

Web Development: Peer-graded Assignment: 2.4.3

Team assignment. Part 1 (week 4)

Team 13 (Tutor Group 2)

Agree on the purpose of the web site

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

The group discussed the reasons for a theme park operator to have a web site, and came up with the following ideas:

- Offer potential visitors a glimpse of what the park has to offer by showing images and other A/V materials of the attractions
- Create a narrative, explain the idea and the story behind the park
- Inform the public about calendar of events to take place at the park, in order for customers to be able to find information about ongoing, upcoming and past events
- Possibility to buy tickets / book visits online (this can possibly eliminate long lines at physical location)
- Enable customers to plan their time according to events they want to visit
- Directions to reach the park
- Map of the park, ideally interactive
- Possible partnership with hotels/ food places/ parking lots/

Research theme park web sites

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 web site. Keep a record of the discussion in a document.

The group reviewed a large number of websites to learn and draw inspiration for the project. Here below is a list of theme park websites that the group has visited, organised in groups, with comments:

<https://www.altontowers.com/> || <https://www.legoland.dk/en/> || <https://www.gardaland.it/en/>

These 3 websites are quite effective and very very similar. Seem to be built out of the same mold/template.

- Engaging graphic design
- Intuitive navigation with nav banner on top always on
- Banner at the bottom also always on for checking availability / booking
- Carousel with current promotions just below the top banner

<https://www.disneylandparis.com/en-us/> || <https://www.walibi.be/en/>

These two sites are not very effective in my opinion. Too much empty spaces, navigation is not pleasant or intuitive. Does not feel very modern either.

<https://www.europapark.de/en/>

This is a very effective website. Lots of engaging stuff, easy navigation, slick graphic design, etc. However, it may be too complex to serve as inspiration for our website.

<https://www.tivoli.dk/en/>

This is an excellent website, in my view, that could serve well as a primary inspiration source for our website. While it is less complex and interactive than others, it is still very effective and provides a very good user experience. A vertical navigation banner on the left hand side ensures easy navigation throughout the site. The content is very well organised and can easily be found, also thanks to appropriate use of icons.

<https://www.sixflags.com/america> || <https://disneyworld.disney.go.com/>
<https://www.universalorlando.com/web/en/us> || <https://www.oceanpark.com.hk/en>
<https://adventure.lotteworld.com/eng/main/index.do>

Most of the researched websites have similar design and similar options

Information about main events on top of the page, information about past events, online ticket sales, seasonal passes, information about new rides, news, history of the park

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.

- Medical facilities
- Shop for merchandise
- Group photo booth
- ATM machines
- Food places
- Parking lot
- Hotels

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.

Here below is a sketchy overview of the structure of the web site agreed by the group:

1. MAIN PAGE (index.html). It should include:

- Navigation bar/banner, with the possibility to scroll down, with pictures and special offers (incl. "About Us").
- Covid safety info on top of the page
- Footer(info, contact)

2. MAP of the park. It should include:

- An interactive map with all facilities and amenities displayed (eg parking lots, hotel restaurants, lavatories, ATM, medical facility, etc)
- Each pin on the map will be associated to an anchor/hyperlink pointing to detailed description of the facility (on the same page)

3. Detailed Description of one main attraction (hyperlinked from main page). It should include:

- Pictures and other media.
- Specific information about the attraction
- Special events carried out at that location/attraction

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.

Wireframes available as separate pdf files.

Review criteria

Marks will be awarded for the following:

- Identification of purpose of web site to the appropriate stakeholders
- Evidence and analysis of 5 theme park web sites
- Identification of relevant and appropriate content for the web site
- Identification of an appropriate structure for the pages for the content for this web site
- Design of the wireframes as a clear model for the web site