

Agree on the purpose of the web site

Why is a theme park website important?

Sharing details: A theme park website helps visitors find out key things like when the park opens, the cost of tickets, park rules, and safety tips. This makes it easy for guests to plan their trips.

Easy ticket sales and bookings: The website is a handy place for visitors to buy tickets, book special activities, and find a place to stay if needed. This makes things easier for the guests and could mean more money for the theme park.

Showing the fun: The website is great to show off the park's fun rides, events, and shows. Good pictures, videos, and explanations of the rides get people excited about their visit.

Talking with visitors: A theme park website is a good way for the park to chat with guests through blogs, newsletters, and social media. By making visitors feel part of a group, the park can make sure guests want to come back again.

Being open to everyone: A good theme park website should be easy to use for everyone, including people with disabilities. By making the website accessible, the park shows it cares about all visitors, which could mean more people come to the park.

The purpose of the theme park website is to serve as an essential hub for visitors, where they can conveniently find crucial information such as park timings, ticket prices, and safety rules. It simplifies the process of ticket purchases and booking special attractions, amplifying the convenience for our guests and potentially boosting park revenue. Through vivid imagery and detailed ride descriptions, the website instils a sense of anticipation and excitement for the upcoming visit. Moreover, the website's accessibility features ensure that every visitor, regardless of their abilities, can effortlessly navigate the site, reflecting our commitment to inclusivity and potentially attracting a broader audience to the park.

Visitors typically are:

Families: They go to the website to look for exciting rides for both kids and grown-ups, find out about special offers, and check out places to stay overnight.

Travellers: People from within the country and from overseas check the website to discover what makes the park unique, where it is, and get tips on how to get there.

Cosplayers: Enthusiasts who love to dress up as fantasy characters and creatures visit the website to learn about cosplay-friendly policies, themed events, and possible contests. They may also be interested in exploring on-site photography locations and themed merchandise.

Event Planners: Folks who are organising group trips for businesses, schools, or other groups use the website to find out about deals for groups, food options, and places for events.

People Looking for Work: Those who want a job in the theme park business might check the website to see if there are any jobs and find out how to apply.

People Doing Research: This could be journalists, industry specialists, or students studying the theme park business. They might use the website to get details on visitor numbers, rides, and the park's history.

Research theme park websites

1. Europa-Park (Germany): <https://www.europapark.de/en>

- Pros:
 - Spacious single-page design with a visually engaging moving background
 - Intuitive side menu bar featuring descriptive icons
 - Comprehensive navigation options, including ticket purchasing, opening hours, contact information, online shop, booking, and newsletter
- Cons:
 - Overwhelming amount of information on the main page with poorly differentiated sections and unclear labelling
 - Ineffective hierarchy, making it difficult to discern the most important content
 - Scattered sections, making it hard to assess the website's content comprehensively

2. Futuroscope (France): <https://www.futuroscope.com/en/>

- Pros:
 - Clear and concise navigation with four main menu points, covering attractions, accommodation, visit customization, and practical information
 - You can quickly understand the content and find information
 - Streamlined ticket purchasing process
 - Inclusion of height restrictions and a detailed park map
- Cons:
 - Visually underwhelming design with bland colours and insufficient distinction between sections
 - Inconsistent colour choices for functional elements, such as links

3. Disneyland Paris (France): <https://www.disneylandparis.com/en-usd/>

- Pros:
 - Responsive design optimised for both desktop and mobile experiences
 - Clean, flat design with simple elements
 - Availability of a mobile app for enhanced visitor experience
- Cons:
 - Absence of an "About" section detailing the theme park's purpose and an easily accessible contact section

- Overuse of small fonts and sections, making it difficult to read and navigate
- Overwhelming amount of information that may deter user engagement

4. **PortAventura (Spain):** <https://www.portaventuraworld.com/en>

- Pros:
 - Consistent design elements throughout the website
 - Well-designed sections with visually appealing content
 - Inclusion of a dedicated blog for updates and news
- Cons:
 - Overwhelming submenu structure that hinders easy access to information
 - Difficult to find specific information due to the extensive navigation options

5. **Gröna Lund (Sweden):** <https://www.gronalund.com/en>

- Pros:
 - Clean and minimalistic design, making it easy to navigate
 - The use of white space helps break up the content, making it easier to read and navigate
- Cons:
 - Bland colours and uninspired design elements
 - Misleading navigation options that open in new windows
 - Incomplete English translation, requiring users to visit the Swedish version for certain content

Conclusions of the research

The research showed that websites need to look good and be easy to use. Some websites, like Europa-Park and PortAventura, looked great but had too much information and were hard to navigate. Others, like Futuroscope and Gröna Lund, were easy to use but didn't look as nice.

The research also found that websites need to work well on both computers and phones, like Disneyland Paris's website does. Also, it's important for websites to have text that's easy to read, clear contact and "About" sections, and consistent language.

The study also showed that it's helpful for websites to have practical information like height restrictions and park maps, an easy way to buy tickets, and extra features like a blog or a mobile app. Overall, the key is for websites to be good-looking, easy to use, and practical.

Agree on the content for the web site

Attractions:

Elven Village Playground: This is a fun area for families where kids can play in a pretend elf village. It has things like treehouses, rope bridges, and slides.

Treehouse at the corner of the park: Nestled in a remote corner of the park, this immersive treehouse offers a dedicated space for cosplayers and fantasy lovers. Visitors are encouraged to engage in role-play, conduct themed photoshoots, or simply relax and soak in the atmosphere. It's a tranquil haven where the lines between fantasy and reality blur, ideal for those seeking a deeper dive into their favourite characters and narratives.

Wizard's Enchanting Coaster: This is a thrilling roller coaster ride through a magical forest. It's full of surprises and turns, making it perfect for people who love excitement and a bit of a scare.

Dragon's Flight: Soar through the skies on the back of a majestic dragon, experiencing exhilarating aerial adventures and breathtaking vistas.

Unicorn Symphony: Enter a realm of enchantment as you ride crafted unicorns on a dazzling carousel, immersed in a magical ambiance of lights.

Phoenix's Fire: Brace yourself for a heart-pounding roller coaster experience as you race through a volcanic landscape, narrowly escaping the blazing flames and soaring on the wings of a legendary phoenix.

Pixie Hollow: Venture into a hidden realm inhabited by mischievous pixies, as you glide through a charming boat ride, encountering shimmering waterfalls, glowing mushrooms, and playful fairy tricks.

Hexed Hospital: An escape room where you break out of an abandoned hospital using your wits and clues from the spirits of former patients.

Cetus Cave: A spinning coaster ride where you travel through a cursed sea monster's lair and avoid becoming its next prey.

Services:

Accessibility: An inclusive experience for all visitors is prioritised at the Park. Wheelchair rentals, accessible pathways and facilities, and dedicated assistance for guests with disabilities are provided.

Park map and app: A park map, designed to assist visitors in planning their day and moving around the park with ease, will be featured on our website. Real-time updates on ride wait times, show schedules, and exclusive offers will be provided by our mobile app.

Accommodation: On-site themed hotels and lodges are offered at the Park for guests wishing to extend their stay, ensuring a comfortable retreat after a day full of enchanting adventures.

Seasonal events and special offers: Information on festive events, tempting promotional offers, and group discounts is displayed on our website to enhance the enjoyment of guests during their time at the park.

Dining: A variety of themed restaurants and food stalls offer a selection of culinary treats inspired by the enchanted forest theme, including the Fairy Glade Café and the Dragon's Lair Pizzeria.

Cash Facilities: Multiple ATMs are conveniently located throughout the park, ensuring easy access to cash whenever needed.

Health Services: A first aid station staffed by qualified medical professionals is available on-site to address any health concerns or emergencies that may arise during a visit to the park.

Translation Services: To ensure a magical experience for all, we provide translation services to cater to our international visitors. Our multilingual staff can assist in numerous languages, including the fun addition of fantasy languages like Elvish! We also offer language selection options on our mobile app and website, making our park truly accessible to all, no matter their language.

Rules:

Our Fantasy Forest Theme Park is dedicated to providing a safe, enjoyable, and respectful environment for all guests. To ensure this, we ask all visitors to follow park rules: children under 12 must be accompanied by an adult, all rides have safety instructions that must be adhered to, and costumes worn by cosplayers must be family-friendly and cannot obstruct vision or safe movement. Smoking is only permitted in designated areas, and consumption of outside food and beverages is prohibited. We maintain a zero-tolerance policy towards any form of harassment or disruptive behavior. Enjoy your magical experience responsibly!

About:

Welcome to our enchanting Fantasy Forest Theme Park, a magical world where reality blurs with the realm of fantasy. Immerse yourself in unique experiences, from thrilling roller coaster rides like Phoenix's Fire to tranquil retreats in our Treehouse at the Edge of Enchantment. We cater to families, travellers, cosplayers, event planners, and all who seek a unique, enchanting experience. Our inclusive, accessible park features comprehensive services including translation services, making your visit truly magical. Join us for an unforgettable journey through our mystical forest. Your adventure awaits!

Agree on the structure of the web site

Page 1 (Home)

- Hero section with main image of the park - with brief tagline.
- Initiate ticket purchasing (3-4 cards, reference to Reservation page).
- Highlights of popular attractions ("Crowd Favourites" section) with images and short descriptions.
- Brief location information ("Come Find Us" section), how to approach the park, information on park opening hours, image of the entrance.

Page 2 (Reservation)

- Hero section with main image of the park - without tagline.
- Ticket purchasing area with details ("Make It Your Own" section can be initiated from the Home page).
- Interactive park map ("Lay Of The Land"), hovering locations give out their names.
- FAQ section addressing common visitor queries.
- Short "About Us" section of the theme park.

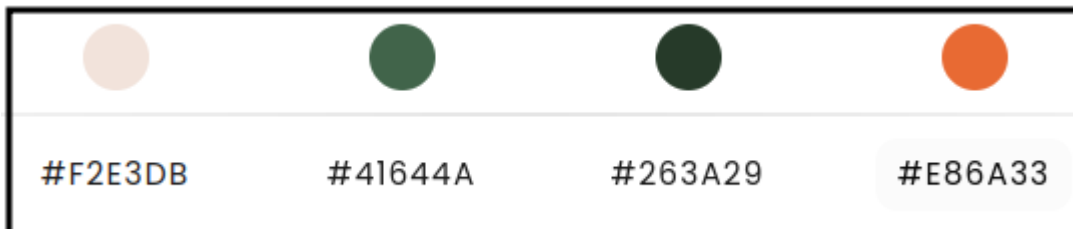
Page 3 (Attractions & Services)

- Hero section with main image of the park - without tagline.
- In-depth descriptions of all attractions ("Choose Your Fun"), with high-quality images.
- Details on additional services ("Services Section") like cash facilities, health services, and shopping experiences.
- Park rules ("Lore of the Land" section) and other information ("Hidden Magic").

On every page

- Navigation bar with logo and following items: Home, Booking, Attractions & Services
- Footer containing essential social media links, contact information, and a newsletter sign-up form.
- The website colour theme is based on this palette.

<https://colorhunt.co/palette/f2e3db41644a263a29e86a33>



- This colour palette encapsulates the vibrant yet mystical ambience of the theme park.

Design & Wireframes

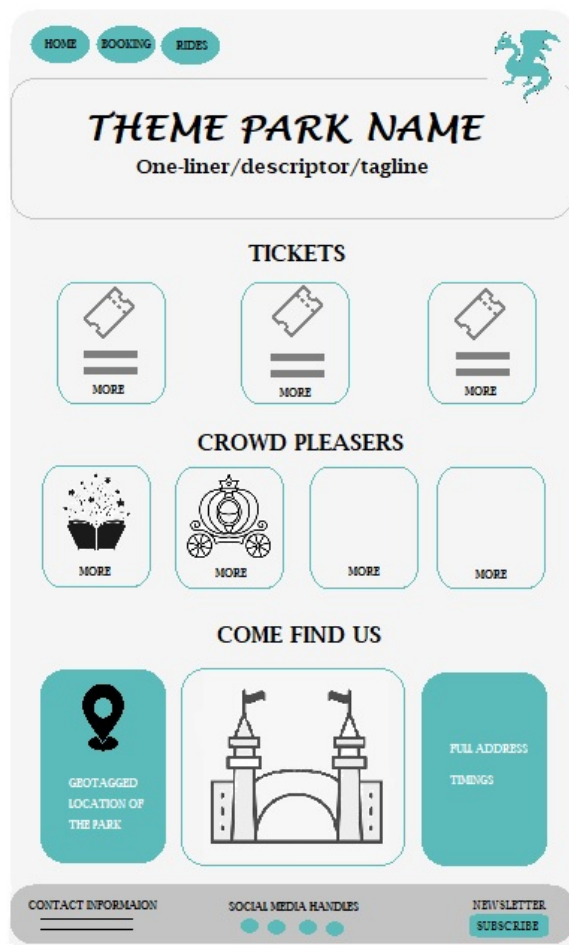
Home Page

Post-implementation, we made the following design modifications:

The navigation bar was centralised to improve visibility and user accessibility, enhancing the user interface by ensuring easy access to all parts of the website from any page.

The "Crowd Pleasers" section was renamed to "Crowd Favourites" to reflect user feedback and market research. The new title more accurately encapsulates the content and appeals to our target audience.

Lastly, the "Crowd Favourites" section was redesigned to a row-based display to improve content clarity and visual appeal. This layout offers an intuitive browsing experience, allowing users to view more items at once and navigate the selection more efficiently.

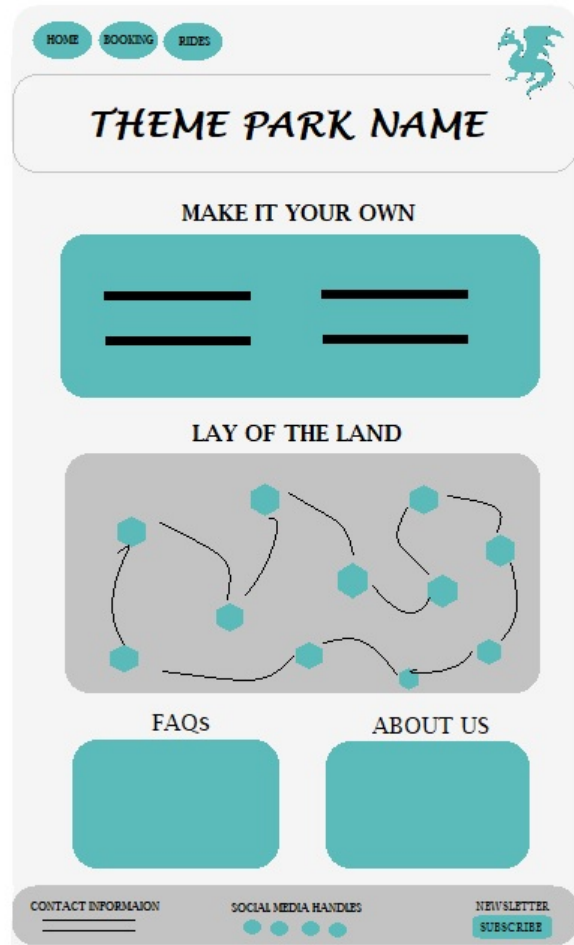


Booking Page

The implemented design introduced these changes:

The navigation bar was centralised to improve visibility and user accessibility, enhancing the user interface by ensuring easy access to all parts of the website from any page.

We also adjusted the arrangement of the "FAQ" and "About Us" sections. Initially positioned side by side in a row, we repositioned them to follow one another. This sequential alignment was influenced by testing, which revealed that the information was easier to absorb when presented in a top-down manner. It also simplifies navigation on mobile devices, where vertical scrolling is the norm.



Attractions & Services Page

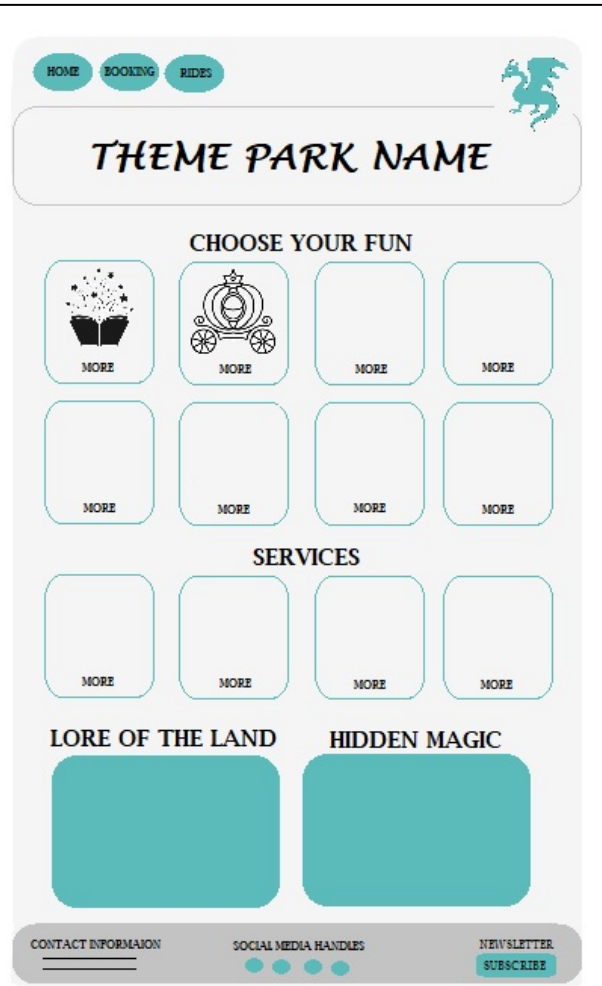
Following implementation, we implemented these design changes:

The navigation bar was centralised to improve visibility and user accessibility, enhancing the user interface by ensuring easy access to all parts of the website from any page.

The "Choose your fun" section was reimagined as a CSS-based carousel. It not only adds a dynamic element to the page but also enables users to browse through a larger selection of options in an engaging, interactive manner.

We revised the layout of the "Services" section, currently showcasing three rows with different structures. This change was done to create a clear visual hierarchy and differentiation between our services. It helps users quickly identify and understand the offerings.

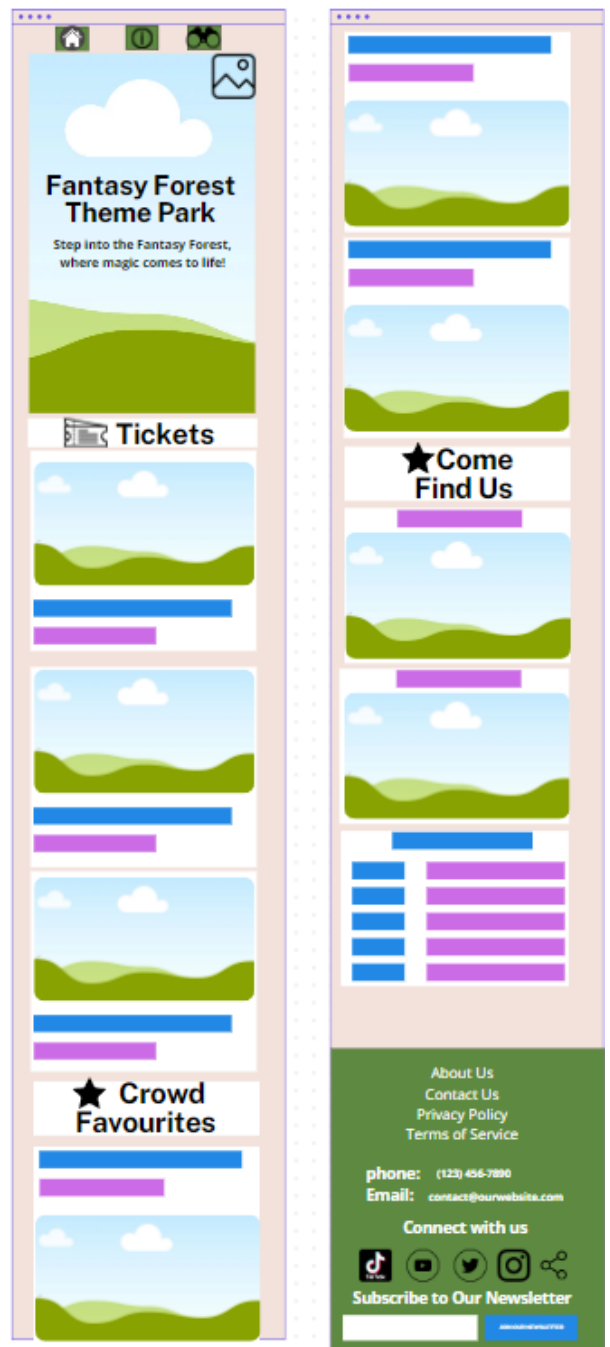
Finally, the "Lore of the land" and "Hidden Magic" sections were reorganised to follow each other vertically. The previous row-based alignment was replaced based on feedback from user testing, which indicated that a vertical flow was easier to follow, especially for mobile users where vertical scrolling is the predominant form of interaction.



Mobile Design & Wireframes

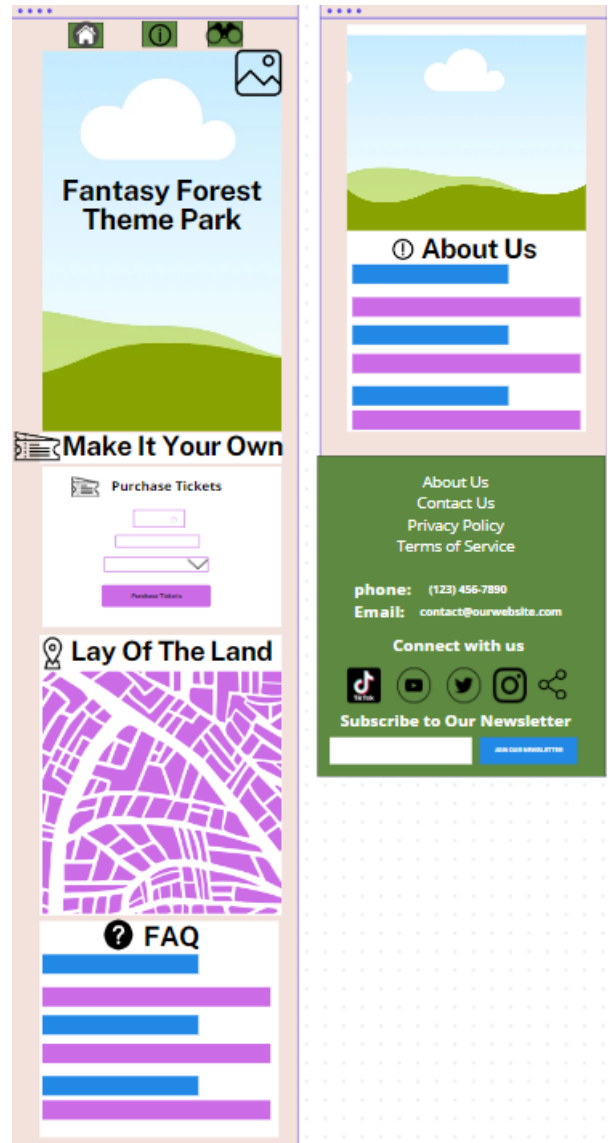
Home Page

- In mobile version in the navigation bar menu items are replaced with icons
- Multi-column items, like image and text in one row arrange into one column
- Items arranged in single column has full width



Booking Page

- Same consideration as in case of Home page



Attractions & Services Page

- Same consideration as in case of Home page

