

# Part 1 - design specification

## Purpose of the web site

- Reasons for a theme park operator to have a website:
  - In today's economy, almost all customers will use the internet to research information prior to making purchasing decisions. Not having a website is a big disadvantage especially when search engines such as Google are the primary avenue for customers to find information.
  - Another reason is that different visitors will want different information and a website is the best way to organize different pieces of information and distribute it to the internet
  - Websites are also able to be edited and updated continuously giving visitors the most up-to-date and latest information on a business
- The people who might look at such a web site:
  - Staff, target customers, potential customers, competitors, governments
- The Reasons why they would be looking at the website:
  - Staff: To update the website with new information regarding the theme park
  - Target customers: Visitors planning to visit the theme park want to know logistical information about the theme park for example, how to get there by public transport, what are the opening hours, the cost of entry
  - Potential customers: Travellers or revelers looking for places to go or things to do might visit the website and do some research and see if they might want to visit the theme park
  - Competitors: Compare the theme park's offering and decide on measures to improve themselves
  - Government: Government bodies formulating economic or cultural policies may like to understand recreation facilities in their countries or overseas

## Research theme park websites

### Review of <https://www.wbstudiotour.co.uk/>

The web site is very well done.

It has an immediate visual impact, with a video occupying half of the home page.

The rest of the home page is structured in big blocks with colourful images.

The buy button is located in the center of the page and is impossible to miss out.

Clicking on one of the blocks in the home page, the user accesses the pages describing each section.

These pages are very visual, too, with 4 big images, as wide as the entire page, and a collapsed block of text, that expands when the user clicks on the "Read more" button.

Again, not much text, but the page relies more on the visual impact of the images.

More informational pages, like "When you arrive", are structured differently, accommodating long text articles in a big portion of the screen.

Clicking on the "Buy Tickets" button the user is brought to a page where all the prices are shown very clearly and a calendar with the availability of places for the following days and weeks is browseable, complete with all the information like timetable and experiences available for the day.

The Payment process follows a wizard approach and is very straightforward.

### Review of <http://www.jurassicworldmovie.co.uk/theme-parks/>

On the opening, the home page has an interesting look, with four big blocks, one per theme park around the world.

Clicking on one of the blocks the user is redirected to a sub-site of the big container <https://www.universalstudioshollywood.com>

The home page opening has a big scrolling showcase occupying the whole space, with images and videos. There is not much more on the page and the user wonders where to go next.

The navigation bar on the top is not very captivating, a bit anonymous and with too big a font size. To expand the navigation bar and reveal the menu, another click is needed, and then another click on the selected menu item.

No matter what selection the user does, she lands on generic pages, not related to the initial theme (Jurassic World), showing instead content from all the Universal Studios theme parks. I found this very disorienting, as finding the content I was hoping to find became pretty hard.

The buying process has a different look respect to the page I initially started with and this too seems weird. The purchase process follows the steps one expects.

Conclusion: not a very satisfying experience. The site disorients the users looking for a specific attraction with too generic pages and in many occasions I was tempted to close and change site.

## Review of <https://disneyland.disney.go.com/>

The website opens with a big video on the top half of the screen, followed by other blocks advertising the attractions, made of a big image and prices and details. Clicking on those blocks other pages open, detailing the features of the selected attraction with plenty of images and colours, making so the web site very attractive.

The navigation bar, at a first feel, is not very intuitive. It starts collapsed, showing only the main titles. Hovering it though, the mouse cursor does not change shape, as one would expect, making me wonder whether that was the real menu. Carrying on and faithfully clicking or hovering, the navigation bar eventually opens, showing its content. However, this happens only at the first time, perhaps for some sort of delay. After that, the navigation bar expands on mouse over, as one would expect.

Right after the collapsed navigation bar, there is another bar which is a shortcut to "build your vacation", where the user can have a quote for a complete vacation in the park, all inclusive. Enjoyable experience, although the main pages are too dynamic and with too many things moving around.

## Review of

## <https://www.rwsentosa.com/en/attractions/universal-studios-singapore>

On the opening page, the web site displays a large high resolution photograph of the theme park and then in the same space, the photograph automatically swipes away to reveal 4 other photographs at 4 second interval, showing people having fun at the theme park. This packs more visual information on the same limited space. However the photograph transition could feel too fast and disorientating, although this could be subjective. An interesting feature of the site when opened on wide screens is an navigation icon appearing on the right of the screen. It helps users jump all the way back to top after they have scrolled towards the bottom of the page. The website puts the "BOOK NOW" as a fixture on top of the page with gold background so it is prominent. It subdivides various categories of information "Explore", "Things to Do", "Experiences", etc. When clicked, the entire page is reloaded. Might be less efficient and aesthetically not such a smooth transition.

## Review of <https://www.kaiyukan.com/language/eng/>

Similar to Universal Studios Singapore webpage, on the opening page, the web site of Osaka Aquarium theme park displays a large high resolution photograph of the theme park. But instead of a smaller photo, it fills the entire browser with a photograph of a marine animal. It is a much more immersive experience. It also employs automatic transitions to reveal other photographs at

5~6 second intervals. It uses a “NEWS” banner to show recent development at the theme park which is useful to entice repeat visitors. It chooses to use a white rectangular box and black text. This might not be prominent enough. Instead of listing all logistics information on the opening page, it uses tiles with short labels e.g. “Opening Hours”, “Ticket Information” so it is easy for users to identify

## Content for the web site

- Theme of the theme park: Harry Potter
- Specific sub-themes for Harry Potter theme park
  - Augmented Reality experiences:
    - Platform 9 3/4 AR experience
    - The minister of magic AR experience
    - The forbidden forest AR experience
    - Visit Hogwarts School AR experience
    - A walk in Diagon Alley AR experience
    - Magical creatures exhibition AR experience
  - Virtual Reality experiences
    - Ride a Broomstick VR experience
    - Play Quidditch VR experience
    - Visit Gringott cave VR experience
    - Find the Horcruxes VR game
- Types of Attractions for different visitors:
  - Families: Live-action theatre,
  - Teens & young adults: VR 4D/5D experience, Harry Potter themed roller coasters
  - Couples: Ferris wheel,
  - Toddlers & Babies: mascot photo booths, owl petting zoo
  - Professional & Corporate clients: Harry-Potter themed mini-putt golf
- Other Services
  - Food
  - Access to money
  - Medical
  - Amenities
  - Tourists (multi-lingual info booths)
- Other information prior to coming:
  - Opening hours
  - How to get here
  - Parking
  - Accommodations
  - How to buy tickets
  - Ticket deals
  - News about the theme park (sections under maintenance, new exhibits, etc)

## Peer-graded Assignment: 2.4.3 Team assignment - Team 1 - Part 1

- Food and beverage
  - Map of facilities e.g. bar, cloakroom, cash machines, toilets, digital assistants
  - Photo and video policy
  - Accessibility (for impaired people)
- Ways to connect with or contact the theme park
  - Social media (Facebook Instagram, Twitter, Youtube, Pinterest, TripAdvisor)
  - Emails
  - Address
- Other info on the website
  - Privacy policy
  - Terms and conditions of use
  - Career page (work for theme park)

## Structure of the web site

There will be 3 pages with sub components:

- Home Page
  - Various Slideshow/Video of theme park
  - "Buy Ticket" button
- Attractions Page
  - Pictures of Attractions
  - Information about Attractions
- Contact Us (from the Footer)
  - Contact Us Section
  - Form to request information

These components will appear in all 3 pages:

- Header
  - Logo
  - Header navigation bar
  - Search bar
- Footer
  - Footer navigation bar
  - Follow us
  - Privacy Policy
  - Terms and Conditions