

(Instructions)

Part 1 - DESIGN SPECIFICATION

Agree on the purpose of the web site

Discuss the reasons for a theme park operator to have a website, the people who might look at such a web site and the reasons that they would be looking at the website.

Research theme park websites

As a group, choose five different web sites of theme parks. Review the type of information that you find on the sites, and the structure that these sites have to help people find that information. Make a list of the aspects of the sites that you think are a good idea or that work well, and a list of the aspects of the sites that you don't think are so successful. This will give you some insights that you can use when designing your own website. Keep a record of the discussion in a document.

Agree on the content for the web site

Agree within the group the theme for your theme park and the types of attractions that you will have for the different visitors that you expect to come to your theme park. Think of any other services that you will provide to visitors (for example food, access to money and medical help). Think of any other information that people looking at your web site will want to know before they come and visit your theme park. Keep a record of the discussion in a document.

Agree on the structure of the web site

Agree within your group the structure of your web site, with the aim of designing a web site with 3 pages. What information will appear on the main page, and what will appear on the other two pages. Think about how you might present the content, and whether you will have semantic parts such as asides or pop-up windows. Keep a record of the discussion in a document.

Design the wireframes for the web site

Produce a set of wireframes for the site, showing the concepts for both a wide screen and small screen. These can either be drawn by hand or produced using a tool such as PowerPoint or a graphics package such as Illustrator. Avoid painting or photo-editing software such as Paint or Photoshop as designs produced in this way are difficult to edit. Ensure that the designs are clear and easy to read.

Part 1 - DESIGN SPECIFICATION

Agree on the purpose of the website:

- 1) To create the brand awareness by reaching out to the prospective customers .
- 2) To increase the sales by giving options of seasonal passes or annual passes, so the customer can revisit .
- 3) To sell tickets online as well as on site .This option helps the customers to skip the long queues and show the availability of slots they want to book for the particular rides.
- 4) To display available facilities like shops, places to eat ,restrooms , onsite clinics etc .
- 5) Photo gallery provides insight to the customers to see what the place has to offer.
- 6) To provide customer support , in case the customer needs a refund or changes to their booking dates .
- 7) To get customer reviews because it plays a major role increasing the sales as well as improving the quality of services.
- 8) People of different age groups would be visiting the website primarily children or youth accompanied by their adults or seniors.

Research theme park websites:

- 1) <https://www.cedarpoint.com/>

- Unclear what are the main attractions ,hotels etc information on the main page.

- 2) <https://www.knoebels.com/>

On this website mainpage, there is more advertisement than information about attractions , hotels etc.

- 3) <https://www.chessington.com/>

This is a very easy to navigate website with all the information clearly arranged ,so the needs of the customer can be met without any difficulty.

- 4) <https://www.schlitterbahn.com/new-braunfels>

This website gives the option to its customers to customize their experience and plan their visit according to their need.

-But the mobile version is not at all informative.

- 5) <https://www.thorpepark.com/explore/theme-park/rides/>

This website is simple but informative, starting from the option of selecting the height range of a person to help them select the right kind of rides they can enjoy.

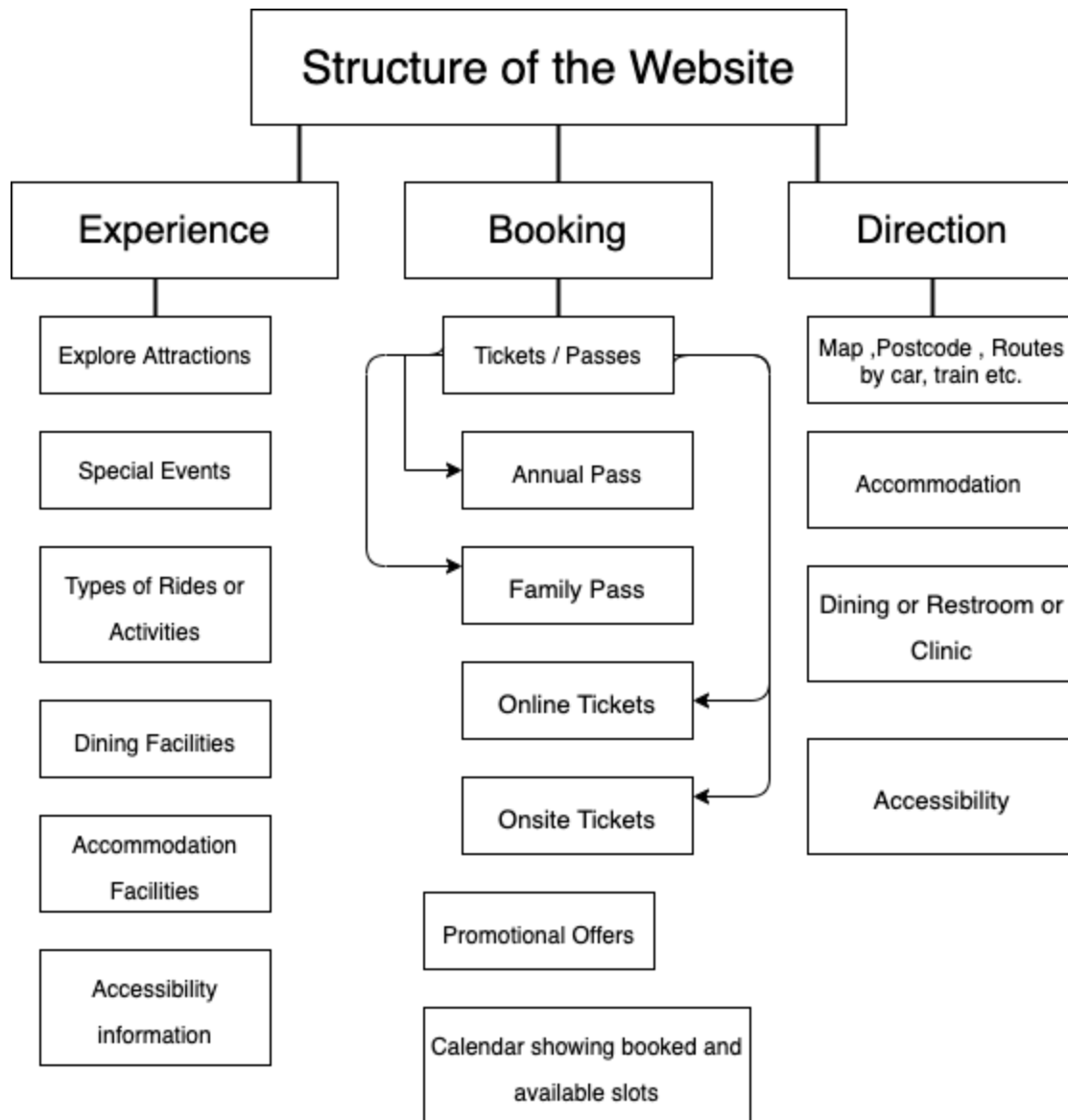
- But there is no map for people travelling by car available to visualize the area, only the address and postcode is provided.

Agree on the content for the website:

- **Type of experience** : The website will show the different experiences the customer can have during different seasons, holidays - Easter, Christmas or Halloween etc. The type of rides like waterslides, roller coaster rides on which they can go on according to their age.
- **Booking options**: Seasonal, Annual ,Family Passes and online and on site ticket availability shown in the calendar as fully booked or available slots and prices and with or without hotel booking options.
- **Directions** - map of the theme park, parking information , postcode and address information .On site , accessibility information, dining,restrooms,clinics information.
- **Park attractions/facilities**: the website should show what the park has to offer; rides, restaurants, photo opportunities, shows, places to relax, shops, etc.

Agree on the structure of the web site:

Version 1.1: After initial brainstorming.



Version 1.2: Final structure of the website.

UoL Park Website Structure

Experience

- **Explore**
 - Rides
 - Thrill
 - Family
 - Kids
- **Special Events**
- **Reviews**
- **Gallary**

Tickets & Passes

- **Tickets**
 - 1 Day Ticket
 - Short Breaks Tickets
 - Adult and preschool ticket
- **Passes**
 - Family pass
 - Season pass
 - Festival pass
- **Addons**
 - Drink & Dining
 - Funpix
 - VIP tours
- **Sign up newsletter**

Help

- **Direction**
- **Contact Us**
- **Rules and Regulations**
- **Travelling Options**
 - By Car
 - By Train
 - By Bus
- **FAQs**

Link to modify the structure image (later we need PNG/JPG for uploading on coursera).

https://drive.google.com/file/d/16qkejy0yLPMavWBQZGAqaBuLn_u7Vk4k/view?usp=sharing

Design the wireframes for the website:

Tool used for wireframing :

Figma is one of the best collaborative tools for creating wireframes or prototypes with your colleagues and prospective clients.

Wireframes ideas for our prospective website:

Version 1.1: Initial sketch.

<https://www.figma.com/file/k2waCMikZfoSld84Ns1hKw/Team-assignment-Part-1-Wireframes?node-id=0%3A1>

Final Modified Wireframe:

Version 1.2 (Please click the link below)

<https://www.figma.com/file/k2waCMikZfoSld84Ns1hKw/Team-assignment-Part-1-Wireframes?node-id=26%3A7>

