CM1040 Web Development Team Assignment Submission

▼ 1. Identification of the purpose of the website

A theme park is an amusement park that bases its structures and attractions around a unified specific theme.

Reasons for a stakeholder (theme park owner to have a website)

- **Online presence** is inevitable in today's digital age, so they need to have a website to keep up with the competitors
- **Centralized hub for all the information**, such as opening and closing times, activities that the park offers, facilities, pin location, as well as FAQs
- **Online ticket booking** makes it easier for the customers, as well as enables easier bookkeeping
- **Social Media Marketing** is a must in today's day and age, and they should have somewhere to direct the customers to when they visit the social media pages
- **Analytics and insights** about visitors of the website and their behavior and engagement on the website will allow to make more informed decisions.
- **Collect emails** to send offers and discounts, as well as promotional emails

Potential Audience

- **Parents and teachers (30+ age group)** who are looking to bring kids over for a trip
- **Event organizers (no specific age group)** who are looking to host an event or a party at the theme park
- **Tourists (no specific age group)** and visitors from other cities who are looking for attractions in the area
- **Children (5-15 age group)** who are looking to convince their parents or guardians to take them on a trip
- **Teens and young adults (15-25 age group)** who are looking to hangout with their friends

- **Job seekers**

<u>Reasons people would be looking at the website</u>

- Online ticket booking and timings of the park
- Directions to the exact location of the park, preferably on Google Maps
- Virtual tours of the park, and images and videos
- Ticket prices, and discounts for students or groups
- Accessibility options for individuals with disabilities
- Reviews and testimonials from other visitors
- Schedule of upcoming events happening at the park

▼ 2. Analysis of 5 theme park websites

1. https://www.thorpepark.com/
    - **Type of information on the website**
        - Information about tickets and passes
        - Opening times
        - Events happening at the park, as well as shows and rides
        - Reviews from visitors
        - Information about security arrangements at the park
        - Parking and Accessibility arrangements
        - Information about the company, their partnerships, and contact information
    - **Structure of the website**
        - **Top navbar** showing opening time, as well as links to pages with information related to the company
        - **Secondary navbar** showing logo, links to pages with tickets and booking-related information, and an action call for ticket booking
        - **Carousel** filled with colors and graphics, showing events and rides at the park

    - **Section** with links to pages with information about popular rides
    - **Section** with reviews from Google Reviews
    - **Bottom sticky navbar** offering to book tickets
    - **Footer** containing links to FAQs, as well as contact information, and much more
    - Links to social media pages
  - **Successful aspects of the website**
    - Opening times clearly mentioned on the top
    - Ticket booking easily accessible
  - **Unsuccessful aspects of the website**
    - Content not organized according to the eye-tracking pattern, making it harder to read
    - Filled with way too much information, making it really confusing
    - Action buttons don’t really stand out
    - Doesn’t feel modern, and the color theme doesn’t look very attractive
2. https://karachi.winterland.pk/
  - **Type of information on the website**
    - Information about ticketing
    - Video testimonials and social media posts
    - Information and visuals for activities
    - FAQs
  - **Structure of the website**
    - **Top navbar** has a clear call to action, as well as minimal links, which looks tidy
    - **Video section** on the top, which features the experience of the park
    - **Section** for ticket booking and information

    - **Section** to scroll through the activities at the park
    - **Section** with collapsible FAQs
    - **Footer** with links and contact information
- **Successful aspects of the website**
    - Simple structure, easy to navigate
    - Color theme looks consistent and friendly
    - Video auto-plays, which takes you into the experience right away
    - Ticket and booking information towards the top of the page, easily accessible
    - FAQs are easily accessible
- **Unsuccessful aspects of the website**
    - Timings are not easy to find on the website
    - Activities section on the main page doesn't redirect for further information on each activity
    - Some images are not properly scaled, aspect ratio distorted

3. https://www.calawaypark.com/in-the-park/rides/

- **Type of information on the website**
    - Ticketing and passes
    - Information about planning for the visit
    - Things happening in the park
    - News & Jobs
- **Structure of the website**
    - Address and phone number mentioned up top with the logo
    - Navigation bar for subpages
    - Carousel showing graphics and text
    - Contact information, sponsors, social media, and links in the footer
- **Successful aspects of the website**

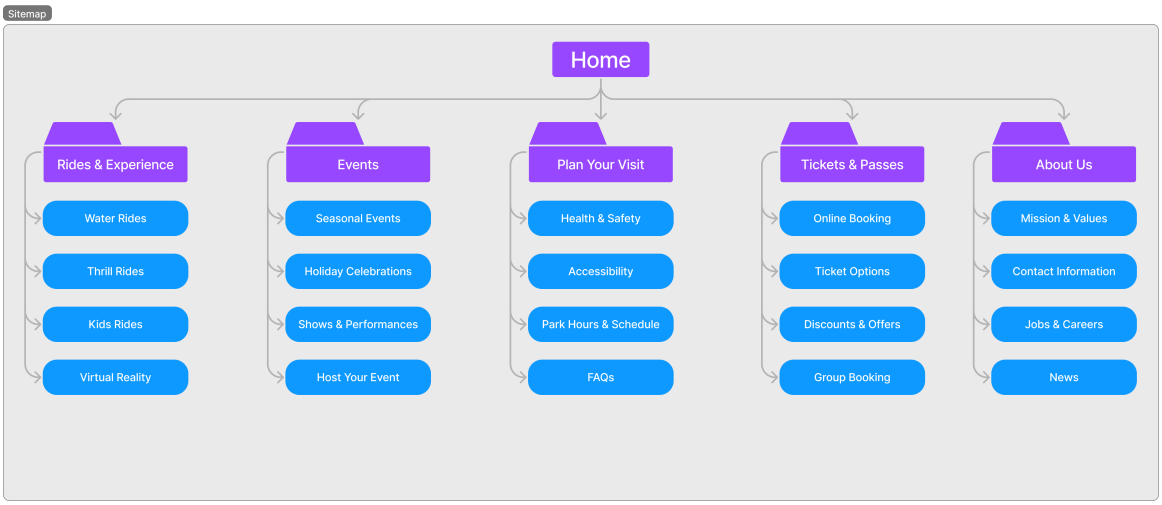
    - Friendly color theme, easy on the eyes
    - Location and contact details clearly mentioned on the top
    - Well-structured simple homepage
  - **Unsuccessful aspects of the website**
    - Cluttered navigation bar, hard to decide where to go, too many subpages
    - No clear call to action
    - Text content on the homepage is too long to grab visitor's attention
4. https://www.sixflags.com/larondeen
  - **Type of information on the website**
    - Tickets & Passes
    - Rides & Experience
    - Events
    - Planning your visit
    - Graphics and testimonials from social media
  - **Structure of the website**
    - Quite similar to the other three websites
  - **Successful aspects of the website**
    - Timings clearly mentioned on the top
    - Ticketing page is well-organized
    - Frequently Asked Question section on the ticketing page
  - **Unsuccessful aspects of the website**
    - Dull color theme, doesn't communicate anything related to entertainment or fun
    - Too big of a job section on homepage, which doesn't target the main audience of the website
    - Call to Action button not catching attention
5. https://www.legoland.com/california/

- **Type of information on the website**
  - Similar to the other four websites
- **Structure of the website**
  - Quite similar to the first website, Thorpe Park
- **Successful aspects of the website**
  - Video in the carousel autoplays, which drops you into the action-packed experience right away
- **Unsuccessful aspects of the website**
  - Too much information on the homepage, difficult to find things
  - Sticky bar on top and bottom take up too much of the viewport's space
  - Excessive use of graphics all over the place

▼ 3. Identification of the content for website

- Location and timings of the park, as well as contact details, maybe also an embedded Google Maps on the Contact Page
- Graphics showing fun-filled activities at the park
- Information and pricing of online tickets
- Information about activities and rides
- Events happening at the park
- Information about Safety & Accessibility
- Frequently Asked Questions
- Testimonials & Reviews

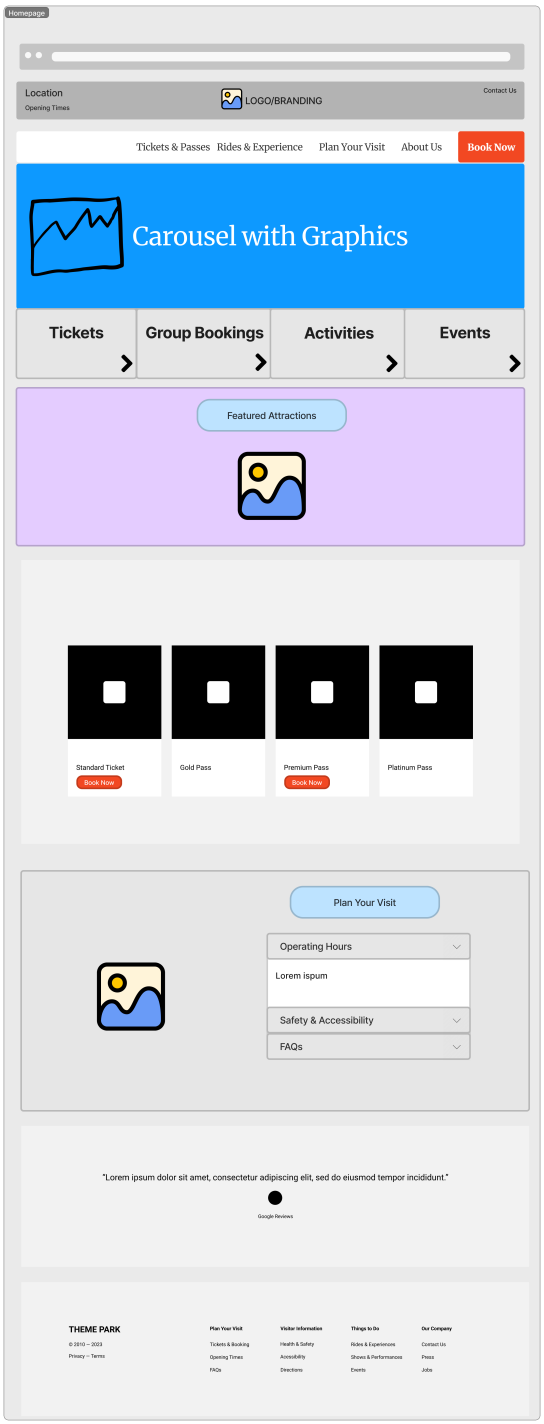
▼ 4. Identification of appropriate structure



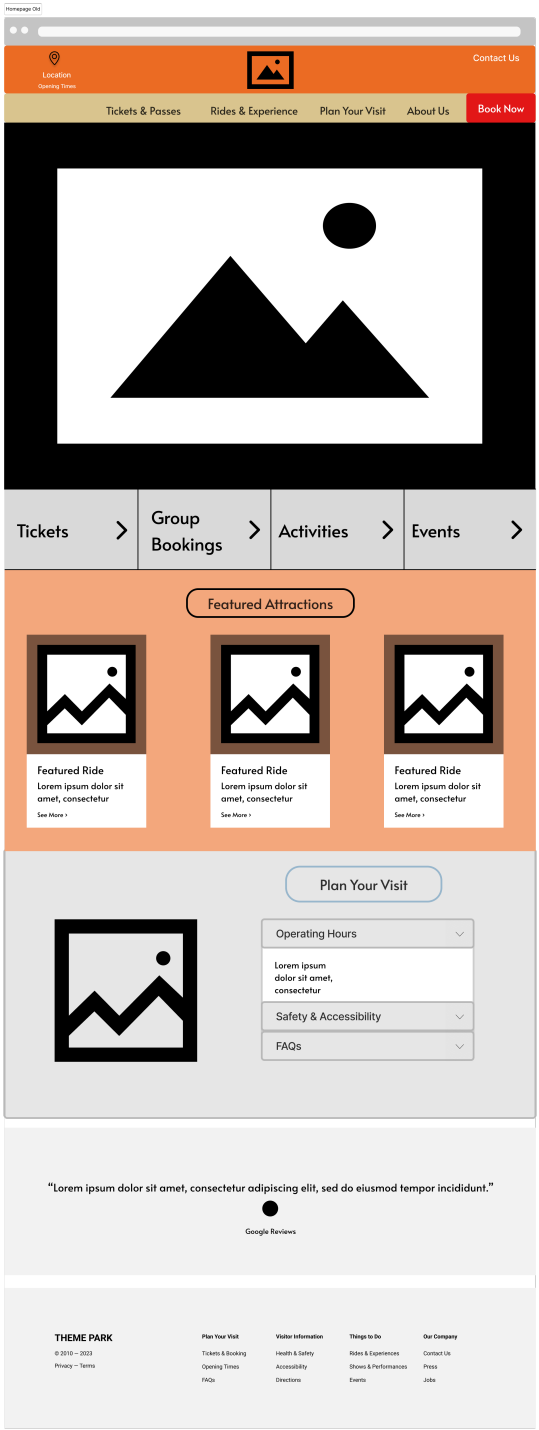
FigJam Board for Page Sitemap

- Graphics and detailed descriptions of rides
- Dates and details of events happening, along with graphics
- Information-based Plan Your Visit page
- Different types of tickets available, as well discounts and offers
- Mission statement of the company, and contact information

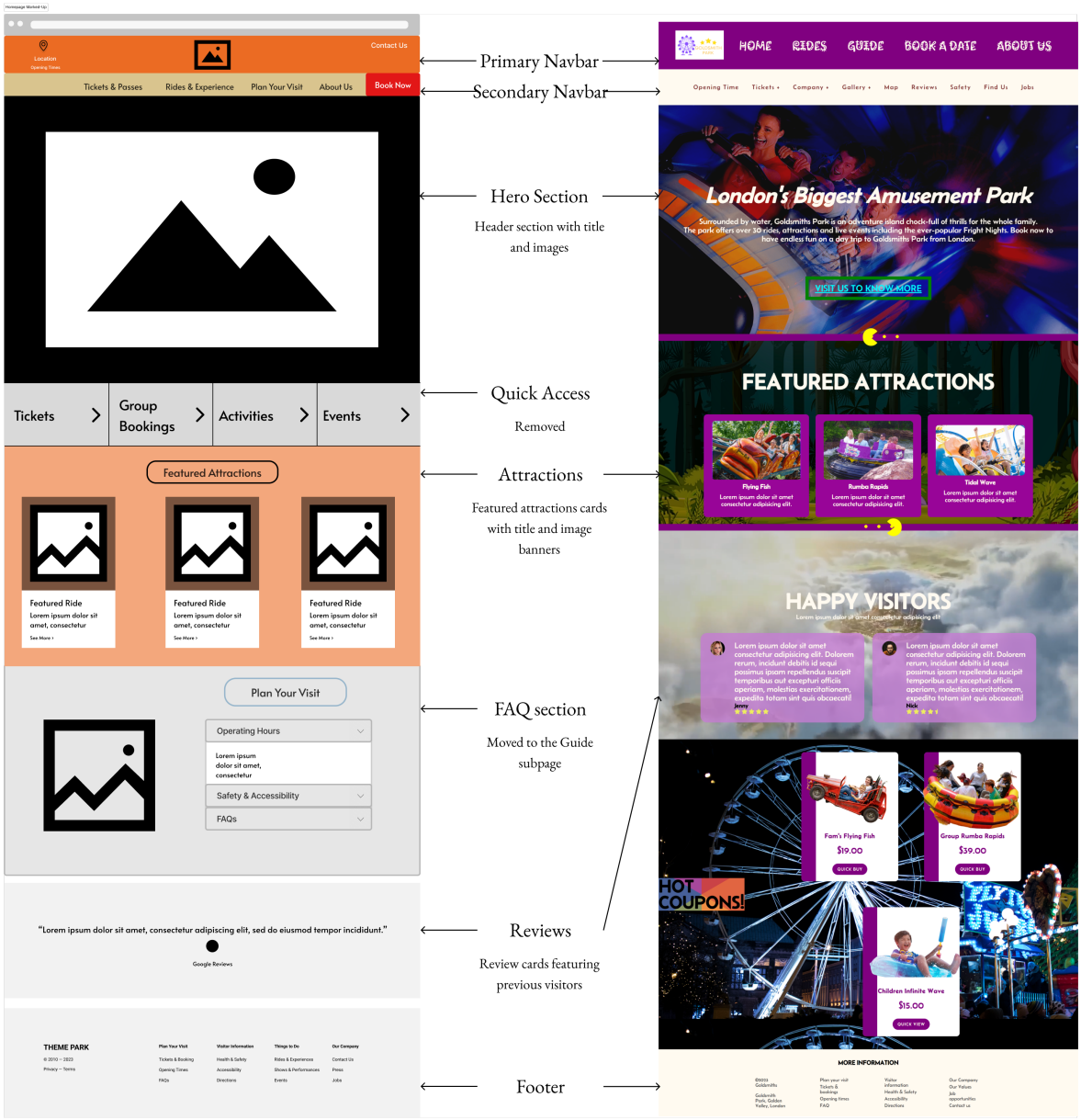
▼ 5. Design of the wireframes



Figma Wireframe 1.0 (Large Screen)

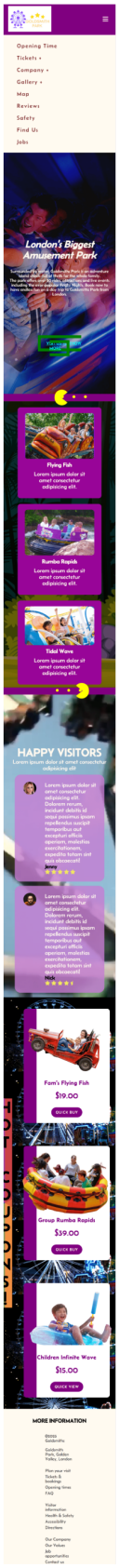


Figma Wireframe 2.0 (Large Screen)



Marked Up Wireframe (Large Screen), and Final Result

Homepage Small Screen
Tickets & Passes
Rides & Experience
Plan Your Visit
About Us
Tickets
Group
Activities
Events
Featured Attractions
Featured Ride
Lorem ipsum dolor sit amet, consectetur
See More ›
Featured Ride
Lorem ipsum dolor sit amet, consectetur
See More ›
Featured Ride
Lorem ipsum dolor sit amet, consectetur
See More ›
"Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt."
Google Reviews
THEME PARK
© 2010 – 2023
Privacy – Terms
Plan Your Visit
Tickets & Booking
Opening Times
FAQs
Our Company
Contact Us
Press
Jobs
Visitor Information
Health & Safety
Accessibility
Directions
Things to Do
Rides & Experiences
Shows & Performances
Events


Opening Time
Tickets +
Company +
Gallery +
Map
Reviews
Safety
Find Us
Jobs
London's Biggest Amusement Park
Flying Fish
Lorem ipsum dolor sit amet consectetur adipiscing elit.
Rumba Rapids
Lorem ipsum dolor sit amet consectetur adipiscing elit.
Tidal Wave
Lorem ipsum dolor sit amet consectetur adipiscing elit.
HAPPY VISITORS
Lorem ipsum dolor sit amet consectetur adipiscing elit
Fam's Flying Fish
$19.00
QUICK BUY
Group Rumba Rapids
$39.00
QUICK BUY
Children Infinite Wave
$15.00
QUICK VIEW
MORE INFORMATION

Wireframe (Small Screen), and Final Result