Team 38 web-development assignment

1. Agree on the purpose of the web site

Proposed by student A :

- Reasons for a theme park operator to have a web site :

To offer information about the park's attractions and services, as well as prices, promotions, tours, and offer the online purchase of different types of tickets to potential customers who visit the website.

- The people who might look at such a web site :

People looking for entertainment with family.

- Reasons that they would be looking at the web site :

Their reasons may be several. Mainly to see and find out about the type of attractions that the park offers. Then check the park hours and the prices of entrance tickets. And they may also be interested in knowing what kind of meals and snacks the park offers and their respective prices. Also transportation and parking services.

Proposed by student B :

- Reasons for a theme park operator to have a web site :

A theme park operator would have a website for several reasons, particularly in the context of an anime theme park. Firstly, the website serves as a digital platform to promote and showcase the unique offerings of the park, such as its anime-themed attractions, shows, and events. It allows the operator to create a captivating online presence that appeals to anime enthusiasts and potential visitors.

- The people who might look at such a web site :

The primary audience of the website would be families and friends who have an interest in anime and are seeking a memorable entertainment experience. These individuals might be fans of specific anime series or the broader anime culture. They would visit the website to gather information about the park, explore the available attractions and shows, and plan their visit accordingly.

Proposed by student C :

- Reasons for a theme park operator to have a web site :

The website serves as a convenient platform for families with kids to gather essential information about the Ghibli museum. They can easily access details such as the museum's location, operating hours, ticket prices, and available attractions. This enables parents to plan their visit accordingly and ensure a memorable experience for their children within the enchanting world of Ghibli films. The website acts as a virtual guide, empowering families to make informed decisions and create lasting memories together.

- Web site contents:

Additionally, the website features captivating visuals, including pictures and videos, showcasing the museum's mesmerizing exhibits and interactive displays. Families can get a glimpse of the intricate artwork, stunning models, and immersive installations that await them at the museum. These visuals build excitement and anticipation among both children and adults, fostering a sense of wonder and eagerness to explore the magical world of Ghibli.

Proposed by student D :

- Reasons for a theme park operator to have a web site :

To effectively communicate information to their target audience and capitalize on the unique features of the theme park in order to enhance profitability.

- The people who might look at such a web site :

Kids and family.

- Reasons that they would be looking at the web site :

The website serves as a comprehensive resource for families and kids who are looking for an enjoyable and memorable outing. It provides important details such as park operating hours, ticket prices, age restrictions for certain attractions, and height requirements for rides. Families can plan their visit in advance, knowing what to expect and which attractions are most suitable for their children.

2. Research theme park web sites

2.1. Canada's Wonderland (Toronto)

link : https://www.canadaswonderland.com/

Pros

- Purpose is clear, good branding/home page.
- Reactive navigation header, always present.
- "At a glance" info like current status (open/closed, etc.)

Cons

- Information is very spread out. A separate page for each topic.
- Large "Buy Now" button that moves with the page but covers some elements. Possibly larger than needed.
- The "Help Planning" section has a button that is not clear on it's function. It reads "Step 2 of 3" with a right arrow, meaning go to next step but this is not very clear from the design.

2.2. Disney California Adventure Park

link : https://disneyland.disney.go.com/destinations/disney-california-adventure/

Pros

- Enough space for each images.
- Appropriate images.

Cons

- Small icons is hard to read.
- Navigation will disappear when scroll down.
- Page link design is not user friendly.

2.3. Universal Studio

link : https://www.universalstudioshollywood.com/web/en/us

Pros

- Featured rides/attractions are highlighted with images in the carousel when entering the website.
- The navigation bar with the ticket purchase button with is locked to stay where it is as the use scrolls.
- Very simple to navigate through the page.

Cons

- Language options are outlined near the end of the page. It is nicer to have it in a button at the top of the page.
- "Find Your Fun" section can be.
- Accessibility information is hidden in the privacy policy related section on the main page. It should be placed somewhere more appropriate.

2.4. Knott's Berry Farm

link : https://www.knotts.com/

Pros

- Page structure is clear and it is easy to understand.
- Consistency in design.
- Good reactive action.

Cons

- Main image is unclear (Hard to understand what is the feature of this theme park)
- Some icons are small.

2.5. Six Flags

link : www.sixflags.com

Pros

- The site has a lot of information and is well organized. And something to highlight is that each roller-coaster ride has its separate information and they are divided into different categories: intense, for the family and for children.

Cons

- If you don't have a very good internet service the site take several time to load
- As soon as the page is loaded, a popup appears in front of the website offering exclusive offers if you sign up with email. This does not seem to me that it should be the first thing that the client wants to see if he does not know the park yet, nor what services it offers.
- The design does not look very attractive.

3. Agree on the content for the web site

We have decided as a team to continue this project with a theme of Anime/Manga.

Manga/Anime

1. Main
    - Show menu for entire web site and questions about this site.
    - Main attraction and prices are showed at this page.

2. Attractions
    - Rides based on popular mainstream anime: One Piece, Demon Slayer, etc.

3. Other Services
    - Restaurants and other refreshments, parking, guide maps and signposting, merchandise sales, photo service during rides, souvenirs, lockers, wheelchairs, scooters rental, drinking fountains, restrooms locations and a first aid service. Transportation services, and accommodation arrangements for longer term visitors.

4. Agree on the structure of the web site

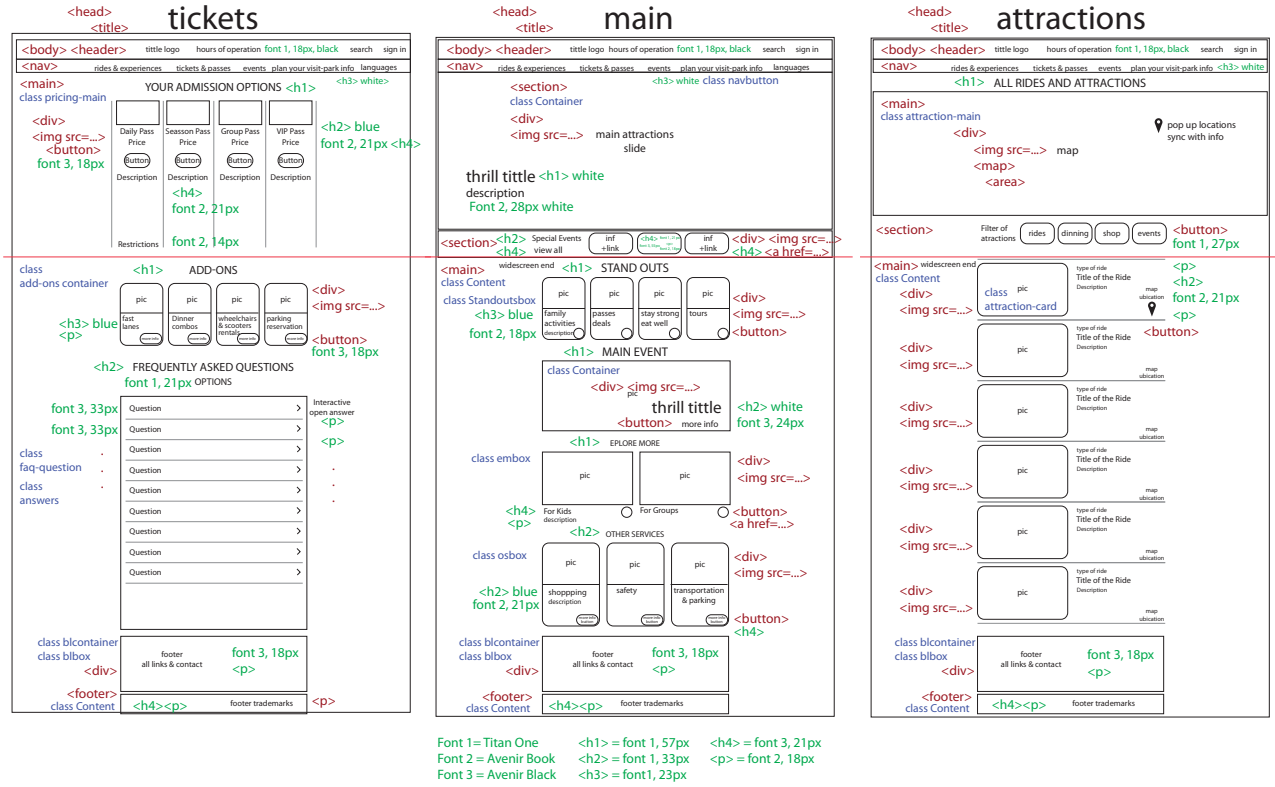
1. Main page
    - Our featured rides
    - Show any limited time attractions/events
    - Attention grabbing images
    - Link to ticket packages

2. Page 2
    - More detailed/complete list of attractions with detail information
    - List of Restaurants, Shops, and Events
    - Main Map of the park
    - Links on each attractions that shows the location on the map

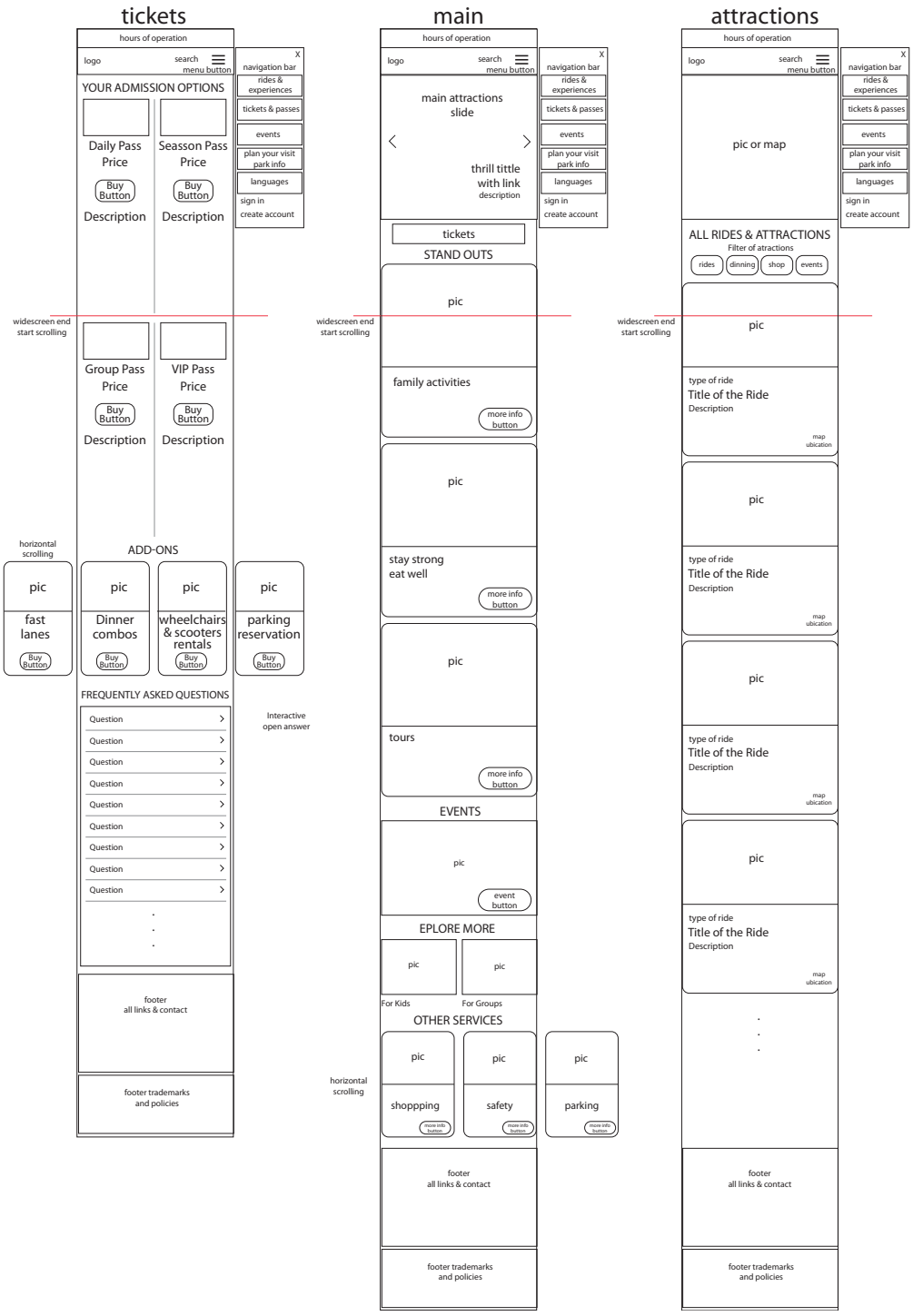
3. Page 3
    - A list displaying the different ticket options
    - Special Memberships - Season Passes
    - Include a link to go the purchase page, tickets might be purchased through our site or through a third party service provider (ie: TicketMaster, etc.)
    - A special section for large group rates
    - Contact information for the ticket purchases
    - All Frequently Asked Questions
    - Links for parking, wheelchairs rental, food deals, and fast lines

5. Design the wireframes for the web site

Design for web site



Design for mobile version



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