**Agree on the purpose of the web site**

1. *Reasons for a theme park operator to have a website:*
   - Display information for customers/potential customers
   - Attract investors
   - Display information for job seekers
   - Make it easier for customers to book entries
   - Get more reach, more visitors

2. *the people who might look at such a web site:*
   - People looking for a family vacation
   - Friends wanting to have fun together
   - Kids
   - Potential investors
   - Related equipment providers(food caterers, attractions builders, materials suppliers, etc)

3. *reasons that they would be looking at the website:*
   - Looking for information about the park: what kind of attractions there are, information about available restaurants, location, etc
   - Buy Tickets
   - Check working hours
   - How to get there
   - Contact information
   - Find the Park map
   - Online shop

**Research theme park websites**

*As a group, choose five different websites 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.*

Polina Volskaia:

"Most of the websites are pretty much the same, some of them are too packed with information, to my opinion.

I chose few more simple websites to go with:

https://leofooforeign.ticketeasy.com.tw

The website is very simple, and easy to navigate. There is no information overload, everything is pretty straightforward. Although, may be a little too simple, as in you cannot find information about restaurants or shops, or a list of attractions.

https://www.dutchwonderland.com

This website is more full with information, there you can find things to do, as well as dining, shopping, job info etc. Probably too many links if someone is looking for passes/tickets, it's better to have it under one section, to my opinion.

https://www.monteigueldo.es/home

Pretty straightforward website, park map on the main page. Good idea of a widget, where you can choose the exact date and see if the park will be open and the opening hours. Cannot buy online tickets - is a minus.


**Ludovico Angelini**

I agree with Polly's opinion about Theme Parks content, they pretty much have all the same information, sometimes too much, sometimes not really well organized.

**Some more sites:**

https://www.mirabilandia.it/en

This is divided in two main "sections", Mirabilandia, which is the "traditional" amusement park, and then "Mirabeach", which is the part of the park with a beach and water themed attractions.

They also have their own Hotel and parking spots, so this could also be added.

They also change their colour scheme/theme depending on each season, so that's a plus.

[https://www.gardaland.it/en/](https://www.gardaland.it/en/)

Almost the same information provided as the one above, this one also provides a mobile application to enter the queue for each attraction of the park, which is useful in my opinion, so that one can go around the park while they wait for their turn.

Their sections are surprisingly well organized and divided in relevant topics.

Passes(Season passes for example) and tickets are all under one section.

Their accommodation offers are all under another section, although they also put extra content in it, like restaurants…which in my opinion could have been put under another category.

"

**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.*

Possible themes:

Space theme family theme park

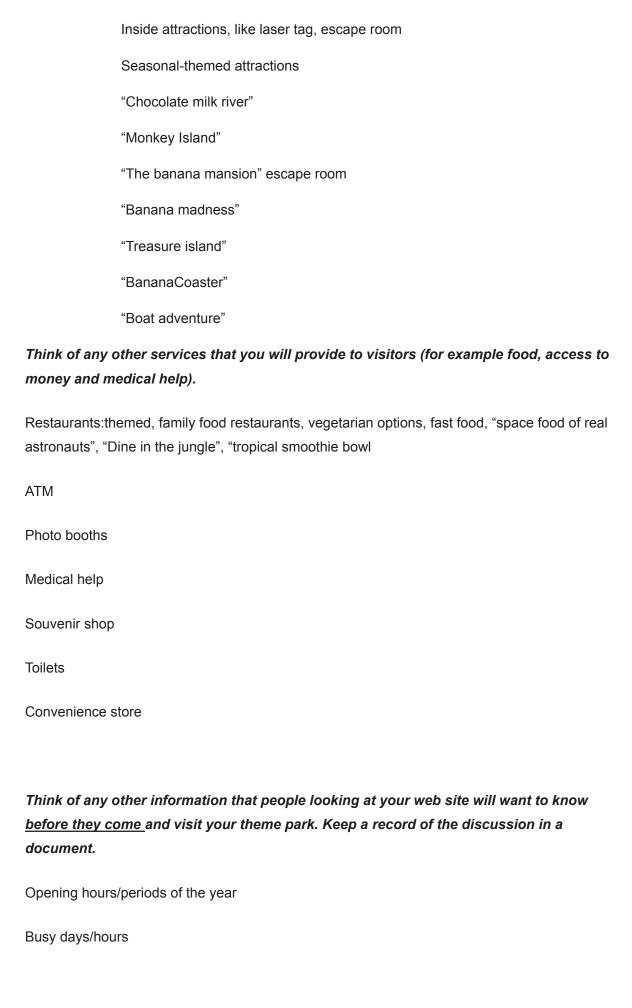Green/tropical world + water park

BANANA world

Possible types of attractions:

Attractions for small kids

Attractions for families

Attractions for adults

Inside attractions, like laser tag, escape room

Seasonal-themed attractions

"Chocolate milk river"

"Monkey Island"

"The banana mansion" escape room

"Banana madness"

"Treasure island"

"BananaCoaster"

"Boat adventure"

***Think of any other services that you will provide to visitors (for example food, access to money and medical help).***

Restaurants:themed, family food restaurants, vegetarian options, fast food, "space food of real astronauts", "Dine in the jungle", "tropical smoothie bowl

ATM

Photo booths

Medical help

Souvenir shop

Toilets

Convenience store

***Think of any other information that people looking at your web site will want to know <u>before they come </u>and visit your theme park. Keep a record of the discussion in a document.***

Opening hours/periods of the year

Busy days/hours

Ticket prices/buy online

Payment methods

Shuttle bus service

Policies for kids

Minimum height for some attractions

Directions to reach the park(Which route to take from the closest airport, which highway exit to take, closest big cities…and so on)

**Agree on the structure of the website**

*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.*

Polina Volskaia:

"All pages: logo, menu bar: buy tickets, things to do, park information,restaurants and dining, shops and gists; bottom menu

Main page information: banner with a theme park map, list of packages/attractions

Second page: visiting hours, phone numbers, how to get there

Third page: ticket information, prices, discounts, packages

Main page:

- Search
- Menu bar
  - Logo
  - Tickets
  - Attractions
  - Contacts and Directions
- Main Image/Promotions
  - Image/Promotion 1
  - Image/Promotion 2
  - Image/Promition 3

- Attraction 1
- Attraction 2
- Attraction 3
- Attraction 4
- Footer

Page 2:

- Search
- Menu bar
  - Logo
  - Tickets
  - Attractions
  - Contacts and Directions
- Main image
  - "Tickets and Promotions"
- Daily passes:
  - Pass 1
  - Pass 2
  - Pass 3
- Special Passes:
  - Pass 1
  - Pass 2
  - Pass 3
  - Pass 4
- Footer

Page 3:

- Search
- Menu bar
  - Logo
  - Tickets
  - Attractions
  - Contacts and Directions
- Slogan
- Way 1
- Way 2
- Contact info
- Footer

"

**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.*

Contact PAGE + DIRECTIONS

SEARCH

LOGO

ALL ROADS LEAD TO BANANA WORLD

By car

By Bus

Contacts info:

FOOTER

MAIN page

LOGO                    MENU ?

NAVIGATION                    [Buy Ticket]

PROMOTION1 → PROMOTION2 → MAP

o o o o


Fun Thing!


Ghost House


SPACE Adventure


BANANA WORLD

Footer

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BUY Tickets

LOGO

NAVIGATION

Ticket price:                    Special discount:

Special Packages:

Package BANANA          Package Family          Package Meow

Footer

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Contacts, Working hours, MAP

LOGO

NAVIGATION

Working hours:

Directions:

By bus:

By car:



Telephone number:

Footer