Theme Park Design Notes

Web-Site Purpose

Reasons for a theme park operator to run a web site:
- **Advertising**: It's easier to let people know about your theme park if there is a website for them to be referred to, people are more likely to visit if they can know more.
- **Consolidation:** By having various features such as online ticket booking, legal documentation, contact information, information about rides and special events and more; any potential visitors won't have to look in multiple places for this information, and the less effort they have to put into finding information the more willing they are to do so.
- **Relevancy:** In the modern age, a website is often seen as a sign of professionalism and modernity, people may write off the park as too old fashioned or assume it is poorly run if there isn't even a website for it.

The people visiting the site and what they are looking for:

- **Local Customers:** Theme parks main source of income is from people visiting the park with their families; these people will likely be looking for the dates the park is open, the events happening on those dates, and most importantly of all; the prices.
- **Tourist Customers:** People visiting from abroad will have the same interests but will also want to know where they can stay during their visit, and the cost of travel to these locations.

Site Research

1. Disney World Orlando, Florida

https://disneyworld.disney.go.com

1. The bar under the header contains several drop-down menus to allow a user easily fill out their requirements for travel and accommodation and then receive a pricing for those needs, this efficient design allows the most common kind of user to find what they need quickly
2. A group of links to various pages, all linking to information relevant to the customer

This website is well designed with the pricing and purchase options being at the forefront due to their relevance to the user, the colour scheme makes it easy to read for most people, though the greyish text on the drop-down menus may be difficult to read for people with visual difficulty, and some of the text is quite small; I experimented by changing the page size to make the text larger and the site scales very well which is good for accessibility. A small detail would be that the video advertisement highlighting some of the rides takes up far too much space and pushes other more relevant information down the page.

2. Cedar Point, Ohio

https://www.cedarpoint.com

1. Header bar containing: Current weather, hours of operation, social media links, online shopping, and search
2. Navigation bar: Logo, Explore, Play, Stay, Tickets, Help
3. First Main Content: Big advertisement (Opening Day! Buy tickets! Bring Friends!)
4. Events information.
5. Trip/travel planning ideas and information (and advertising)
6. Social media posts. Including happy smiling baby.
7. Footer: Site map and various links

The main page is all about getting people excited to visit the park. (and to stay at their park operated hotels). The site is clean and easy to navigate. Stylistically everything pops and is very clean. The site scales dynamically to fit various screen sizes. It tabs well for accessibility.

Relevant KeyWords:
- Explore
- Play
- Stay

3. Europa Park, Germany

https://www.europapark.de/en

1. Header bar containing : opening hour, weather, park map, online shop, corporate event, search bar, buying ticket, booking room, language selection
2. Navigation bar : Attractions, Shows & events, Accommodation, Food & Drink, Tickets & Gift cards, Info
3. First Main Content : Summer Season 2019 advertisement
4. What's on? (Events information), ticket and hotel booking tab
5. Awards that the park received
6. Accommodation offers
7. Social media pictures
8. Footer : Services & Info, Company, Newsletter, Social Media

The main page conveys the main theme of the park really well : the diversity of Europe. Also, the header bar contains a lot of links, which take the customers to the relevant pages. Stylistically, it is neat and not overly decorated. However, it is quite questionable when it comes to accessibility because the website is filled with pictures and the font is quite small.

Relevant Keywords:

- Resort
- Rides
- Shows & events

4. Legoland, UK

https://www.legoland.co.uk/

1. Header bar: Contains menu button on the left, logo in the centre, ticket booking on the right
2. Large image carousel in the main body, each image has offers for events and offers
3. 3 Links to day tickets, annual passes and short break offers
4. The footer has social media links, as well as links to legal and accessibility information

The main page gives a very consistent theme for the park but does make the site appear a bit garish as the many different colours can be overwhelming, for someone with eyesight issues this site may be difficult to navigate. The site shows the most relevant information first; namely tickets and booking, which keeps the site simple and compensates slightly for it's colour scheme. The sites side menu also has relevant links to do with planning a visit and the site newsletter, but also has a perplexing close function; a little animated figure pulls the sidebar closed when the X is pressed, which is nice to look at but makes the site a bit slow to respond.

Relevant Keywords:
- Passes
- Groups
- Events

5. Dreamworld, Gold Coast, Australia

https://www.dreamworld.com.au/

1. Pop-up: advertising ticket special. Follows you until you manually close or click the link.
2. Header: Big logo with nav links menu. Large "Buy Tickets" button on right. Logo shrinks, header stays at top of page as you scroll down.
3. Large picture of tiger cubs with learn more link button, spans entire page.
4. Smaller section on left with park info (hours and links to ride info, directions, map). Larger tickets section on right, overlapping section above a little. Has ticket prices and link to Buy Tickets.
5. "What's New" carousel with pictures featuring seasonal events.
6. Photo map / collage featuring rides and attractions. Fairly large.
7. Ticket info section
8. Newsletter sign-up form, can be hidden under arrow.
9. Footer with social media links and site map links. No color, all gray.

When screen size narrows (mobile site), nav link becomes menu icon on left, center logo, tickets button on right and color scheme changes. Tiger cub image changes to a different, smaller one. Static "Buy tickets" bar stays at the bottom of the screen. All other content remains the same, but narrows and rearranges to fit screen. Mobile site places more emphasis on Buying Tickets.

Overall, the main site is very simple and clean. And it's a theme park, with a zoo!

Relevant Keywords:
- Tickets
- Tigers

Site Content:

1) Opening and closing days and hours :
   a) Opening and closing hours
   b) Seasonal break (winter)
   c) National holidays
   d) Upcoming maintenance schedule
2) Attractions :
   a) family-friendly attractions
   b) a variety of different attractions available
3) Restaurants and shops :
   a) A variety of souvenir shops
4) Ticket info:
   a) Price
   b) Pre-booking or where to purchase the ticket
   c) Discount
   d) Yearly membership
5) Location / accessibility :
   a) The actual location of the park in a map
   b) Site map which shows all the attractions and facilities
   c) How to get there : by car or public transportation
6) Facility
   a) ATM
   b) Wheelchair availability
   c) Family-friendly spaces, such as breastfeeding room etc
   d) Toilets
   e) Lost and found

Site Structure Option/Ideas A:

Theme of the park : Space (for example), which means:
Dark style with grey, purple/blue colour accents for buttons and navigation,
Space-related names for rides and the park itself
Stars or spaceship ornaments,
maybe round illuminator-style elements (frames for photos etc…)

Header:

- Nice logo picture on the left (a comet with long tail or a rocket?)
- searchbox,
- phone number, email,
- Hours of operation
- Address + directions?,
- buttons for quick actions like "ask a question" or "buy tickets" on the right.

Main Page:

- Main menu / top level navigation bar
- Carousel or grid with photo gallery or/and ads + embedded short captions and buttons like "book your tickets now" (leading to the Tickets page)
- Subheadings "News" and "upcoming events" with 2 blocks or columns of snippets/thumbnails linked to articles.
- "Follow us on social media!" subheading with logo links to accounts and photos

Attractions Page:

- Subheading "Rides"
  - Grid structure with photo of every ride and its specifications below.
  - How many rides we can make? What are their names? (If Space Theme, then Sleepy Nebula or Supermassive Black Hole or G-force etc). Where do we get pictures?
  - We might want to add some bright and easy-to-read visual labels or icons for rides, like "for children" or "upside down" etc
- Subheading "Shows"? with 2-3 special events announcements
- Subheading "Restaurants" - 2-3

Site Structure Option/Ideas B:

Same header for all three pages.
- Logo on Left
- Current Weather
- Hours of operation
- Quick links on the right

Navigation Bar: Same on all three pages
- Links to the three pages
- Current page link stylized differently

Footer: Same on all three pages
- Site map
- Social media icons and links
- Legal info
- Hours, dates
- Directions to Park / Little map of local area

Main Page
- Marketing heavy. Very few specific details. It's all about making people want to come.
- Carousel with ads for new rides, events, ticket specials
- Social media content (The Tran family loved their visit! Look at the smiling baby!)
- Links to other two pages

Attractions Page
- Brief info on all rides/restaurants/shops/shows
- Present on a grid pattern
- Park map

Tickets Page
- Single day pass
- Season pass
- Facility information (ATMs, first aid etc.)
- More detailed directions to park
- Info on local hotel