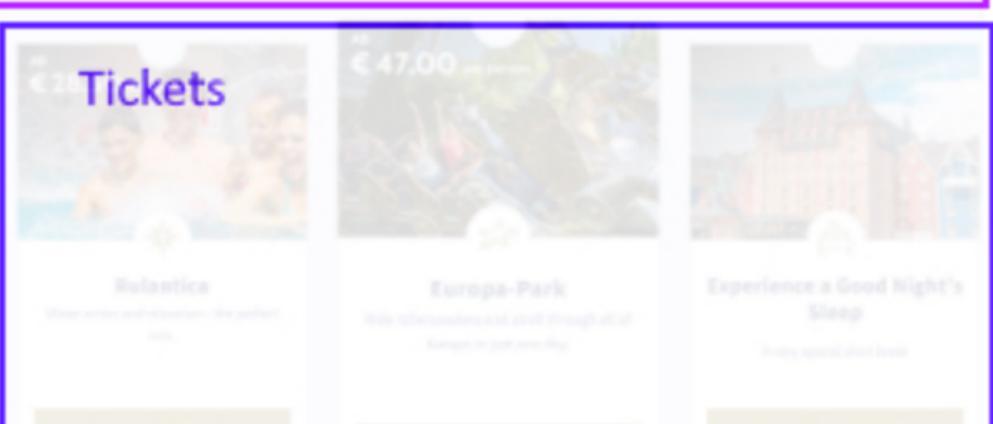
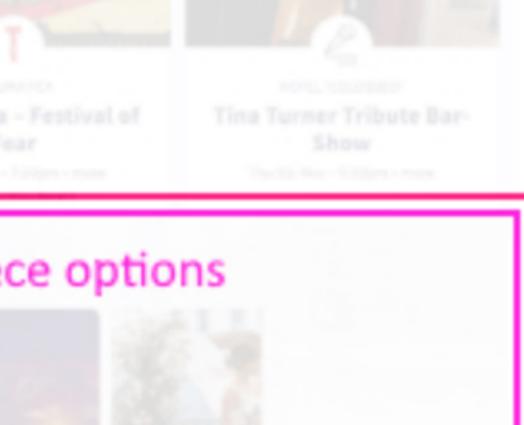
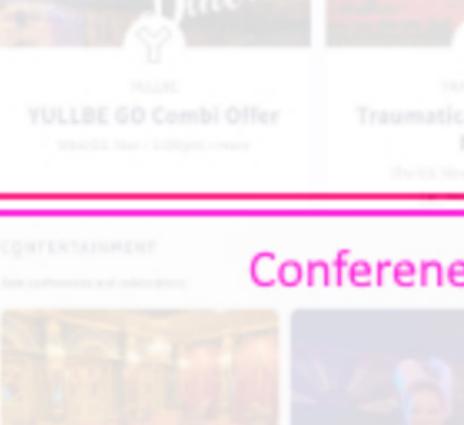
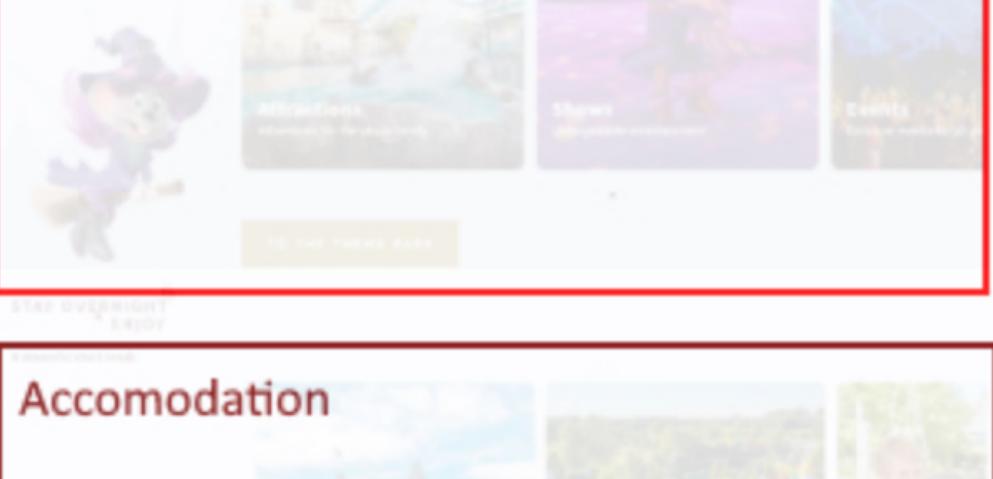
Places to Stay

Tickets & Packages

1

Attractions

Special offer



1

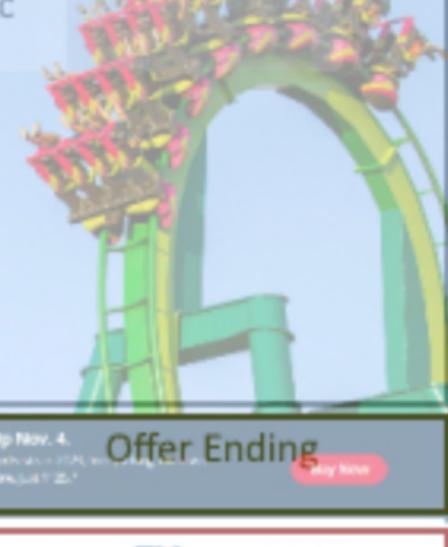


Current Info

Special Offer with single pic

2023 Gold Passes

Get unlimited visits in 2023 to Cedar Point and Cedar Point Seaside, free parking, exclusive discounts and more! Offer extended to Oct. 30, 2023.

[Buy Now](#)[Learn More](#)

Offer Extended! Price Goes Up Nov. 4.

Offer ends at 11:59 p.m. ET on October 31, 2023. Visit [cp.com/goldpass](#) for details.**Offer Ending**[Buy Now](#)**A Place Like No Other™ on the Lake Erie Shore**

Cedar Point is more than just a theme park. It's a destination for families, friends, and couples looking for a unique vacation. Cedar Point is a place where you can experience the thrill of roller coasters, the excitement of water parks, and the beauty of its surrounding natural environment.

About

Cedar Point is a theme park located in Sandusky, Ohio. It features over 70 acres of rides, shows, and attractions. The park is known for its roller coasters, including the world-famous "Maze" roller coaster, which has been ranked as one of the top ten roller coasters in the world.

Cedar Point also offers a variety of other attractions, including water parks, shows, and restaurants. The park is open from mid-May to early September, and admission fees range from \$45 to \$65 per person.

Please note: Cedar Point is currently closed due to COVID-19. We are sorry for any inconvenience this may cause, but we are committed to providing a safe and enjoyable experience for all our guests.

Cedar Point**Attractions**

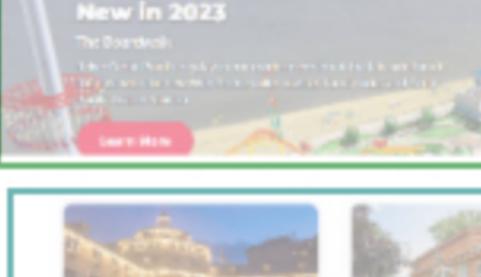
Seven of North America's tallest roller coasters, 10 theme areas filled with slides and attractions for kids and families. Cedar Point is your ultimate destination for fun.

[See](#)**Cedar Point Shows**

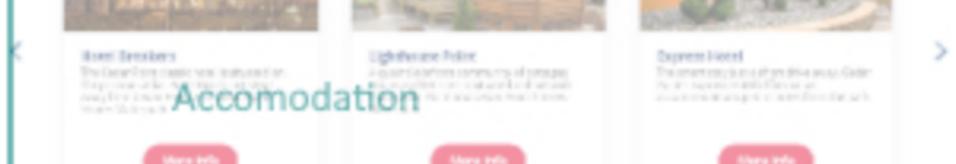
Ready to hear the best summer show Cedar Point Shows. Water park, so no matter what you do, just relax, and it's just steps away from the hotel and other amenities of Cedar Point.

[See](#)**Hotels And Campgrounds**

The best way to experience Cedar Point is to stay right at one of our hotels. You'll find all the comforts you need to make your family vacation a success.

[See](#)**Bird's-Eye Views**

Check out our bird's-eye view from high above the Cedar Point skyline or our various aerial views of our facilities. Our aerial view is perfect for capturing those amazing memories.

Online Content[View All](#)**New in 2023****The Boardwalk**

The new Cedar Point Beach Boardwalk is now open, featuring a variety of food and beverage options, including a new beach bar.

[Learn More](#)**New****Accommodation**[More Info](#)[More Info](#)[More Info](#)

Need help planning your visit?

What's the occasion?**Booking / Planning Tool**

Hanging out with friends

Spending time with family

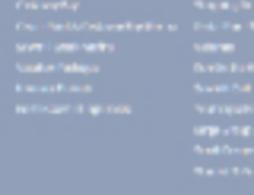
Having fun with my kids

An escape with someone special



Adventuring with a big group

Step 2 of 3 →

**Social Media Pics****Happening Now at Cedar Point**[G](#) [F](#) [T](#) [Y](#) [D](#)**Nav**[About Us](#)[Contact Us](#)[FAQs](#)[Privacy Policy](#)[Terms & Conditions](#)[Cookie Policy](#)[Sitemap](#)[Help Center](#)[Refund Policy](#)[Refund Requests](#)[Refund Requests](#)

- Legal information

Agree on the structure of the web site

Home Page

Hero section

- Illustrated Pic of the Park Map

Featured Section

- Tickets & Seasons
- Accommodations
- Opening hours
- Location

Main Section

- Attractions
- Foods
- Night bands
- Upcoming Events
- Park map

Services Page

- Tickets & Season Pass
- Attractions
- Food
- Accommodation

About Park Page

- General information
- Directions & Parking
- Medical Services
- Money Services
- FAQs

Top Navigation Bar

- Logo
- Home Page
- Services
- About Park

Footer

- Newsletter sign up
- Website pages
- Social Media
- Legal (Privacy policy, Terms & Conditions, Cookies)

Design the wireframes for the web site

Header

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image

image

Tickets & Season Pass

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button

Accommodations

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Open hours

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Location

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Attractions

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Find out More

Food

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Find out More

Night Bands

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Find out More

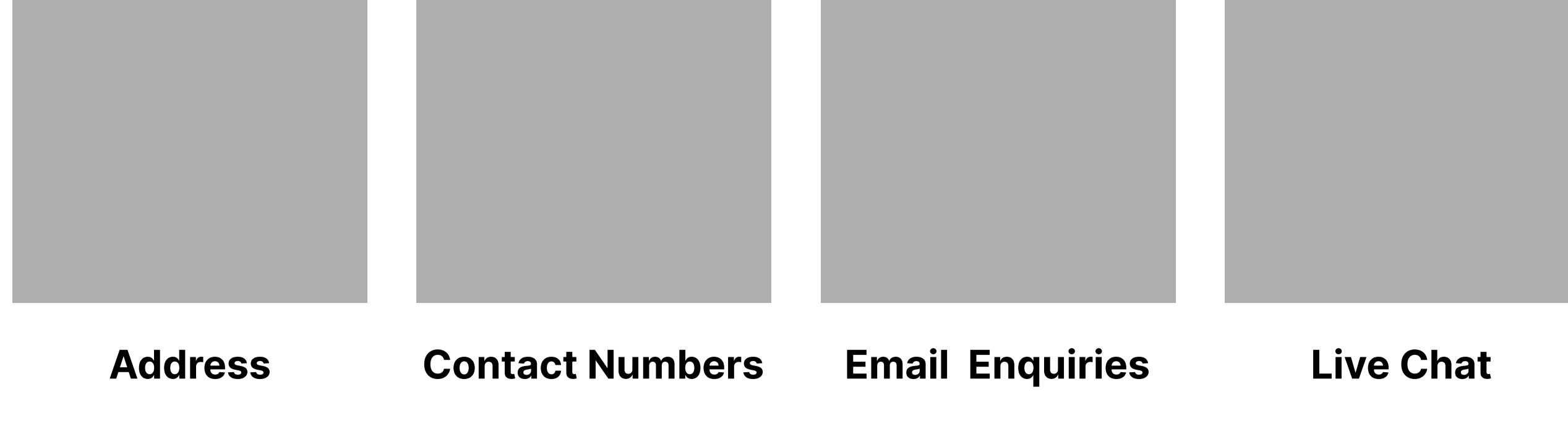
Upcoming Events

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Find out More

Fun Ride

Park Map

**Address**

4832 Liberty Avenue
Irvine
California

Contact Numbers

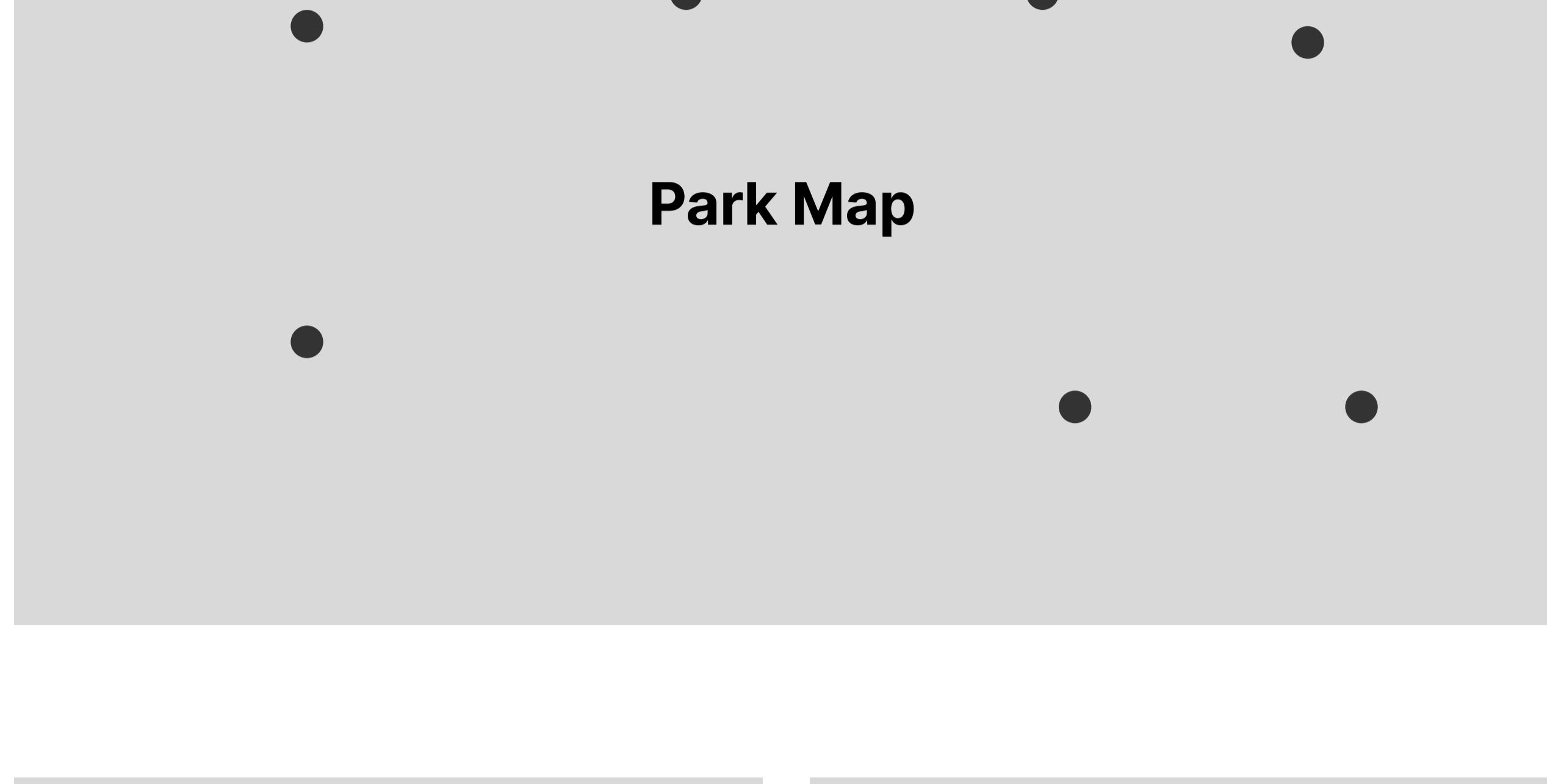
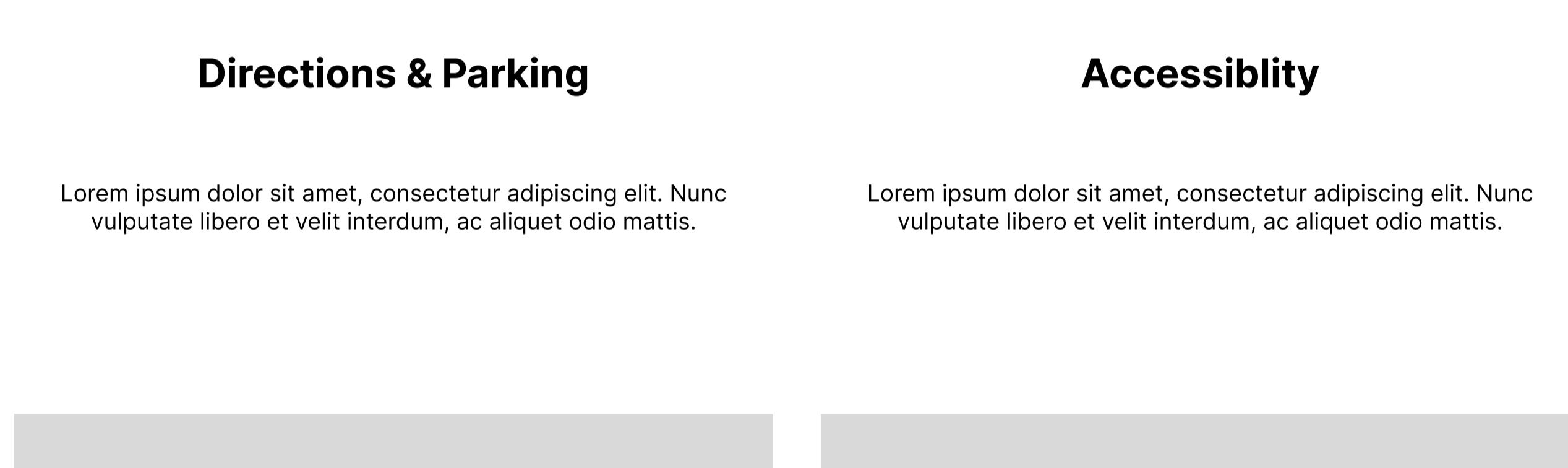
+1 949-300-856
+1 714-470-9621

Email Enquiries

email@website.com

Live Chat

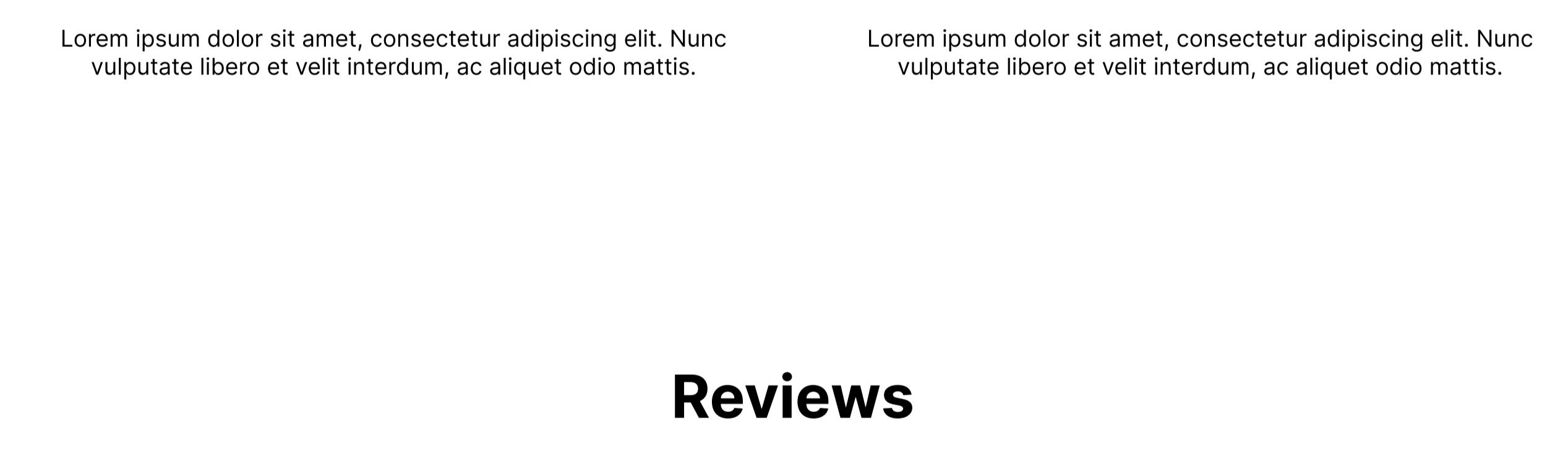
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**Park Map****Directions & Parking**

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Accessibility

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**Medical Care**

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Money Services

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Reviews**John Doe**

4.8 / 5

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John Doe

4.8 / 5

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John Doe

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John Doe

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FAQs**Q : when do you open ?**

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Q : when do you open ?

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Q : when do you open ?

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Ticket

Name Date No. of tickets

[Buy now](#)

Attractions

Attraction Name Lorem ipsum dolor sit amet, consectetur adipiscing elit.	Attraction Name Lorem ipsum dolor sit amet, consectetur adipiscing elit.	Attraction Name Lorem ipsum dolor sit amet, consectetur adipiscing elit.	Attraction Name Lorem ipsum dolor sit amet, consectetur adipiscing elit.
Regulations 140 cm 40 kg	Regulations 140 cm 40 kg	Regulations 140 cm 40 kg	Regulations 140 cm 40 kg

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Regulations 140 cm 40 kg	Regulations 140 cm 40 kg	Regulations 140 cm 40 kg	Regulations 140 cm 40 kg

Food

Sandwiches Lorem ipsum dolor sit amet, consectetur adipiscing elit.	Pizza Lorem ipsum dolor sit amet, consectetur adipiscing elit.	Pasta Lorem ipsum dolor sit amet, consectetur adipiscing elit.	BBQ Lorem ipsum dolor sit amet, consectetur adipiscing elit.

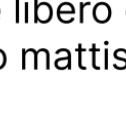
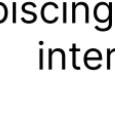
Accommodation

	Cabins Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc vulputate libero et velit interdum, ac aliquet odio mattis. Button
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	Luxury Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc vulputate libero et velit interdum, ac aliquet odio mattis. Button
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<h2>Tickets & Season Pass</h2>	
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10 of 10



Ticket

Name

Date

No. of tickets

Buy now

Attractions

image

image

Attraction Name

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Regulations

140 cm
40kg

Attraction Name

Lorem ipsum dolor
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Regulations

140 cm
40kg

image

image

Sandwiches

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adipiscing elit.

image

image

BBQ

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adipiscing elit.

Dessert

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image

image

Luxury

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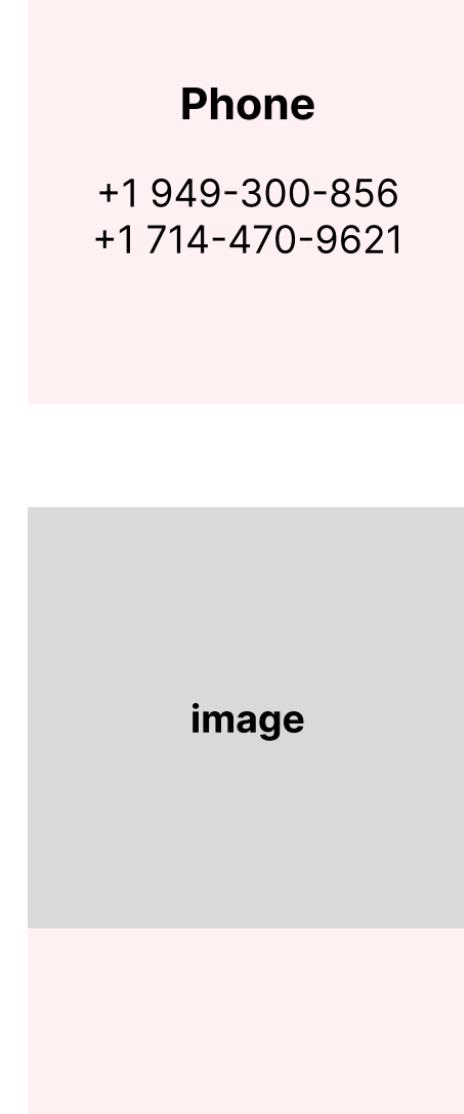
Button

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Button



image



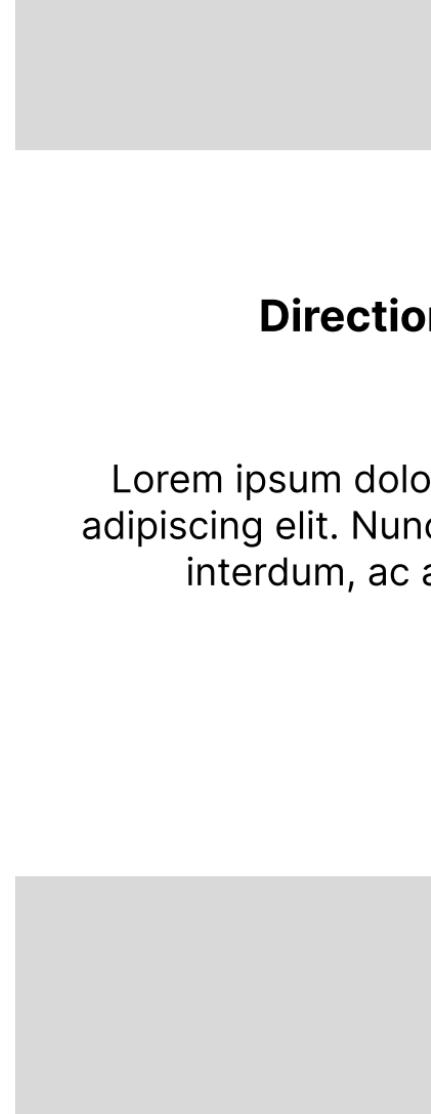
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Address

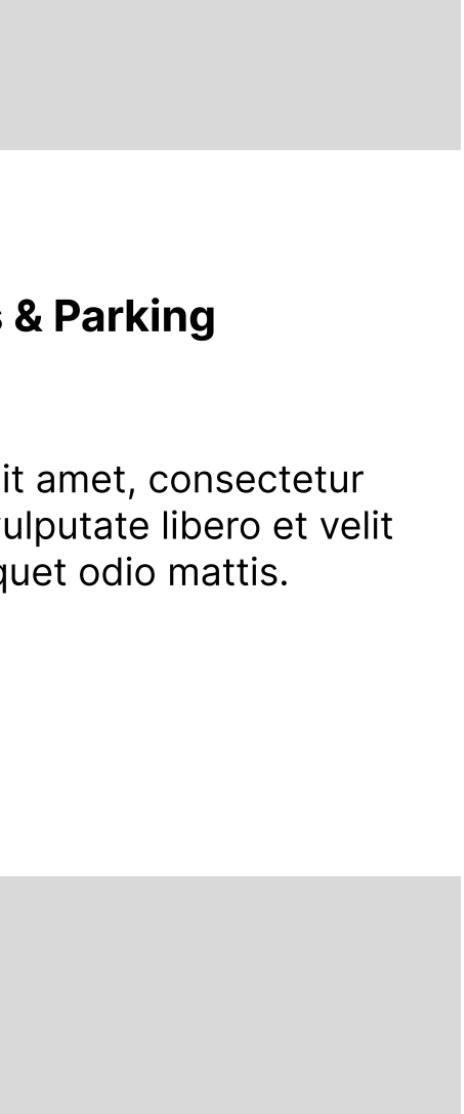
4832 Liberty Avenue
Irvine
California

Phone

+1 949-300-856
+1 714-470-9621



image



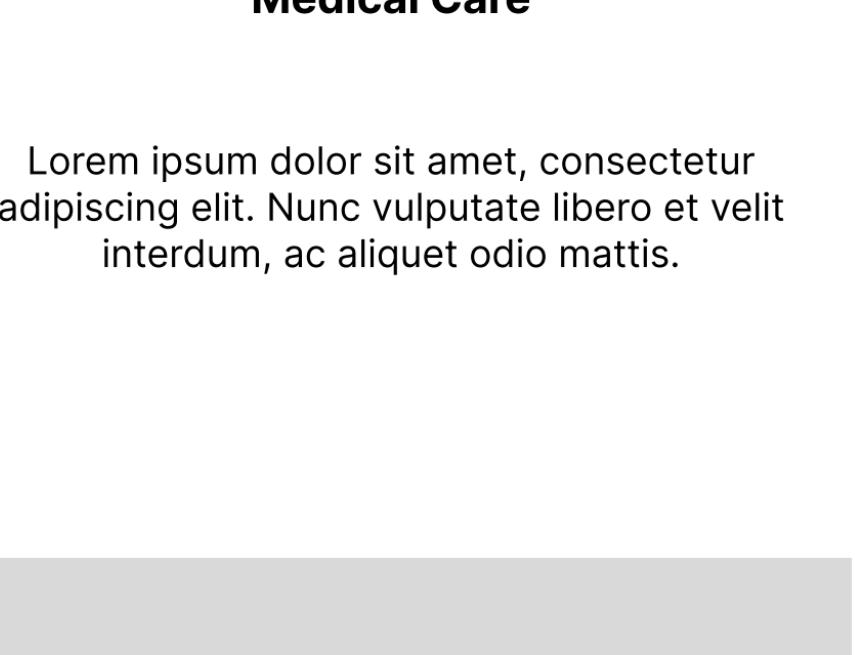
image

Email Enquiries

Info@website.com

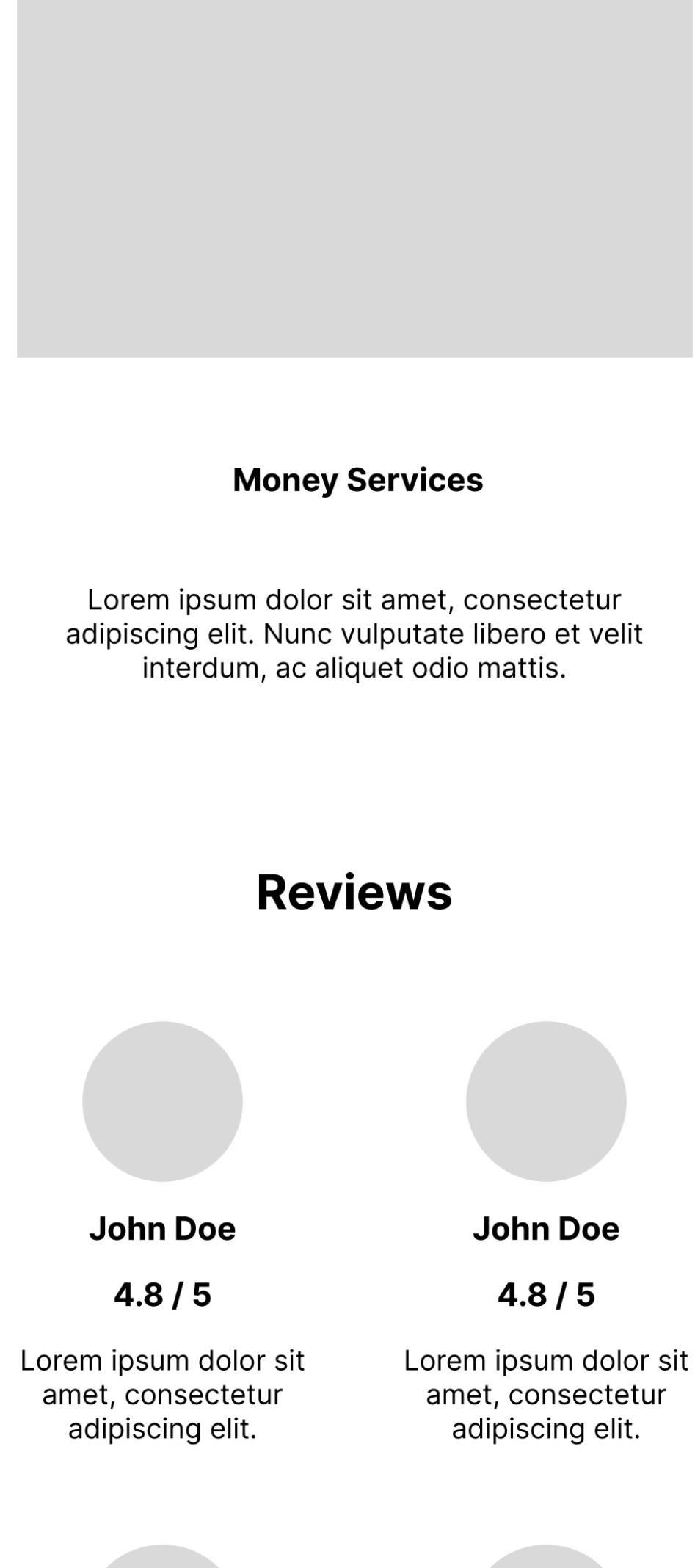
Live Chat

+1 949-300-856



Fun Ride

Park Map



Directions & Parking

Q : when do you open ?
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