



## Request for Proposal: Six Flags Fright Fest Website

Six Flags is seeking either an individual multimedia/web designer or a small design agency to create a new website for Fright Fest, our six-week Halloween event. We're either looking for a complete web shop that can design and then build the site or a highly talented individual designer who can create the concept and then we'll contract with a web programmer for the build.

Following an underlying site structure that we've used in the past, the emphasis of this project will be on creating a frightening new look/design that captures the terror, frightfulness and maybe even a little of the fun of our teen/adult-oriented event. We want you to use a combination of great design, images, and audio/visual effects to convey to potential guests what our event is in a unique and exciting way. You are to set the tone of the event – capturing in one website all of the haunted houses, horrifying shows, graveyard frights, scary rides, roaming monsters – in a manner that will excite and intrigue consumers considering our event as an alternative to a traditional haunted house experience.

Essentially we want you to take our previous year's site structure (viewable at [frightfest.sixflags.com](http://frightfest.sixflags.com)) and design/develop something that looks and feels much more exciting and frightening.

The primary deliverable for the project will be one website featuring 14 structurally identical sections (alternatively it can be a network of 14 structurally and thematically identical sites that all share the same base theme). The site should be built upon a popular and solidly tested CMS such as Wordpress (preferred), Joomla or Drupal. The site should be easy to manage and maintain – extra points will be awarded if you can make your design work within the context of last year's Wordpress site (not required, but it would simplify our content entry). Note that one of the sites will be in Spanish and another will be in French – you must be able to accommodate these language issues in your design.

50% of our site visitors will be visiting the website on their phones, which means that your site design needs to be responsive or adaptive – to ensure that both phone visitors and web visitors have an amazing experience. Your site must function correctly and look good in all major web browsers.

Proposals/bids should be submitted no later than Monday, February 23. We will select a designer no later than March 6. Development must be complete by April 27, with various milestones and deadline obligations to be met along the way.

### Design Brief

Every October all of the Six Flags theme parks turn into terrifying playgrounds of horror where ghosts, goblins and monsters take over the park to frighten, shock and perhaps even eat all of the guests. These events are truly scary – to the point where they are no longer appropriate for children, families or even humans. A night at Fright Fest is the stuff of nightmares.

The Fright Fest website is the primary means of communicating the nature of our event to our guests and to make them aware of what is in store. While it does need to convey the basic information needed to plan a visit, more than anything else it needs to exude the event experience in a stylish, horror-



oriented way. Put another way: the role of the designer/developer for this project is to create a slick, creative online experience that somehow along the way conveys the information we need to convey.

## Key Components

The required site structure can be viewed live at **frightfest.sixflags.com**, the site we used to promote our 2014 event. Note that you should only consider last year's site to understand our site structure and content and you should **completely ignore** the design, which does not exemplify the quality and "slickness" we are hoping to achieve in 2015.

An abbreviated breakdown of the required site structure is available in Appendix A. It is OK to enhance/expand the site structure to meet your design objectives, provided that all of the content we need to convey is provided.

A few key components to be aware of:

- **National Home Page:** This is a simple navigation page that directs the guest to the correct park website. This is *not* one of the busiest pages, nor is it the primary entry point of the site – most guests will enter the site through their park home page.
- **Park Home Page:** This is the primary landing page for each park's Fright Fest site and should perhaps be the most enticing page in each park's site structure. Here is where we are looking to set the tone of the experience and get the guest "in the mood" for what is to come. This page should be absolutely **intense**. Note that this page will include an embedded video – you can dictate the placement, size and shape of the video. You'll note that in our 2014 site the video was served with YouTube – we are fine to use other methods of displaying the video such as Wistia or raw HTML5 video formats. Last year's video can be viewed at <https://www.youtube.com/watch?v=h4Qqg2KhVBk>
- **Navigation:** The home page (and all of the inside pages) will need an appropriate navigation system with the same options shown in our 2014 navigation (Frights, Tickets, Win Tickets, Plan Trip, Photos and Videos). The design of the navigation can be done any way that fits the theme as long as those options are there in some form that make sense.
- **Attraction List Pages:** Each of our Fright Fest events has a number of different types of attractions, and we need pages that list them broken down by type (usually this entails a page for Halloween Mazes/Haunted Houses, a page for shows, and a page for rides)
- **Attraction Detail Pages:** Each individual attraction should have its own page which will include a hero image, a description, and sometimes a video. Each attraction detail page should provide links to other attraction detail pages in the same category.
- **Ticket Pages:** These pages list the different types of products we have available. Usually we have a page for tickets, a page for Season Passes and a page for Group Sales. All three pages can have the same look and feel (with different text, of course).



- **Win Tickets Page:** We host an ongoing contest in which guests can enter to win tickets. We will provide the form as an iframe (you do not need to create a form or a system for collecting and storing the data). We would want you to provide us with a general design for the form along with font recommendations so that we can ensure our form matches the site design.
- **Plan Your Visit Section:** This part of the site includes pages with tips for visiting, an operating schedule, reviews/testimonials, frequently asked questions, and directions. See the 2014 site for an example of what these pages look like.
- **Photo Gallery:** We need a photo gallery each park can use to display photos of past events. On the 2014 site you can see how we've done it before – hopefully you will come up with a more creative approach. Note that our web editors need to be able to add photos themselves.
- **Video Gallery:** A page that displays a number of videos from past events. Again, you can view the current way we're displaying these videos on our 2014 site. Any improvement/enhancement would be great.

## Technical Requirements & Considerations

- **Responsive vs. Adaptive Design:** While the site you design must look as impressive on small screens as it looks on larger screens, it does not have to look the same. If you would prefer to create a more elaborate design for the desktop and a simpler (yet still terrifying) design for smart phone users through more of an adaptive approach we are okay with that.
- **Browser Compatibility:** Your design should function flawlessly in all of the latest mainstream versions of Internet Explorer (9+), Chrome, Firefox, and Safari – including both mobile and desktop versions. If a feature you use is not supported in a particular browser, it should at least degrade gracefully.
- **Screen Size Compatibility:** The desktop edition of the site should be optimized for a screen that is 1200 x 768 screen size (content may go below the fold as required by your design). It is preferable that the site also work well when viewed on a tablet in portrait mode.
- **Flash, HTML5 and Animation:** The site you design must not include any Adobe Flash with the exception of a video player (provided that the player gracefully degrades to HTML5 when Flash is not available). HTML5 and CSS3 animations are allowed, provided they degrade gracefully on browsers/platforms which do not support them.
- **Multilingual Capability:** Twelve of the 14 site sections will be in English. One will be in French and one more will be in Spanish. You can see how we handled this on the 2014 site. Be aware that any text you provide in the form of an image/graphic will require a corresponding image in both Spanish and French. The national page can be entirely in English.
- **Web Hosting:** We will host the site ourselves on a virtual machine hosted at Rackspace. Ordinarily we prefer a WIMP stack for our Wordpress sites – however, we are open to configuring a different arrangement for this project if there is a compelling reason. More than



likely this site will be hosted on its own server with no other applications (it gets a considerable amount of traffic).

- **Content Management System:** Our preferred content management system for this project is Wordpress, set up as a network of 14 sites all sharing the same theme, plugins and login information. We are open to consider other options, but they will have to be very compelling and cost comparable. Please note also that each park has their own content team so we prefer CMS options that allow for multiple users and groups (we presently separate the groups from one another using the separate sites in the WordPress network).
- **CMS Training/Design:** Our content editors are familiar with WordPress and have limited HTML skills. If you choose to use a site other than WordPress, it is important that content entry is simple and easy and involves the use of a WYSIWYG content editor. If you do not use WordPress, you will be responsible for providing live training as required.
- **Requisite Skills To Complete The Project:** If you submit a quote for developing our website in addition to designing it, we expect that you will have a thorough knowledge of HTML, CSS and at least enough knowledge of PHP to edit/create a WordPress theme. We do not want a website created solely using a variety of “anyone can design a website” plugins that replace traditional theme design with a bunch of configurable options we have to manually replicate for each of the 14 sites. We’ve been there before and are unwilling to recreate this experience. While you are free to use any properly licensed CMS extensions and add-ons that you require (for example, we’re not expecting you to write your own gallery plug-in), we reserve the right to terminate the development project immediately if it becomes apparent to us that you do not have the skills necessary to create a proper theme/template for a project of this scale. If you have any questions about this section, please do not hesitate to ask. Note that even if you are NOT a strong developer, you can still submit a bid to design the site and we will find an appropriate developer to implement it.
- **Use of the 2014 Platform and Site:** It will be a plus for your proposal if you are able to integrate your design/development into our existing WordPress installation (replacing the 2014 site) – thereby allowing us to keep some of our existing content (text) intact as well as our existing user logins. This is NOT a requirement however.
- **Writing/Content:** We will provide all of the content/text for the website. If your design requires certain types of passages/writing, we can provide them or you can put something in FPO.
- **Facebook Comments/Sharing:** We use Facebook comments on our website for social discussion and sharing. Comments should be integrated on appropriate pages in the style we used on our 2014 site. Sharing buttons for Facebook and maybe one or two other services should also be included when relevant.
- **Content Entry:** Our park teams will do the bulk of the content entry. We will only need you to “enter” enough content for one park’s site so that we can understand/see how it is all supposed to look and come together and so we can provide meaningful design/development notes. Please



be aware that most of the actual content of the site will not be entered by our teams until after the project is complete.

- **Warranty and Basic Technical Support:** We expect that you will provide basic technical support from the time you hand the website over to us until November 5, 2015. By “basic technical support” we mean that you will assist us in the correction of any bugs / issues that appear in the site that you presumably would have been responsible for if they were identified during the development period. In other words, we simply want you to warrant that the code/theme you provide us will work until the above indicated date and that if it stops working, you will fix it. We will not expect you to provide any new functionality or additional design work after you officially hand the site over to us.

### Schedule and Key Milestones

- **Responses needed by Monday, February 23.** Please provide a quote for design only and another quote for design + development if you’re interested in doing both.
- Designer will be selected by March 6
- Design completed by April 3
- Development from April 3-24
- Development complete, Six Flags begins content entry on April 27



## Exhibit A – Basic Site Structure

The basic structure of the site is as follows. For a live version, see [frightfest.sixflags.com](http://frightfest.sixflags.com). Please note that beneath the national landing page there are 14 structurally identical sites (essentially clones, except that the text and list of attractions will vary depending on the park).

- **National Fright Fest Landing Page**
  - Individual Park Home Page #1
    - Frights
      - Fearful Frights
        - Attraction detail page
        - Attraction detail page
        - ...
      - Monstertainment
        - Attraction detail page
        - Attraction detail page
        - ...
      - Spine Chilling Adventures
        - Attraction detail page
        - Attraction detail page
        - ...
    - Tickets Section
      - Season Pass Page
      - Group Sales Page
    - Win Tickets Page
    - Plan Your Visit Section
      - Tips for Visiting
      - Schedule
      - Reviews
      - FAQs
      - Directions
    - Photo Gallery
    - Video Gallery
  - Park Home Page #2
    - Same content as Park Home Page #1
  - Park Home Page #3
    - Same content as Park Home Page #1
  - ...
  - ...
  - Park Home Page #13