**Dragons Park**

**Digital Application Development Report**

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**Purpose Statement**

The purpose of the website is to provide visitors information on the rides and attractions available in Dragons Park and to provide advice and support for visitors with disabilities.

For the website to achieve its purpose, it must deliver content properly at the right time, to the right person and to the right technological device such as desktop, mobile phone and tablet.

A vital part of developing a website is to have a content strategy as it’s important to define the purpose of the website and define the target audience. According to Morten Rand-Hendriksen (6/30/2016), it is necessary for the intentions of the creator of a website to be known, the motivation of the people who visit the website and then ensure successful communication between both the creator and the visitor.

I have developed a content inventory that takes account of all assets belonging to the website, including pages, images and text. The content inventory can be found in the excel file named “Inventory Form-Dragons Park.csv”. The control of these contents will enable better planning, maintenance and management of the website and help to deliver a great user experience.

I researched competitors and trends in the theme park industry, focused on defining the goal of the website and created three fictional personas to inform a better understanding of the target audience. All of this helped to develop the appropriate content and method of delivery to engage the website audience.

**Goal of the website**

The provision of useful features and functionalities of the website can increase awareness of the unique attractions and services offered by the park and provide excellent customer support for all visitors, including for guests with disabilities.

To achieve these goals, the website will be designed to do the following:

* Provide information about the park’s location and transportation options
* Provide information about opening and closing times
* Provide information about available rides and facilities including restaurants and parking
* Inform guests of the benefits of visiting the theme park.
* Provide information about special events and prices.
* Provide visitors clear information about planning a visit and directions.
* Provide an easy to navigate park map.
* Allow online booking of tickets.
* Offer active customer support for queries, bookings, complaints and feedback.
* Collect information from customers leading to regular and effective communication such as newsletters, emails and text alerts.

**Target Audience**

To understand the needs of the target audience, I have created three fictional personas that includes the type of information relevant to this project.

**User 1: Tina**

|  |  |
| --- | --- |
| **Demographic** | Age 35, Female, Trainee Recruitment Consultant, Salary £45k, Mother of two children 2yrs and 4yrs old. |
| **Goals** | She works long hours and would like to spend memorable time with her children. She plans her vacations to match School and public holidays and always like to take advantage of special offers and good deals. |
| **Preferred sources of information** | Website, Email and Text alerts. |
| **Challenges and pain points** | More financially conscious and searches for affordable theme park deals and special offers. Time constrained due to her schedule, she finds it difficult to get an affordable deal at the right time. |
| **Solutions** | * Customer Registration * Calendar API. * Email/Text alerts about special offers. |

**User 2: John**

|  |  |
| --- | --- |
| **Demographic** | Age 48, Male, Director of Operations, Salary £90k, Married with three children 5yrs, 8yrs and 14yrs old. Lives with his wife, children and his Mom, 70yrs old. |
| **Goals** | He wants to plan a short break for his family and wants every member of his family including his 70yr old mum to relax and have fun. |
| **Preferred sources of information** | Newspaper, Email, Website |
| **Challenges and pain points** | It’s difficult to find a place that provides entertainment for every member of his family. It is important for him to know what types of facilities are available for the disabled as his mum uses a wheel chair and does not enjoy going on rides but still would like to have fun. |
| **Solutions** | * Customer Registration * Calendar API. * Downloadable PDF information from website * Email/Text alerts about special offers. |

**User 3: Tom**

|  |  |
| --- | --- |
| **Demographic** | Age 22yrs, Student, Works part time, Salary £11k, Girl Friend 21yrs, Student, Works part time, Salary £11k. |
| **Goals** | Tom like to plane romantic dates with his girlfriend. He wants to impress his girlfriend and create memorable moments with her. |
| **Preferred sources of information** | Social media, Website, Email and Text alerts. |
| **Challenges and pain points** | Tom and his girlfriend are both students and they also work part time. Their time off work must be scheduled to take place at times convenient to both at the same time. |
| **Solutions** | * Customer Registration * Calendar API. * Email/Text alerts about special offers. |

**Construction of the Website**

I used the fictional goals and motivation from the personas perspectives and experience to construct the website. I prioritised their needs and aligned them with the goals of the business by including content that will serve the interest of both the audience using the website and the business. I have also developed features and functionalities allowing the business to benefit when users reach their goals.

**Wireframe**

I have created the wireframe and site map shown in diagrams 1 to 6 to make it easy to plan the layout of the website and for my client to understand how users’ information will be processed.

**Home Page - Diagram 1**



**Tickets – Diaram2**



**Explore – Diagram3**



**Help – Diagram4**



**Site Map – Diagram6**



**Construction of Web Pages**

The website has been constructed with progressive enhancement in mind. The structure of all pages is based on HTML5. CSS3 has been used for presentation and JavaScript for functionality.

The presentation of the website’s contents and functionality have been separated using the following files:

* style.css – for presentation
* main.js and j-query.js – for functionality

Libraries used include:

* font-awesome.min.css
* google fonts
* jquery-3.2.1.min.js
* jquery-ui.js
* jquery.leanModal.min.js
* jquery.bxslider.min.js
* picturefill.js

Folders:

* acco – contains CSS file and JavaScript files for the Accordion used on the help page
* css – contains the main CSS file for the website
* font – contains the font – awesome library
* img – contains all images used on the site
* jquery-ui-1.12.1 – contains jQuery U I Library
* js – contains the main JavaScript Library for the site

The head section of all pages contains the page title and meta description of the page and have both been optimized for high-ranking placement in search engine results.

**Home Page**

HTML5 <picture> element has been used for the main front page picture so that the most appropriate image size can be loaded depending on device. This will make is possible for bandwidth to be used effectively and will make the front-page image more responsive on all devices.

The Home page uses HTML5 <video> element to play a video clip of the Sea world section. To make the video files accessible to as many devices as possible, I have saved the files in MP4, WMV and WEBM formats.

New CSS3 properties such as the border-radius property, which gives rounded-corner effect have been used on all buttons including the login and sign up buttons on the Home page.

CSS3 box-sizing property has been applied to makes the layout of all pages including the Home page work intuitively.

To add functionality and effect to the home page I have used pure JavaScript and jQuery, while making sure that the website will still be accessible even if JavaScript, jQuery and CSS are disabled.

To improve user experience, I have used leanModal (a jQuery plugin) to display the login form and more details about the Sea World and Dragon Fight sections.

I have used jQuery fade out method to create a “Book Now!” effect that fades in and out. This appears on several pages including the Home page and it helps to draw users’ attention to special deals on offer.

The bottom section of the Home page features a slide show which displays all available Rides and attractions of the Park. I’ have created this slide show using bxslider (a jQuery plugin). The bottom section of the home page as well as every other page contains quick links to several useful pages of the website.

**Ticket page**

I tried to make buying a ticket or planning a trip as simple as possible by ensuring the ticket page is not cluttered with unnecessary information. The types of tickets on offer have been clearly label, making it easy for users to select the ticket they want.

By clicking the “Buy Now” button, jQuery show () method opens the appropriate ticket form and jQuery Hide () method hides all other forms, making it clear and easy for users to buy the exact ticket they need.

jQuery UI library provides the Date picker used on all ticket booking forms and HTML 5 and jQuery is used to validate form data.

JavaScript is used to calculate the cost of tickets and present details of bookings to users after a successful submission of form data.

**Sign Up page**

The <aside> HTML5 element holds the sign-up form, which I build using the new HTML5 types, attributes, and elements.

I have used JavaScript to validate form input and provide feedback to users during form input and after a successful sign up.

The Sign Up page also features the latest news updates and stories to motivate users to sign up. The image on this section of the page is held using the new <figure> HTML5 element.

**Explore Page**

The explore page features a picture gallery showing more details of all available rides and attractions.

I have included two different sizes of the same picture and used <picture> HTML5 element so that the most appropriate image size can be loaded depending on device.

**Help Page**

I have used jQuery Ajax to load the header section on all pages except the home page. I’ have done this so that users can still access pages on the website if JavaScript is turned off.

jQuery U I Accordion has been used on the help page to provide useful information to users.

**Contact Us Page**

Google map API has been used on the contact us page to help visitors easily locate the park.

**Maintenance of the website**

Content and functionality have been kept separate from visual elements of pages, updating and making changes to the appearance of the site shouldn’t affect the way the site functions.

A list of all assets belonging to the site can be found in the content inventory which can be found in the excel file named “Inventory Form-Dragons Park.csv”.

**Link to the website**

<http://a025993f.website/>

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