

Purpose of the website

To create a dynamic and responsive website based on a theme park based in a popular kids TV Show "Spongebob Squarepants" Also known as "Glove World"

To allow customers looking for more information about the Glove World theme parks and its attractions, prices on a single website easily in a clear cut and concise manner.

Research

List of theme parks that we researched on:

Universal Studios Singapore

Wild Wild Wet

Disneyland

Legoland

Sunway Lagoon

Universal Studios Singapore -

Pros: Like the layout the best, concise and clear in its attractions and aspects, provides necessary information

Flaws: Lacks flair, everything is in 1 page under resort world sentosa (note: USS is considered an attraction under RWS, we are viewing it as a theme park)

Wild Wild Wet -

Pros: Added off canvas menu button, shows reviews on homepage, very specific about which content is on which pages

Flaws: Lacks colors, Text is too small to read

Disneyland -

Pros: links to guides to attend (i.e. provides information that customers need), product placement

Flaws: too many tickets and plans, confusing navigation

Legoland -

Pros: Interesting web page design, creative way to use banner to advertise events, able to switch between 2 languages

Flaws: not that pleasing to the eye, too sharp, looks weird, some aspects of the html is not utilized fully

Sunway Lagoon -

Pros: attraction page makes use of images very well, able to switch between 3 languages on the webpage

Flaws: Colors look the same, Text is often too small to read

Content:

We collectively decided to base our website on the theme park in Spongebob Squarepants' Glove world as we had all watched it when we were younger and it was easy to pull reference pictures from the show as images for our cards and attractions on our website.

We wanted to provide information such as the ticket pricing, attractions within the theme park, a way to contact the theme park, a frequently asked questions section as well as highlights of the theme park.

Structure:

On all Pages: Navigation Bar, Footer, Social Media

Information

Main page:

Landing page - Carousel, Banner, Description, Highlights

Secondary pages:

Checkout - Ticket Prices, other related items

Membership page - Premiums, Products, FAQs

Contact Us page- Contact Info, Social Media

Attractions page- List of Attractions, Highlights

Promotions page- List of the promotions for the month.

Layout

Follow Universal Studio Singapore Website layout of webpages and information

Landing page to have highlights of the theme park

Changed parts of the Universal Studio Singapore Website layout to fit our choice of theme park of Spongebob Squarepants GloveWorld

<Header> (On all pages):

Meta-data

Title to the sight

Links to stylesheet

Links to import Bootstrap library to be able to use the Bootstrap 5 classes

Links to import fonts from Google font api

<Body>:

<Nav>

Navigation Bar

Navigation Bar Brand Logo

Toggle-able navigation button for smaller screens

Off canvas for readability

</Nav>

Home page:

Carousel - for displaying of upcoming events on a big screen

Highlights for smaller events

Membership page:

Cards for difference price points of different premium memberships

FAQ accordion feature

Attractions page:

Responsive images showcasing the attractions

Rules of regulations of rides

Promotions page:

Cards for purchasable promotion packages

Meet & Greet page:

Cards for characters that can be met

Check Out page:

Responsive images to help with readability with smaller screens

Related products in cards

Contact Us page:

Cards for the contact information about the park

Responsive Email and Contact Number.

<Footer> (On all pages):

Link to Webpage, Social Media

WireFrame

