

1. 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.

Reasons for theme park operators to have the website:

1. Marketing and branding
 - To promote the attractions such as the highlighted rides, shows and special events
 - To maintain and uphold the theme park's brand and identity
 - To have special offers such as advertise promotions, discounts and packages
2. Disseminate information
 - Provide detailed and up-to-date information on opening and closing times
 - Offer details on how to get to the park, parking information and accessibility alternatives
 - Park policies on regulations and safety guidelines ensure a safe experience
3. Customer engagement
 - Having a comprehensive FAQ section to reduce customer service enquiry of common questions
 - Providing various contact methods to allow guests to reach out
 - Allow visitors to leave reviews and feedback to improve service
4. Ticket sales and reservations
 - Facilitate the purchase of tickets and VIP passes for convenience and potentially increase sales
 - Enable online booking for special and private events to enhance visitor experience
5. Enhancing visitor experience
 - Helping visitor plan their trip and navigate the park to enhance the experience
 - Setting up a mobile-friendly site or an app provides on-the-go access to essential information
 - Sharing event schedules for shows and character meet and greets helps visitors make the most of their time at the park

People who might look at our website:

1. Potential visitors
 - Individuals may be interested in specific attractions, a seasonal event or themed experience
 - Families can plan a family-friendly attraction and plan a vacation here
 - School excursion groups who are seeking field trip opportunities and group rates
2. Season Pass Holders
 - Checking for park updates, exclusive events and special offers

3. Event planners
 - Organiser who is planning for corporate events, birthday parties or weddings as the park may be where the couple had their iconic first date
4. Travel agent and tour operator
 - Gathering crucial information to assist clients in planning visits
5. Job seekers
 - Searching for job openings and application processes within the park
6. Media and influencers
 - Seeking content for content publication or content creation for their channel
7. Current visitors in the park
 - To help them with real-time information such as wait times, show schedules and dining options
 - Look for park maps and guest service information

2. Research 5 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.

1. [Universal Studios Singapore](#)
2. [Legoland Malaysia](#)
3. [Disneyland Tokyo](#)
4. [OceanPark Hong Kong](#)
5. [Six Flags Magic Mountain](#)

Good Aspects

1. One good aspect that these websites have is that there is a footer which provides key information such as FAQs and contact information about the company
2. All sites provide their opening hours on the main page
3. USS provides information on the newest current events going on, their available themed zones, things to do and FAQs, all on their main page
4. Tokyo Disneyland provides a list of things to do before visiting which can help customers have an estimated route so they are more prepared when they enter the theme park

5. Ocean Park provides a newsletter sign-up to keep up on their latest offers and promotions
6. Six Flags provides information on parking for visitors with vehicles

Bad Aspects

1. Six Flags does not provide any information on what the theme park offers on its main page to grab people's attention
2. OceanPark does not have a user-friendly website as its layout requires the user to keep scrolling down to be able to see more of the features they provide and if they want to backtrack, they would have to scroll back to their desired ride, which makes it confusing for the user

3. Agree on the content for the website

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 website will want to know before they come and visit your theme park. Keep a record of the discussion in a document.

Theme for the theme park: 78 theme park

Attractions to provide:

- Roller Coaster
- Ferris Wheel
- Pirate ship swing ride

Services to provide:

- List of restaurants and shops available
- Ticket pricing, availability and reservation
- VIP experience
- Customer service
- Visitor Information

Other information:

- Map of the theme park
- Map of the nearest train station and directions to get here
- Opening and closing times of the theme park
- Show reviews of other satisfied customers so new customers can gauge their experiences and better plan their trip

4. Agree on the structure of the website

Agree within your group on the structure of your website, with the aim of designing a website 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.

THE CATEGORY BAR SHALL BE AVAILABLE ON ALL PAGES SO THAT USERS CAN EASILY NAVIGATE TO OTHER PAGES ON ANY PAGE

Initial Main Page (Page 1)

Header:

- Includes our logo at the top and name of the theme park
- Other important categories such as ticketing, map, restaurants & shops available and attractions information such be put into a category bar below the logo and name
(example below Cr: Tokyo disneyland)



- Show the special rides that are only available for a short period of time as the main event of our homepage

Section Div:

- Provide information on the theme park's opening hours
- Provide information on food available at the theme park
- Things to do at the theme park
- A section which shows a map with the nearest train station and directions

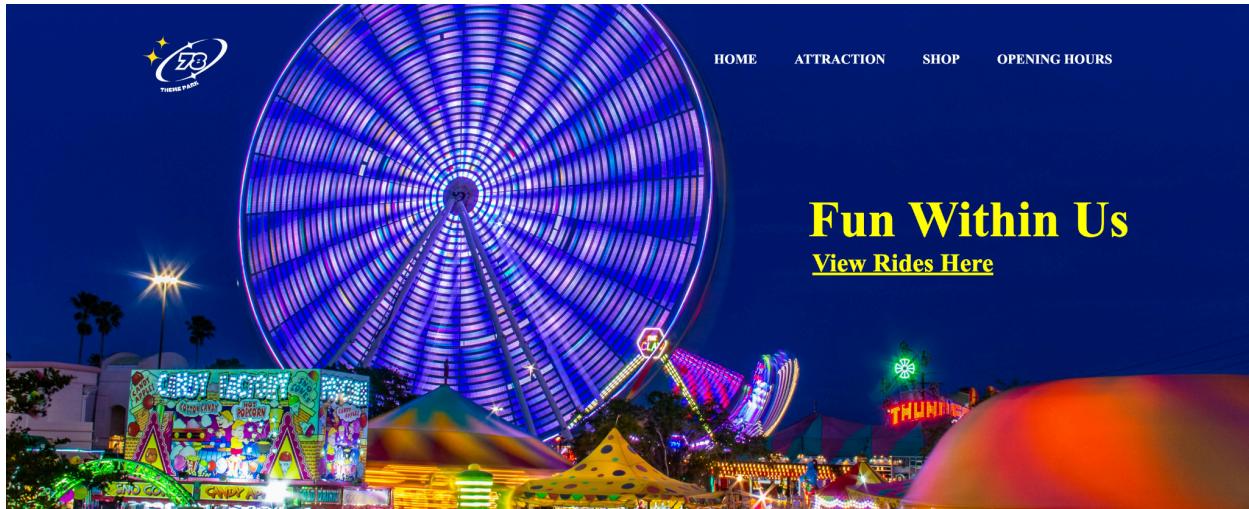
Footer:

- Provide FAQ, Social Media links, Newsletter sign up, Theme park's terms and conditions and Customer service contact information

Final Main Page (Page 1)

Header

- The navigation bar includes our logo at the top left corner of the page and the name of the theme park.
- Other important categories such as Homepage, Attraction page, and restaurants & shops available to be put into a navigation bar **(example below)**
- Show the iconic ride and a view of our theme park with a slogan and a clickable link to redirect to attractions our theme park provides.
- Provides the opening hours with a hovering effect.



HOME ATTRACTION SHOP OPENING HOURS

Fun Within Us

[View Rides Here](#)

Ticketing Section

- Allow users to indicate visiting date, number of pax that are visiting the theme park as well as promo code for discount if they have.
- Allow the user to finalise everything and click on “Let’s Go!” button.

Get Your Tickets Now!

Adult:

Child/Senior:

Date:

Promo Code:

Programmes Section

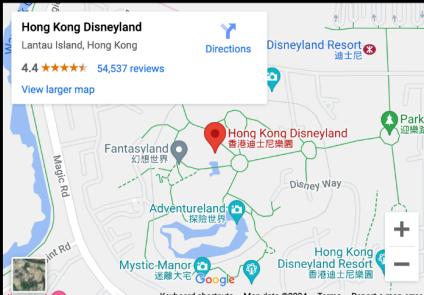
- Slideshow to give users a heads-up on what event is happening in the theme park at the very moment



Getting Here Section

- Shows park goers with an interactive google map where the park is in context to the world map.
- Provide park goers the address, Bus available and Train to get to the theme park.

Getting Here



Address:
78 Themepark Road,
Dreamland 987654

Buses Available:
26, 65, 188, 742 (EASTBOUND)

Train:
Themepark Station NE32

FAQ Section

- FAQ Page is to answer common questions the park goers may have in mind before visiting the park
- Title to assist webpage user to find their common questions easier
- Compressed list to make the design of the website look more neat and cover up redundant information.

FAQs

1. Travel

How can I get to 78's Theme Park?

There are various modes of transport to 78's theme park. You can travel by bus, take a car or ride the train.
Buses that head towards 78's Theme Park: 26 , 65 , 188 , 742 .
Train station: Themepark Station NE32.

What are the parking charges at 78 Theme Park?

2. Tour

What time does the theme park open?

Will the ThemePark be open during wet weather?

3. Further Enquiries

Have any further questions?

Should you have questions that is not covered in our FAQ, do drop us an email at assistance@78park.com.

Footer

- Attractions, Restaurants and Shops
- VIP Experience

- Customer service contact information
- Social Media links
- Daily news subscription for email
- Navigation links to theme park's FAQ, terms and conditions, etc



Initial Attractions Page

Header:

- Logo and name of the theme park at the top
- Same category/ navigation bar as main page
- User account login/logout button

Section Div:

- Ticket option (single day, season pass, express pass etc.)
 - Events that are on promotion tab
 - Normal rides available
 - VIP rides (express pass)
 - Within the section on each option, can have a dropdown menu for quantity selection and a add to cart button
 - Information about the ticket they are about to purchase
 - Requirements to be able to enter the ride
 - Terms and conditions of the ride, Refund Policy
 - Payment Options, Checkout menu

Example idea from Legoland malaysia

1-Day Theme Park >	1-Day Double-Park >	1-Day Triple-Park >
From RM199 Adult	From RM169 Child/Senior	From RM339 Adult
Most Popular 	From RM279 Adult	From RM219 Child/Senior
THEME PARK	THEME PARK + AQUARIUM	SUPER VALUE THEME PARK + WATER PARK + AQUARIUM
✓ 1-Day access to Theme Park ✓ FREE for Children under 3 years	✓ 1-Day access to Theme Park & SEA LIFE. ✓ FREE for Children under 3 years	✓ 1-Day access to Theme Park, Water Park & SEA LIFE ✓ FREE for Children under 3 years
Buy Ticket	Buy Ticket	Buy Ticket

Footer:

- Customer service contact information
- Social Media links
- Daily news subscription for email
- Navigation links to theme park's FAQ, terms and conditions, etc.

Final Map and Attraction Page (Page 2)

Navigation Bar

- Logo and name of the theme park at the top
- Same navigation bar as main page
- Opening hours show with hover effect.



Map Section

- An overview of all attractions and shops in a Map
- Hover Effect to show the specific names at the specific location on the map



Attraction Section

- Real Pictures with names of the various attraction provided to appeal the visitor and show how the attraction really looks like
- Hover effect when the mouse is on the specific attraction to aid the user to which they are looking.

Attractions



KORZASTEER



Midway Wheel

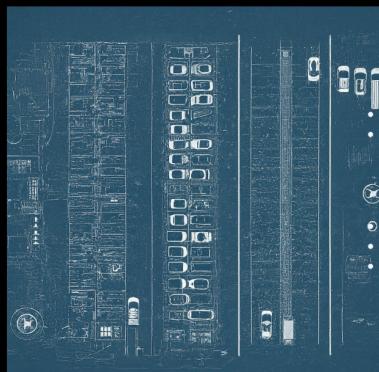


Jack's Ship

Parking Information Section

- A blueprint of how the car park looks like in top view
- The parking rates and the accepted payment methods if the user uses our carpark.

Parking Information



Parking Rates

\$35 per car or motorcycle
\$40 per oversized vehicle

Accepted Payment Methods

Cash (Bills up to \$100 accepted)
Visa, MasterCard, American Express
Pre-paid parking vouchers

Privacy Policy & Terms of Service Section

- A description of Privacy Policy
- A description of Terms of Service

Privacy Policy

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Terms Of Service

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Initial Shop Page (Page 3)

Header:

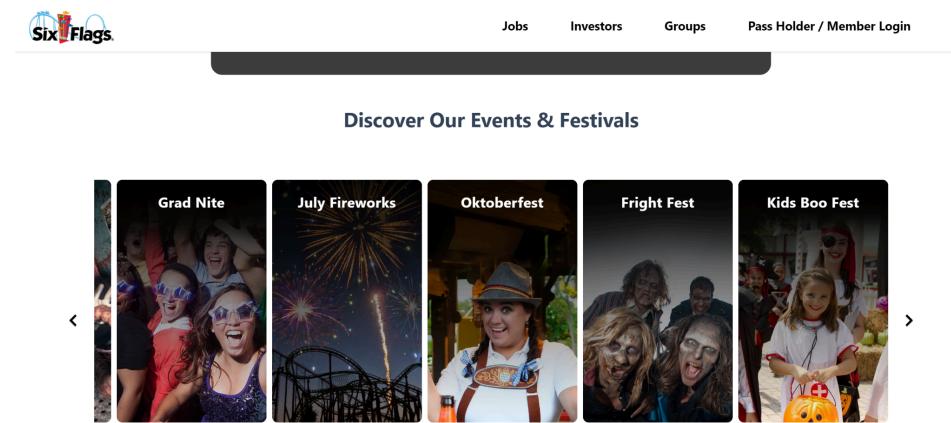
- Logo and name of the theme park at the top
- Same category/ navigation bar as main page

Section Div:

- **Make Restaurants and Shops swappable tabs**
- Restaurants available
 - Each restaurant will show the price range by using the \$ symbol (more \$\$ means more expensive) (*can be categorised by price range top down approach*)
- Shops
 - Same as the restaurant, showcase the shops and how expensive the shops are with \$ symbol

Showcase shops and restaurants in a slideshow format

Example idea from Six Flags



Footer:

- Attractions, Restaurants and Shops
- VIP Experience
- Customer service contact information
- Social Media links
- Daily news subscription for email
- Navigation links to theme park's FAQ, terms and conditions, etc.

Final Shop Page (Page 3)

Header:

- Logo at the top left of the screen
- Home, Attraction, Shop buttons
- Opening Hours with the time and day open as the hover effect

Opening Hours

*Monday - Friday: 8:00 AM - 11:00 PM
Saturday - Sunday: 9:00 AM - 12:00 AM*

Current Events Section:

- Showcases the current events on the left side of the web page
- States the various offers currently available

CURRENT EVENTS!

Join us for a spectacular celebration as 78 Theme Park marks its 78th month! Enjoy a month full of thrilling adventures, exclusive discounts, special events, and unforgettable experiences.

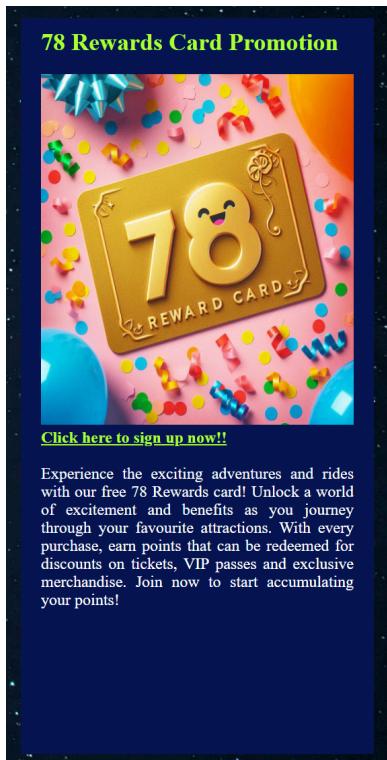
Special offers till 8 July!

- RIDES
 - *Buy 2 tickets and get the next at 50% off!*



78 Rewards Card Promotion Section:

- Showcase as image of the card with a link that directs the user to another page for them to sign up
- Share with users the benefits they gain when they sign up



Restaurants and Shops Section:

- Users can select either the Shop or the Restaurants tab
- The restaurants and shops are shown in a slideshow format, users can click on the left and right arrow buttons at the side of the images to scroll and view the various restaurants and shops

All Shops

78 Candy Goodness

With a wide range of up to 78 different types of candies to choose from!!

Spin the wheel and receive up to 50% discount by spending \$50 in a single receipt!

Sale Display Section:

- Display an image of a general promotional banner to entice customers to shop with us



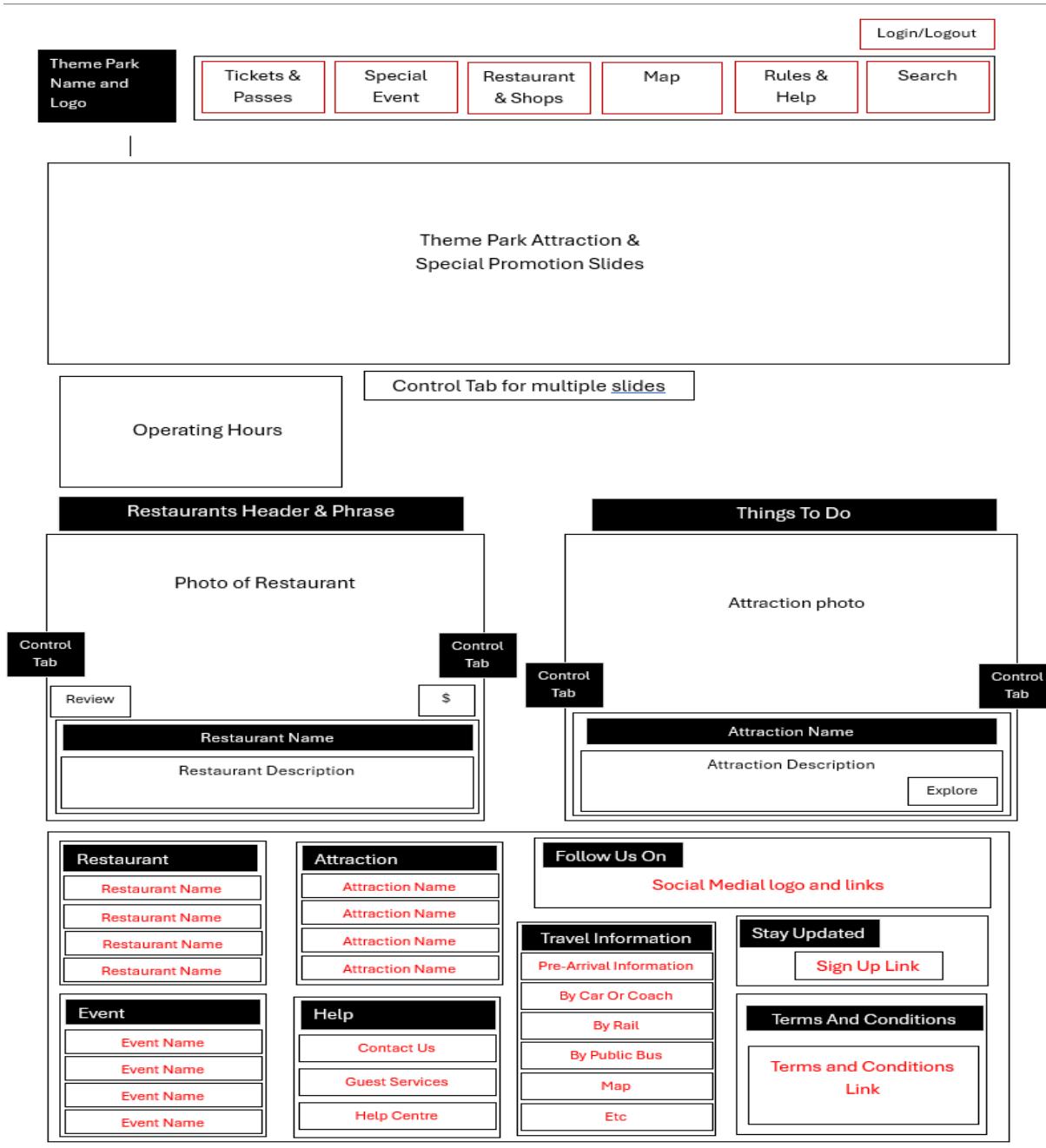
Footer:

- Attractions, Restaurants and Shops
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- Navigation links to theme park's FAQ, terms and conditions

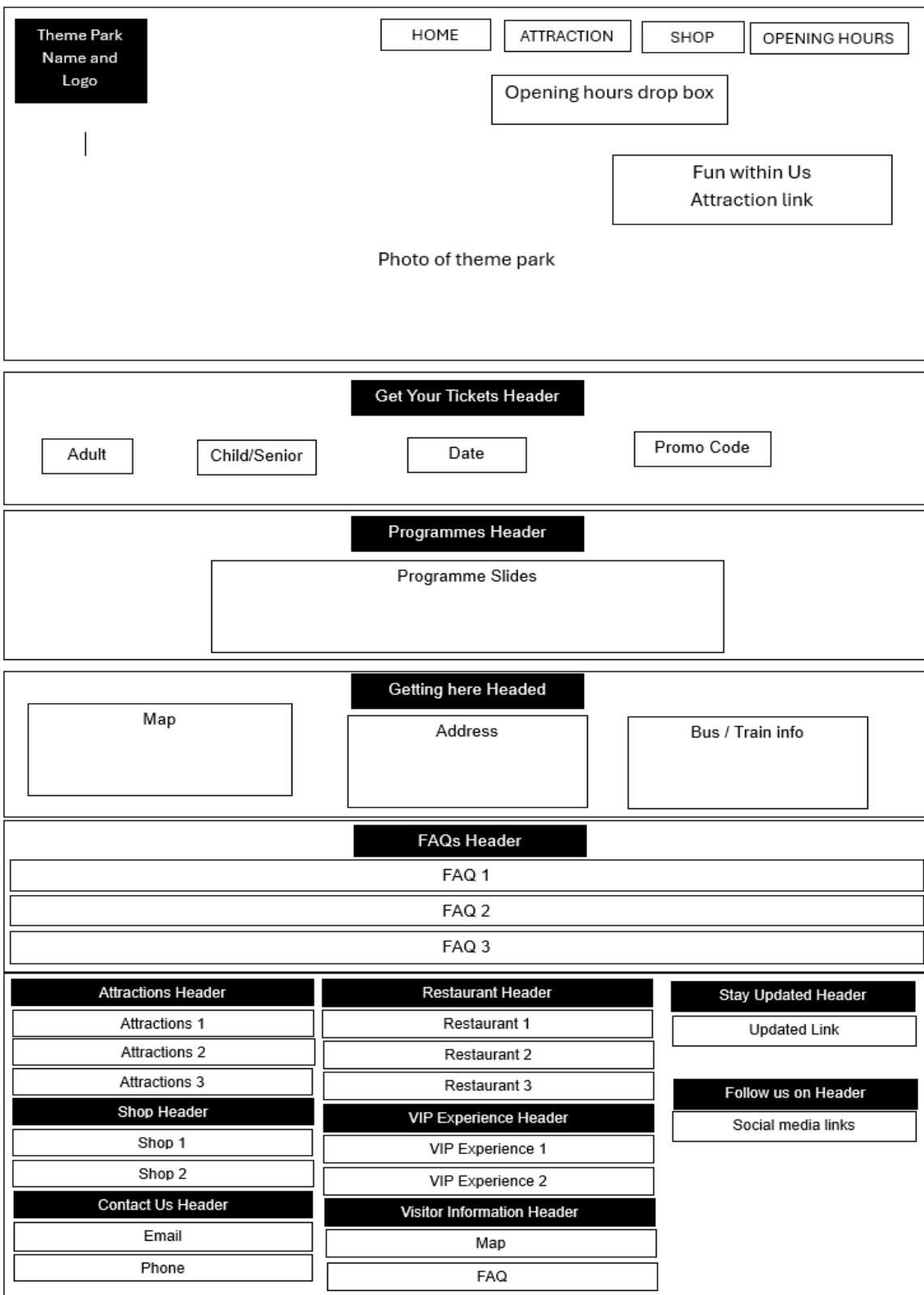
5. Design the wireframes for the website

Produce a set of wireframes for the site, showing the concepts for both a wide screen and a 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.

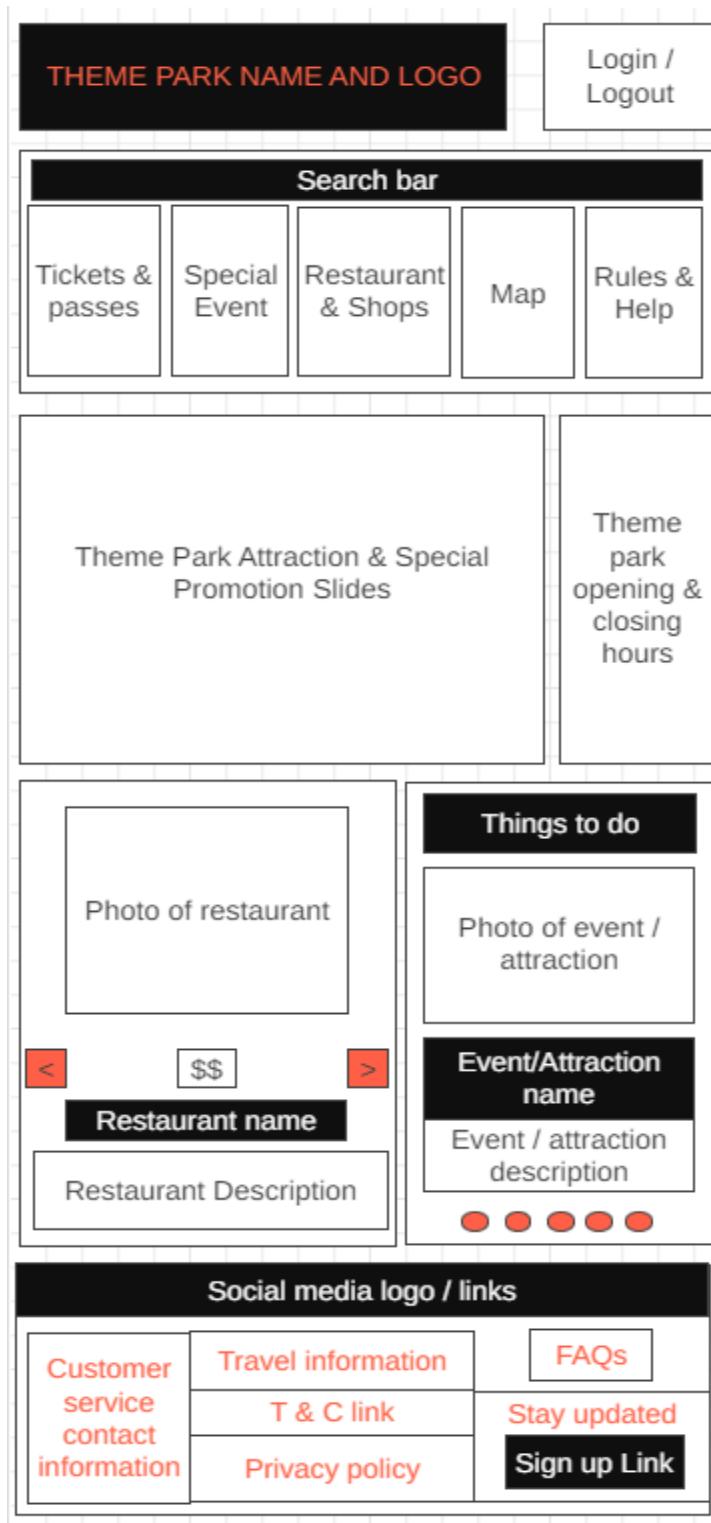
Main Page (Page 1 Wide Screen) (Initial design)



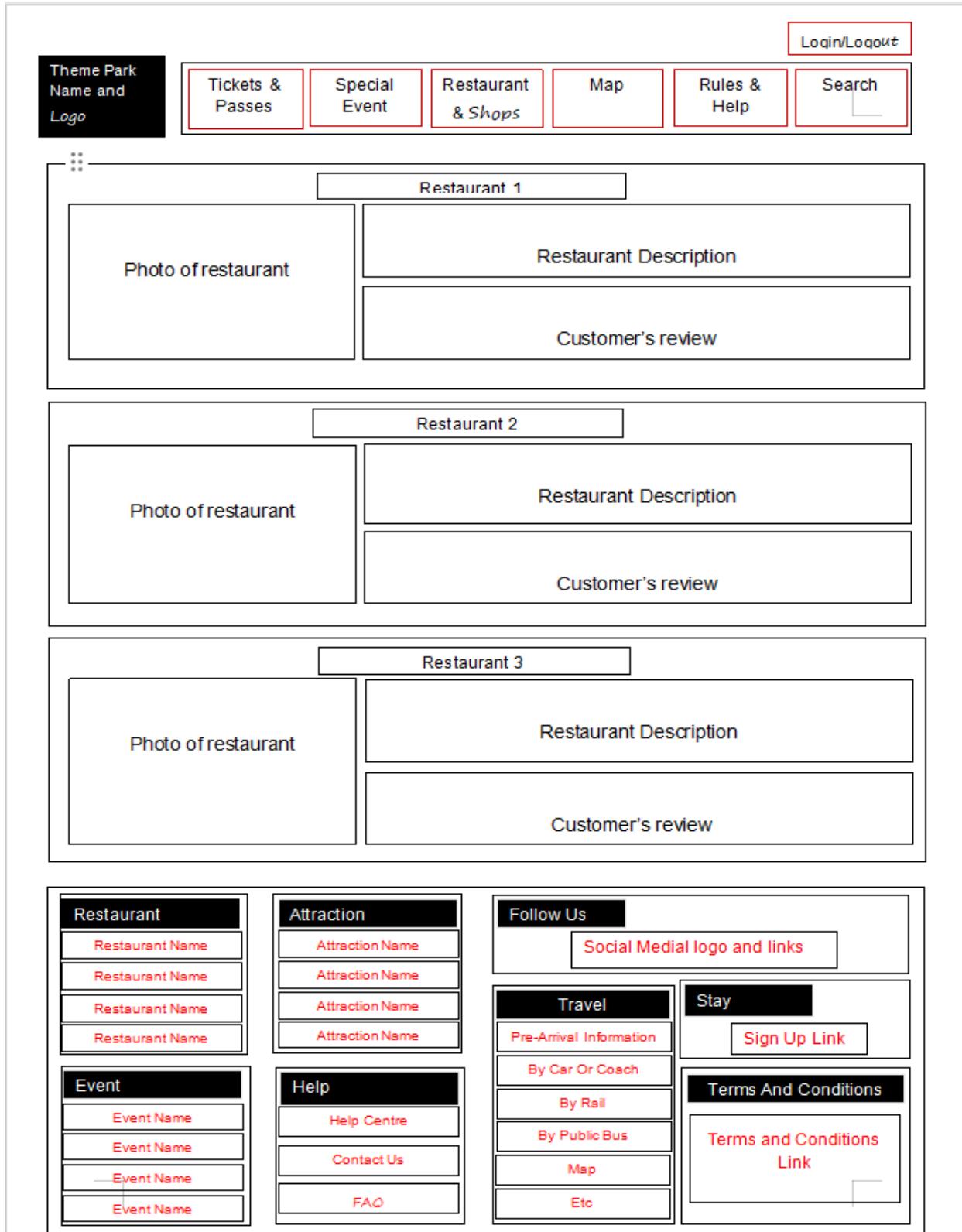
Main Page (Page 1 Wide Screen) (Final design)



Main Page (Page 1 Small Screen)



Shop page (Page 2 Wide Screen) (Initial design)



Shop page (Page 2 Wide Screen) (Final design)



CLICKABLE TABS

Restaurants SHOPS

Restaurant/Shops Slideshow

Restaurant/Shop Description

CURRENT EVENTS BANNER / INFORMATION

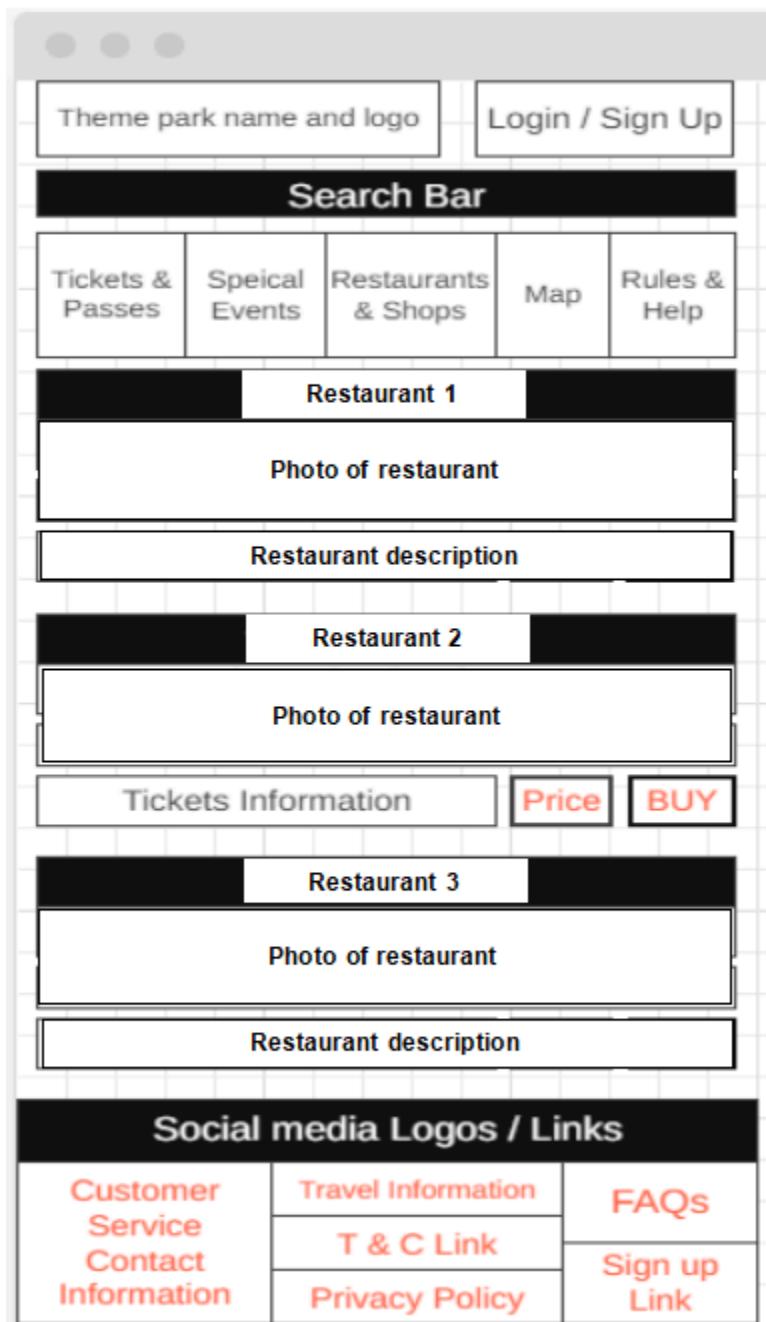
THEME PARK REWARDS CARD BANNER

Promotional Text

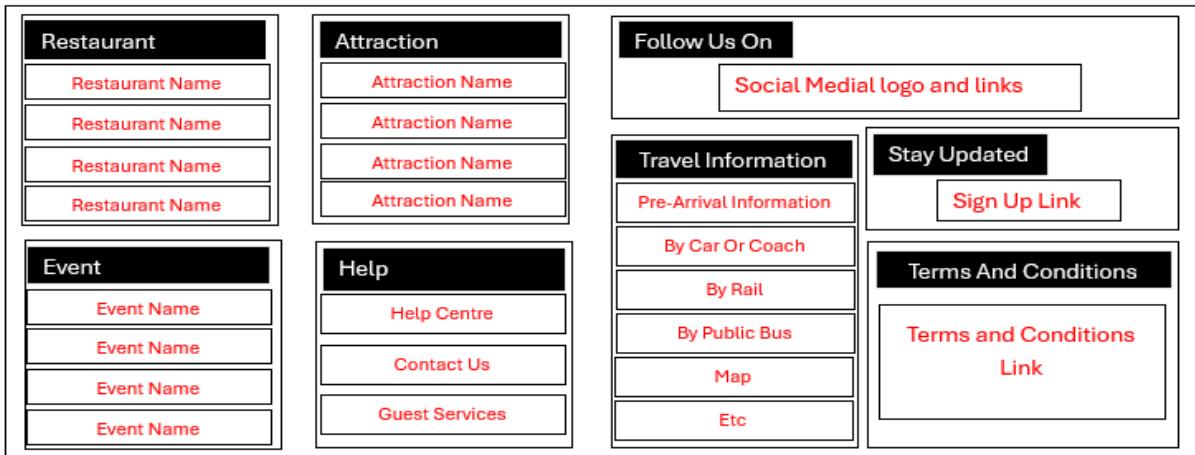
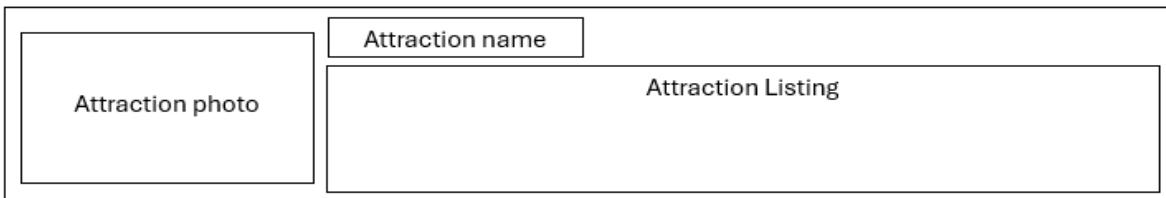
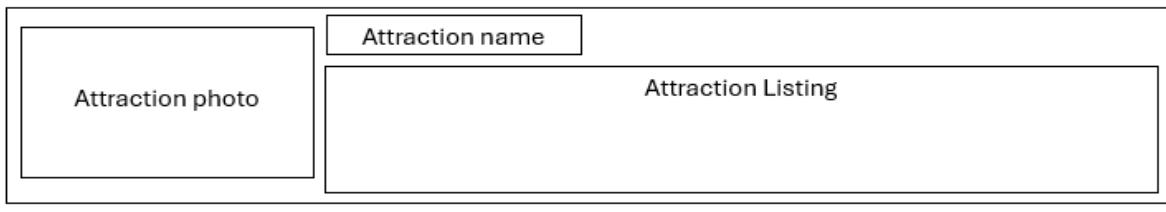
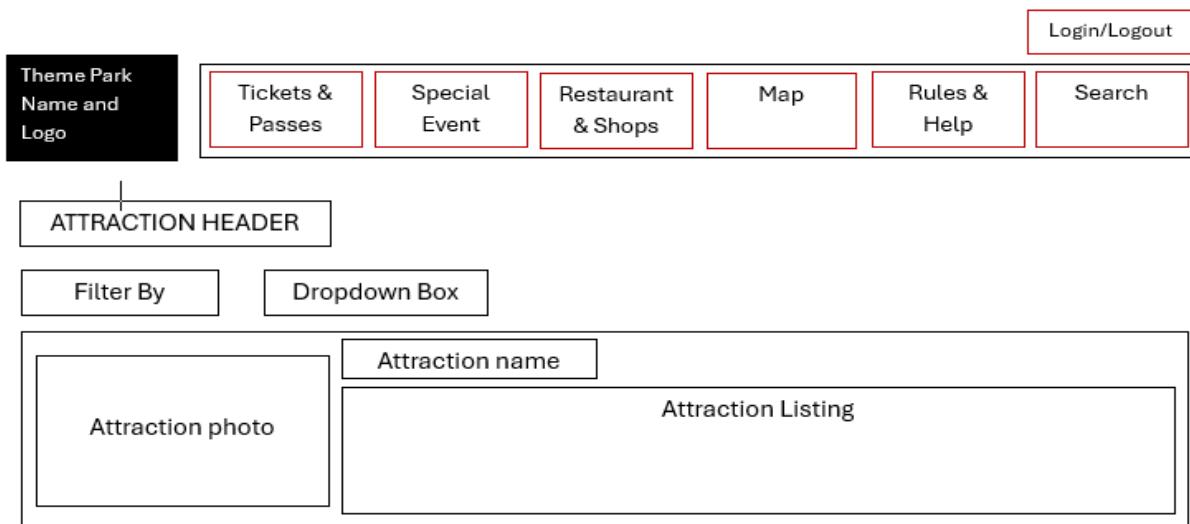
Sales promotional banner image

Attractions Header	Restaurant Header	Stay Updated Header
Attractions 1	Restaurant 1	Updated Link
Attractions 2	Restaurant 2	
Attractions 3	Restaurant 3	
Shop Header	VIP Experience Header	Follow us on Header
Shop 1	VIP Experience 1	Social media links
Shop 2	VIP Experience 2	
Contact Us Header	Visitor Information Header	
Email	Map	
Phone	FAQ	

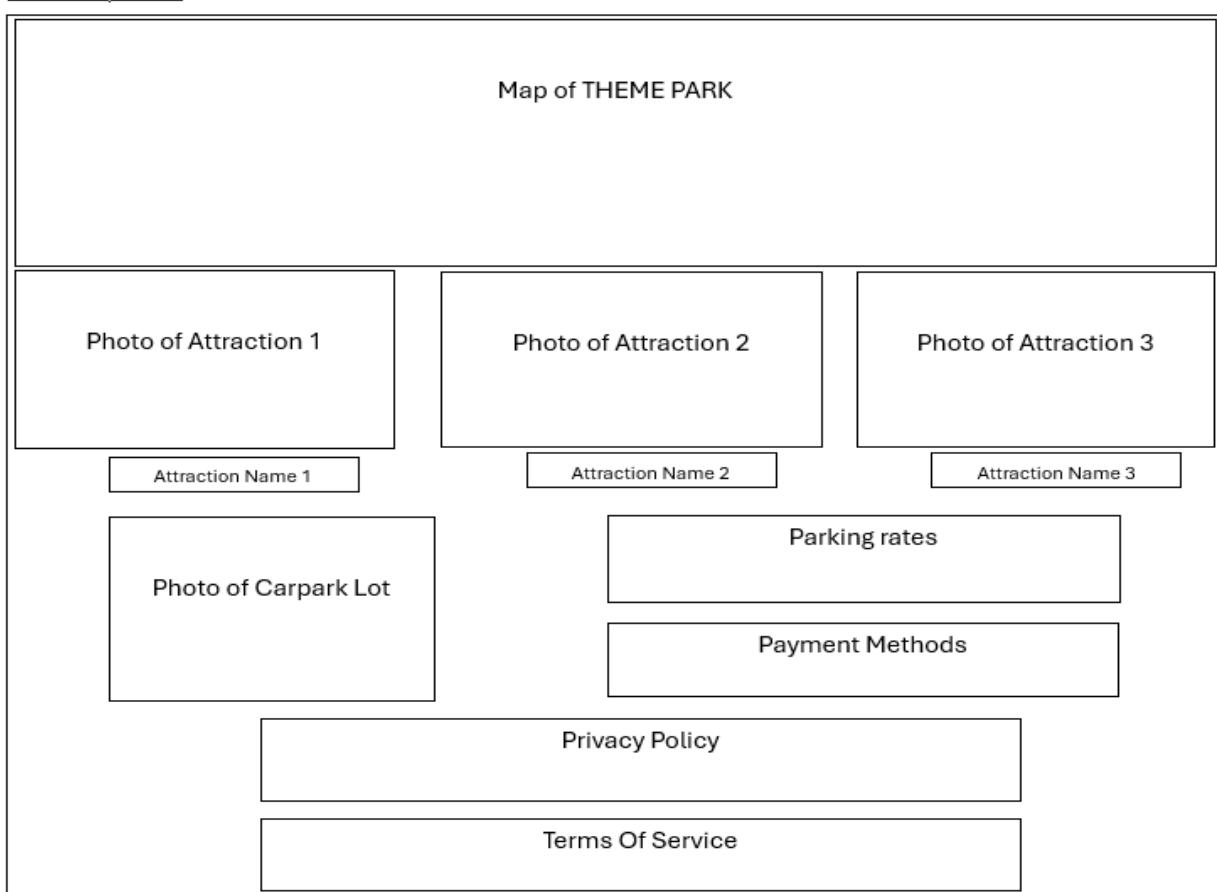
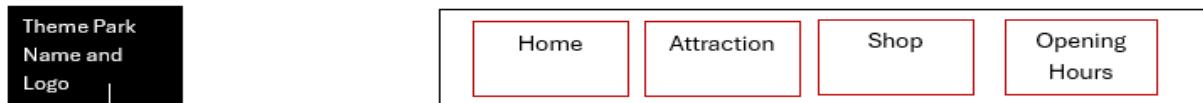
Shops Page (Page 2 Small Screen)



Map and Attraction page (page 3 Wide Screen) (Initial design)



Map and Attraction page (page 3 Wide Screen) (Final design)



Attractions Header	Restaurant Header	Stay Updated Header
Attractions 1	Restaurant 1	Updated Link
Attractions 2	Restaurant 1	
Attractions 3	Restaurant 1	
Shop Header	VIP Experience Header	Follow us on Header
Shop 1	VIP Experience 1	Social media links
Shop 2	VIP Experience 2	
Shop 3	Visitor Information Header	
Contact Us Header	Map	
Email	FAQ	
Phone		

Map and Attractions page (page 3 Small Screen) (Initial Design)

