

## Part 1 - design specification

### Agree on the purpose of the website

Discuss the reasons for a theme park operator to have a website, the people who might look at such a website and the reasons that they would be looking at the website.

Marks will be awarded for the following:

- Identification of purpose of the website to the appropriate stakeholders

Reasons a theme park operator may have a website could be to:

- Increase online presence and attract more people to the park
- Improve customer satisfaction by providing information such as prices, rides, news, etc.
- Allow for online transactions for booking tickets
- Customer service/enquiries - a way to contact the park without visiting in person

People who may want to view this website and why:

- Parents who may want to purchase tickets for their children
- Theme park enthusiasts
- Children who want to see what rides are available at the park
- Families booking a vacation to the theme park
- Workplaces / businesses - perhaps for a large outing where they book the whole park
- Schools looking to book a large trip
- Superhero / Marvel Fans

A website for a theme park serves various purposes. One of the most important ones being increasing the park's online presence. While social media platforms may be a good option to increase online presence, a website is more effective and user-friendly. It can be used to engage and attract potential visitors to the park and display pictures or visuals that showcase the park's experience. The website also serves as a tool to inform people about the hours, location, rides and services offered. This, in turn, improves customer satisfaction. Another reason to have a website could be to allow for online transactions so that booking tickets and planning trips is easier and more convenient. With regards to customer service, a website gives users a way to contact the park without having to visit in-person for their enquiries. A website is necessary for a theme park's profitability.

One of the stakeholders for a theme park who might view the website are customers. These customers can include theme park enthusiasts looking to try out new rides, families booking a vacation to the theme park, schools or businesses booking a large trip, or parents purchasing tickets for their children. Another stakeholder could be the theme park operator or employees who might view the website to evaluate its performance and update the content.

Team 56- Tutor Group 7  
Web Development

### Research theme park websites

As a group, choose five different web sites 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. Marks will be awarded for the following:

- Evidence and analysis of 5 theme park websites

Website Link	Name	Type of Information Found	Structure of Website	Ideas that Work Well	Ideas that are not so Successful
<a href="https://www.calawaypark.com/">https://www.calawaypark.com/</a>	Calaway Park	-Home Page -Admission -Rides Page -Call-to-action buttons: book now	-Horizontal navigation -Address, logo and call-to-action button in title space -Photo carousel for main content -Hover category boxes with captions	-Horizontal navigation -Main content photo carousel -Hover boxes -logo is linked to home page -pop-up window for buying tickets	-No link provided for address
<a href="https://www.thorpepark.com/">https://www.thorpepark.com/</a>	Thorpe Park	-Home Page -Tickets & Passes -Short Breaks -Explore -Plan Your Visit -Book Now	-Horizontal navigation -Logo and call-to-action button in title space -Photo carousel for main content -Quick access bar at bottom of the page to quickly purchase tickets -Book now button leads to a dropdown menu which shows the user varied options	-Horizontal navigation -Photo carousel for main content -Quick access bar at bottom of the page -Book now dropdown menu -Dedicated button for schools to book, a lot easier for the consumer which would usually have to enquire	-Photo carousel could do with more images (only has 2) -No Tiktok in social media section at the bottom, huge platform that would be silly not to advertise -You have to click the Horizontal navigation buttons instead of hovering
<a href="https://www.phantasialand.de/en/">https://www.phantasialand.de/en/</a>	Phantasialand	-Home Page -Dinner Information -Theme park -Hotels -Business offers -Vouchers and tickets -Attractions -Shows -Opening hours -General information and arrival	-Head -Welcome part -Menu bars and shopping bag -Horizontal navigation bar for the options(celebr:eat; dinnershow fantissima; theme park; experience hotels; business to pleasure) -Followed by the vouchers section -Followed by horizontal bar about the experiences in Phantasialand -Horizontal summary of the above mentioned that can be quickly accessed -Social media icons, which lead to the park's accounts(horizontally displayed) -General information (e.g. Contact, Cookies, Settings etc.) horizontally displayed	-Horizontal navigation -Interactive approach -Well structured and easy to access	-Many repetitions of the same information; set in more details, more you go down
<a href="https://disneyland.disney.go.com/destinations/disneyland/">https://disneyland.disney.go.com/destinations/disneyland/</a>	Disneyland Park	-Home Page -Parks&Tickets -Places to stay -Things to Do -Magic Key -Shop -Cart	-Horizontal navigation -Logo -Search bar & Language choices & Sign in and help button -Big picture with "mark a reservation" link -ads title/hour/service button -6 sections which have plenty of linked subsections in each. -map -Summary, sponsor, connect ways and related sites	-Horizontal navigation -Gorgeous pictures of the park, which is attractive -interactive move when the mouse hover on the pictures -Neat / comfort text and abstract of every parts	-Specific address is hard to find. Better put the address information down the map. -The named "Disneyland park" address and the current time are unnecessary.
<a href="https://www.universalorlando.com/web/en/us">https://www.universalorlando.com/web/en/us</a>	Universal Orlando Park	-Home Page -Park Tickets -Express Passes -Deals and Specials -Hotels -Annual passes -Vacation Packages -Merchandise	-Vertical navigation -Interactive Menu bar -Cart and search bar -Horizontal introductions about campaigns and discounts -5 parts to explore deep into the information, which have a few pictures with link when clicked -Sign up -Connect, Summary and Right,etc	-There is another navigation bar in the middle of the page except for the top one. -The discounts and recent campaign is easy to find -Map, parks, and directions are easy to find	-The vertical navigation is not convenient -Sign up button is hard to seek, may be better putting it on the title

### **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. Think of any other services that you will provide to visitors (for example food, access to money and medical help). Think of any other information that people looking at your web site will want to know before they come and visit your theme park. Keep a record of the discussion in a document.

Marks will be awarded for the following:

- Identification of relevant and appropriate content for the web site

#### Theme for our park:

- Marvel Superheroes

#### Attractions:

- Children's rides
- Roller coasters
- VR rides / Simulators
- Flat rides
- Water rides
- Shows
- Play parks
- Arcade

#### Services:

- Food/dining service
- Photo services / including superheroes with cosplay option for children
- Accessibility / Wheelchair Access
- On site Medical Center
- Park transportation (Small railway, carts etc)
- Children care
- Hotels
- Shops (Gift Shops, Clothing Shops)
- Information Center
- Toilets / Showers
- On-site ticket purchasing booth
- Water bottle station
- Lockers

Information people may want to know before they come and visit the theme park is the hours and address. This information will be included in the footer. Another thing people may want to know is the attractions available and the services offered, for which we will have separate pages.

### **Agree on the structure of the web site**

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.

Marks will be awarded for the following:

- Identification of an appropriate structure for the pages for the content for this web site

#### Page 1: Home Page

- Header: Logo and call-to-action button (buy now)
- Horizontal Navigation
- Buy now button leads to a pop-up window for ticket purchasing
- Photo Carousel
- Category boxes: shows, dinner, hotels etc.
- About section
- Footer: contact, privacy policy, address,etc.

#### Page 2: Attractions (Rides and Shows)

- Header: Logo and call-to-action button (buy now)
- Ride list with hover over description
- Rides filter (e.g. Water rides, Simulator rides, Roller Coasters)
- Shows with hover over description
- Interactive Map
- Footer: contact, privacy policy, address,etc.

#### Page 3: Services

- Header: Logo and call-to-action button (buy now)
- Hotels and dinner services with “mark a reservation” button, picture and description
- Photo services , picture and description
- Transport services, picture and description
- Information center
- Footer: contact, privacy policy, address,etc.

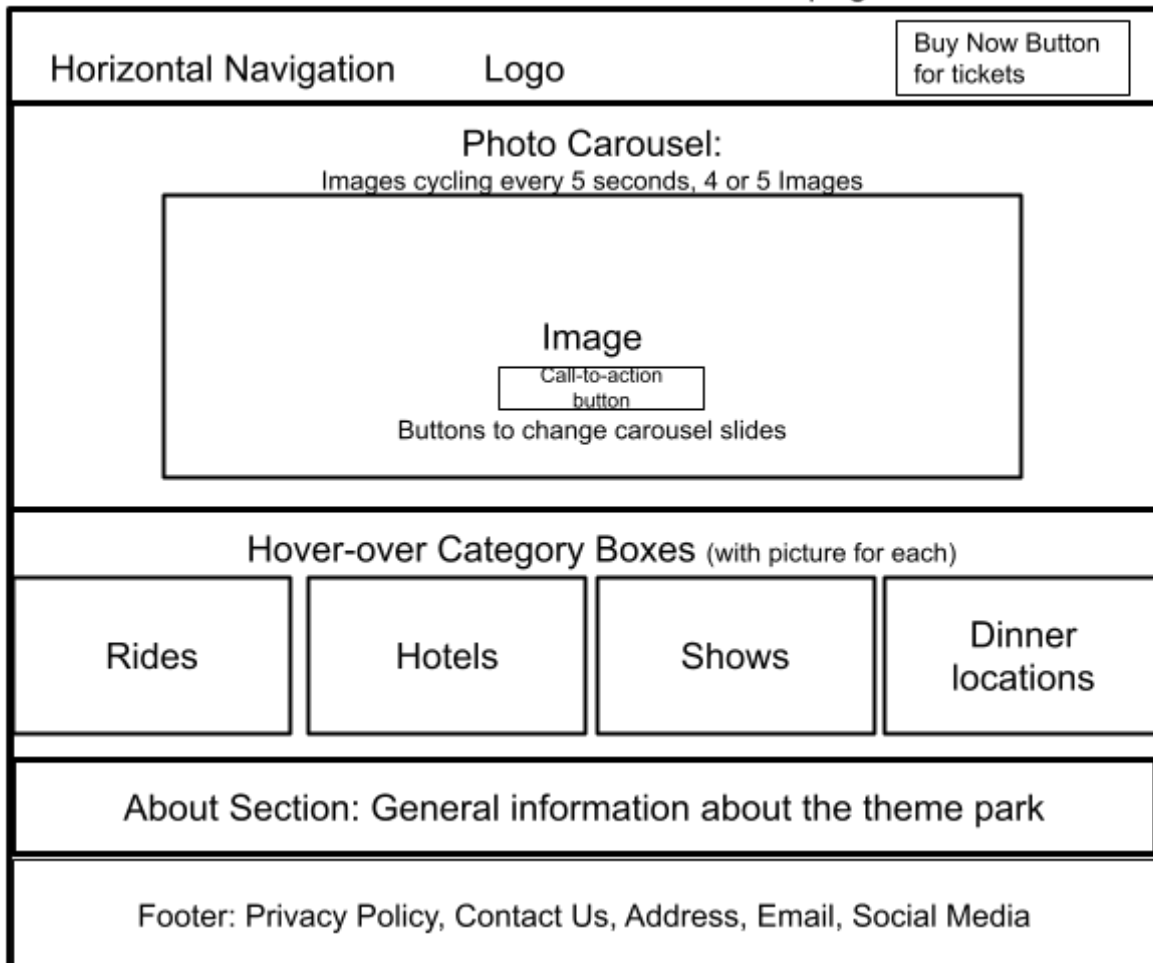
### Design the wireframes for the web site

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.

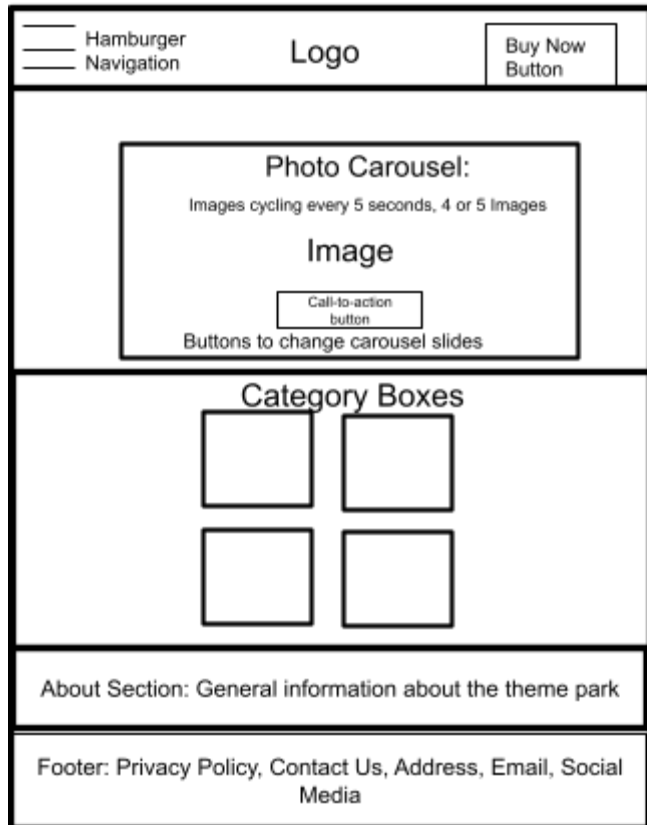
Marks will be awarded for the following:

- Design of the wireframes as a clear model for the web site

#### Widescreen Wireframe - Homepage





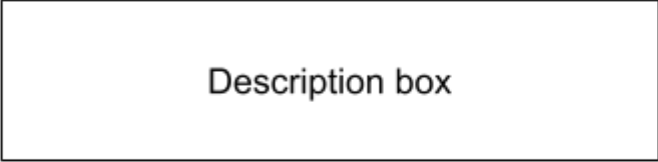




## Small Screen Wireframe



## Widescreen Wireframe - Attractions

Horizontal Navigation	Logo	Buy Now Button for tickets
Interactive Map(parks, play parks, gift shops, arcade)		
Filters: (Type of rides or heights) <input type="radio"/> Water Rides <input type="radio"/> Simulators <input type="radio"/> Kids Rides <input type="radio"/> Roller Coasters <input type="radio"/> Shows		
Ride Image Hover for Description	Ride Image Hover for Description	Ride Image Hover for Description
Show Image Hover for Description	Show Image Hover for Description	Show Image Hover for Description
Footer: Privacy Policy, Contact Us, Address, Email, Social Media		

## Widescreen Wireframe - Services and Tickets

Horizontal Navigation	Logo	Buy Now Button for tickets
 	<b>Hotel &amp; Dinner Services</b> 	
	<b>Photo Services</b> 	
	<b>Transport Services</b> 	
Information Centre(On-site medical, Toilets, Wheelchairs, lockers, food stalls, shops etc)		
Footer: Privacy Policy, Contact Us, Address, Email, Social media		