

<u>TEAM WD 4 1</u>	PETER KADLOT YUMA YAGI MANAV PRAKASH JOHN GERHARDT LIAM PENDER
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Job / Task Allocation

PETER KADLOT	<ul style="list-style-type: none"> • Research websites: site 1 • Suggestions on structure • Schedule meeting • Submission
YUMA YAGI	NOT PRESENT
MANAV PRAKASH	NOT PRESENT
JOHN GERHARDT	<ul style="list-style-type: none"> • Set up template and base for our work together • Suggestions on structure • Suggestions on content • Research websites: site 2, 3, 4, 5
LIAM PENDER	<ul style="list-style-type: none"> • Suggestions on structure • Suggestions on content • Iterations on wireframes

Part 1 - design specification

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.

PETER KADLOT	<p>1. As a prospective visitor I want to be able to know more about the theme park to plan a trip with my family or friends. I need to know opening times, finding my way there, attractions, their details and ticket pricing info. If I can't find some info I would like to know who to contact.</p> <p>2. As an actual visitor of the park I want to be able to see a map for attractions, food counters, toilets, support contact information etc. to enjoy my time being there.</p> <p>3. As a website operator I want to provide the above essential information (1.) and make it an attractive option for the prospective visitors by providing additional promotions and conveniences like pre-booking a ticket, show a gallery of people having fun or provide confirmation through independent reviews etc.</p> <p>4. As a business owner I could use the website for operational tasks like recruiting, communicating with shareholders, include my legal standing etc.</p>
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	<p>5. As a business owner I would like to gain information about the decision making of prospective visitors, why do they visit my park, which attractions they like and why etc. so that I can optimize my return of investment by better targeting the needs of (1.) and ultimately provide a better experience for (2.) which feeds back as a review into (1.) The website could provide a great way to measure these goals and as the website operator I might even run A/B tests for specially targeted marketing sites or get customer feedback on attractions and measure its popularity before even building out expensive additions to the park etc.</p> <p>From the above 5 goals: I would argue the bare minimum is 1. 2. Is a good addition for a mobile site. 3. Can have a huge depth of complexity especially with ticket booking etc. I would first go for the quick wins like reviews and gallery. 4. These are just plain static sites and might even be outlinks to a corporate website or third party job boards etc. 5. On a real project analytics would be in the bare minimum, but for now we can rely on getting feedback from visitors and customers through the listed contacts.</p>
YUMA YAGI	NOT PRESENT
MANAV PRAKASH	NOT PRESENT
JOHN GERHARDT	<p>I think that a Theme Park operators primary reason for having a site would be in order to promote the Theme park and sell tickets and other items as well as giving the visitors information about their visit.</p> <p>The idea would be to try and encourage people to come to the Theme park by having an attractive, easy to navigate site that allowed the user to discover the park. Other reason might in give our legal information and terms and conditions and act as a vehicle for questions and complaints.</p> <p>Some core information that the site should have are directions and contact as this is a very common thing that people would use the site to find.</p>
LIAM PENDER	<p>The primary reason for the website is most probably marketing but not just for the park in general but also for particular rides or attractions and selling tickets. If the park is owned by a larger company then they may also be promoting other attractions they have, for example in the UK “Merlin entertainment” owns theme parks as well as famous waxworks and tourist attractions.</p> <p>In addition to this they would have opening times, dates the park is likely to be closed (christmas for example), also information on parking, food and drinks venues, if there is somewhere to leave young children supervised ect.</p> <p>From a stylistic point of view it is dependent on the type of theme park and target market they are going for, if it is families then it will likely be colourful and bright but if they are going more for teenage thrill seekers then probably a darker theme.</p>

Some example sites:

- <https://www.europapark.de/en>
- <https://www.wetnwildphoenix.com/>
- <https://disneyworld.disney.go.com/>
- <https://www.altontowers.com/>
- <https://www.nigloland.fr/>
- <https://www.skylinepark.de/>
- <https://www.safaripark.it/>
- <https://connyland.ch/>

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.

Site 1: <https://www.europapark.de/en>

Huge site but clear menu structure:

1. Attractions
2. Shows and events
3. Accomodation
4. Food and drink
5. Tickets and gift cards
6. Info

1. **Attractions** - Ability to see all and filter down based on type of ride, age, height, experience level, season and disabilities.
2. **Shows and events** - Similarly lists all with appropriate filters: time, type of event, type of ticket
3. **Accommodation** - A complete booking system for their hotels, with videos, galleries, schedule etc.
4. **Food and drink** - Similar to 1 and 2. list of restaurants filter based on location, type of restaurant and dietary needs.
5. **Tickets and gift cards** - A table of pricing info and link to a site where you can order on the shop.europapark.de subdomain.
6. **Info** - Split in four sections:
 - a. Your visit: Everything you expect: Getting here, opening hours, latest news, map, rules, faq, shops, amenities, tickets and prices, weather, safety, etc.
 - b. Service: Contact, birthday events, lost items etc.
 - c. Digital offers: Apps and games, radio etc.
 - d. Special offers: For families, groups, disabled people.

Pros:

- Good menu structure
- The ability to filter attractions, shows, restaurants is very well thought out and includes attention to disable people or people with special dietary needs.
- Essential details at the very top: opening times today, weather right now, map, search, shop, language selector
- Separate Info menu point that feels like a simplified less "loud" version of the site for people who can't be bothered to figure out the rest.

Cons:

- Homepage feels underwhelming and all over the place, "what's on" section is completely random with tiny thumbnails.

Site 2: <https://disneyworld.disney.go.com/>

Like other sites it is absolutely massive! But there is a clear menu structure at the top with

1. Park and Tickets
2. Places to Stay
3. Things To Do
4. Shop
5. Help & Rules

Very striking video on the front page and a simple way to book your tickets.

1. **Park and Tickets** - Drop down menu that shows all about the Park and the ticket types. Nice break down of all of the different parks and the area within them so that the visitor can quickly see what might interest
2. **Places to Stay** - As the Theme park also offer accomodation there is a whole area dedicated to this to places that you can stay when you are there.
3. **Things To Do** - This is the heart of the information regarding the park with a drop down menu helping you to access all of the information a visit.
4. **Shop** - The shop not only sells the park tickets but you can also buy other merchandise that you can wear for your visit! - you are redirected to a completely NEW site here!
5. **Help & Rules** - A reasonable mundane menu title but holds a lot of information about the practical side of a visit.

Pros:

- Nice solid structure makes it easy to see
- Home page hard hitting and with Video and nice pictograms
- Drop down menus are well design so that even without clicking on a page and visiting it you can get a whole lot of information about the sub items.
- Available in lots of languages so if very accessible

Cons:

- It is such a massive site that finding your way around is difficult, this is partly mitigated though by a good menu design
- We thought some of the wording was funny (like having "Rules") on the front page - not sure that this equates to fun! (although obviously they need to be present somewhere)

Site 3 - <https://www.altontowers.com/>

There is a clear menu structure at the top with:

1. Tickets
2. Short Breaks
3. Theme Park
4. Things to Do
5. Schools
6. Plan your visit

Site with a good deal of information on the home page .

1. **Tickets** - A drop down menu for quite large proportions showing everything that you need for buying tickets and getting ticket prices for the park.
2. **Short Breaks** - Once again this a park that has Hotels attached so there is a part of the site dedicated to this. The drop down menu allows you to drill down into the information about a hotel stay.
3. **Theme Park** - This is where the rides are listed and they are also broken down into the types of the rides, so that different audiences can find what they want from the site.
4. **Things to Do** - A drop down menu that gives information about what else there is to do in the park (as well as the attractions)

5. **Schools** - We found this menu item interesting as they are obviously targeting a specific group (probably because they get a lot of school trips!)
6. **Plan your visit** - This is the practical information about any visit with maps and information about opening and closing times

Pros:

- Well proportioned drop down menus with a simple photo on the end to illustrate the area.
- Home page jammed packed with information about the park.
- Search seemed very powerful and was a good feature.
- Site map clear at the bottom of the page, making finding your way easy.
- Engine to book stay is well designed.

Cons:

- Didn't seem to be translated into any other languages.
- Parts of the homepage has some of the "small print" for newsletter sign up, We found this distracting (although it might be needed for legal reasons!).

Site 4 - <https://connyland.ch/>

Smaller site than the previous looked at but still with a a landscape menu structure at the top:

1. Home
2. Times and Prices
3. Attractions
4. Offer
5. Service and Information
6. Contact

The homepage is attractive but the rest of the site seem a little tired.

1. **Home** - This is an interesting items to add on to a menu as this is done less and les son sites how as normally the logo that appears on each page links back to the home page and users are aware of that.
2. **Times and Prices** - Simple dropdown explain the opening times and the prices of the park
3. **Attractions** - A list of attractions - this was quite a simple item with a list with a photo - no way of grouping by category or restrictions or type
4. **Offer** - We struggled to understand what this menu was for!
5. **Service and Information** - This contains all of the information for a visitor for the practicalities of a park visit
6. **Contact** - A Simple way to contact the park if there were questions.

Pros:

- Like the photos homepage, pull you eye to the site.
- Two Languages
- Search seemed very powerful and was a good feature.
- Site map clear at the bottom of the page, making finding your way easy.
- Engine to book stay is well designed.

Cons:

- The root of the menus we not clickable if there was a sub menu which I thought was a shame
- Some of the English translations where a little off!
- The theme on all pages apart from the home page seem a little dated.

Site 5 - <https://www.wetnwildphoenix.com/>

1. Plan a Visit
2. Water Safety
3. Rides
4. Groups
5. Events
6. Buy Tickets
7. Season Pass

1. **Plan a Visit** - This is the section with all of the practical information for a visit to the park, it is a drop down

menu and covers off just about everything that you would need to know for a visit.

2. **Water Safety** - We thought this was an interesting item, the park is a water park and this shows that the company takes the safety in it's parks very seriously. It linked to a static page with the rules - We liked that they called in Water Safety and not "Rules", this seems less threatening
3. **Rides** - This is the complete list of rides, with the information available in many different ways (restrictions / types / thrill / kids). This was well thought through.
4. **Groups** - This was the first site that we had seen that specified groups so prominently, it was interesting as this allowed them to take advantage of people company in larger numbers (which is probably quite lucrative)
5. **Events** - A menu that shows all of the extra things that are going on at the park. This park seems to have a lot of other things going on that are tertiary to the actual park and it therefore got it's own menu!
6. **Buy Tickets** - This was just a simple link to a page where you could buy tickets - this was refreshingly simple compared with some other parks / sites
7. **Season Pass** - This was interesting to see on the homepage and is obviously a neat marketing ploy to get you to come back.

Pros:

- Like the photos homepage, pull you eye to the site.
- Although the site is large, we liked how it stayed quite simple.
- Good site map at the bottom of the site.
- Site map clear at the bottom of the page, making finding your way easy.
- The theme is very fitting with a water park and is well designed.

Cons:

- Multi language through the google translated that can be painful at times! Although this might not be such of a problem in the USA.

Summary of the 5 Sites

After reviewing the 5 sites above it was very interesting to see the similarities between all of them. All the front pages differed in content the were similar in style. All sites reviewed seem to go for a landscape menu at the top of page with dropdown menus for each main heading. It was interesting to see that the order of the menu items change however - some had the practical information at the start and others at the end for example.

We mostly looked at large theme parks and therefore the sites were pretty hefty, despite this the menu structures for them were relatively similar and this will be interesting to remember in the creation of our site, as it is likely that a similar structure works well. All sites had a site map at the bottom, which probably helped with indexing and user engagement.

All sites had someway to pay for tickets and a shop for selling other things than just the tickets.

We will need to consider the different audiences of the site and the park in order to think about the pages and their sections, it is obvious from looking at these sites that a Theme park caters for many types of visitor (old / young / families / thrill seekers / day trippers / holiday makers)e will have to be conscious of what we can accomplish for the team task as at the moment we are tasked with creating 3 pages plus the homepage and therefore there will definitely be items that have to be left out.

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.

Theme

Safari / Colour Schemes (Brown / Red / Yellow / Green)

Types of Attractions

15 attractions Evenly distributed between thrill / family / educational
Services
5 restaurants Shown on the Park map <ul style="list-style-type: none"> • Toilets • Shops - On the safari theme • Medical centre • Cash machines
Other Information
Parking How to get to us Calendar of visitors numbers

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.

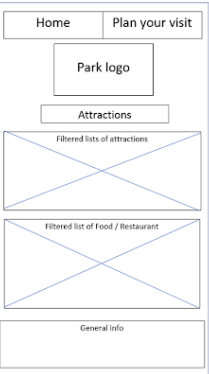
Home Page	Attractions	Plan Your Visit
Menu Logo Local Weather and today's opening time		
Pictures / Videos Events General Description Theme Park Map <i>Text Light - Image Heavy</i>	List Attractions Filtered List of Attractions <ul style="list-style-type: none"> • By height • By Type • By Age Restriction Food / Restaurant <ul style="list-style-type: none"> • Filter by • Fast food • Sit Down • Vege 	Different Types of Tickets <ul style="list-style-type: none"> • Single Adult • Single Child • Family • Fast PASS • Season Tickets Offers and Deals Other Information <ul style="list-style-type: none"> • Parking • How to get to us • Calendar of visitors numbers
Connect with us / Social Media / Newsletter Site Map Contact Details Opening Times		

Design the wireframes for the web site

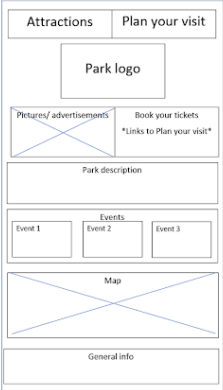
Produce a set of wireframes for the site, showing the concepts for both a wide screen and small screen. These can either be drawn by hand or produced using a tool such as PowerPoint or a graphics package such as Illustrator. Avoid painting or photo-editing software such as Paint or Photoshop as designs produced in this way are difficult to edit. Ensure that the designs are clear and easy to read.

Home Page	Attractions	Plan Your Visit
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Mobile Attractions



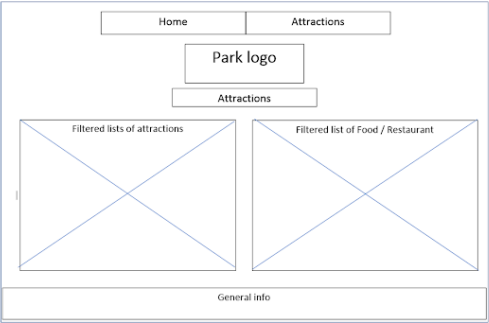
Mobile Main page



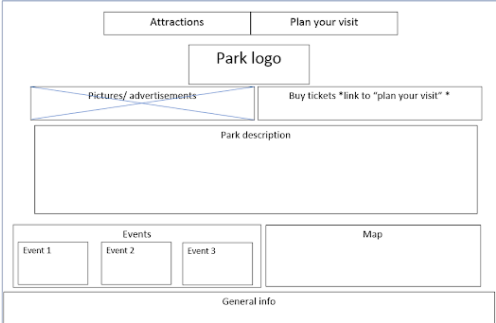
Mobile plan your visit



Wide Attractions



Wide Main page



Wide plan your visit

