

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 web site and the reasons that they would be looking at the website.

The operator:

- Give announcements about new upcoming attractions and special events (such as a halloween night)
- Show people which attractions are closed on a given day
- To sell tickets

People Viewing:

- To decide whether they want to visit this park rather than a different one
- To book tickets for the theme park
- To view what attractions are available at the theme park (including pictures)
- To find the address of the theme park or a map. They may look for a map to get to the theme park and a map of the inside of the theme park.
- To plan which rides they intend to try at the park.

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.

Thorpe Park

<https://www.thorpepark.com/>

On the Thorpe Park site we find the following kinds of information:

- Details of accommodation available onsite
- Lists of rides
- Ticket types and prices
- Events that are happening.
- Location information
- Parking prices
- Opening times.
- Specific section for school trips

What works well

The pages that detail particular rides seem very useful for planning a trip.

The section for school trips is clearly designed for a very particular part of the market and makes it very easy for a busy teacher to find what they need.

What doesn't work so well

I think most people coming to the site will not have booking a hotel in the theme park as a primary goal, and yet there's a lot of content about that and it's displayed very prominently.

The site is visually very noisy, and while you can find what you need, there's no clean structure that guides you through the site.

Ocean Park

By Joo An

<https://www.oceanpark.com.hk/en>

Information

- Tickets/Admission Packages
- Attractions/Events
- Dining and shopping information
- Accomodation
- Park Schedule/Map
- Annual Pass Promotion
- Education/Youth Opportunities
- General Information
- Language Selector

What works well

- Color Scheme works well for all photos present in slider
- Drop-down menu gives user relevant photos for category selected.
- Clear compact layout. Front page gives pertinent information like weather, today's hours, and ticket purchase button in a "clean" way.
- Slider design allows user to quickly peruse through photos.
- Attractions clearly show important information like height and age requirement without needing to click on their individual pages.

What doesn't work so well

- The front page offers a table of hyperlinks that is exactly the same as options that can be selected from drop-down menu above. This makes the website look undone. This feature should only be kept when user goes away from front page(i.e when user has scrolled through all the information in the page and wants to quickly move to another page.
- Slider offers beautiful images but takes more than 3 seconds to load.
- Drop-down menu occupies too much screen real estate. Often the user will scroll down from address bar to the center of the screen. This means the drop-down menu is triggered. The drop-down menu occupies 70% of the screen which makes it annoying as

user has to drag pointer all the way down to see the image. Perhaps it is better to make drop-down menu somewhat transparent?

- Lack of social media links.

Luna Park

By Liam

<https://www.lunaparksydney.com/>

Information:

1. Events coming up
2. Maps to there and of the park
3. Opening and Closing hours
4. The history of luna park
5. Luna parks mission statement as well as how they use sustainable practices for the environment
6. Pages on social media platforms
7. Various trms nsportation options
8. Various package deals available for tickets
9. FAQ and contact information
10. A guide to all the rides in the park

J

What doesn't work well:

One thing that stands out to me as soon as I enter this website is how cluttered the home page is. There are so many buttons it's hard to know where to go to look for specific things. Many of the buttons are not distinct from each other, for example if I want to book tickets for a large group of people, do I go to 'Inside the park' -> Tickets & Deals, or do I go to 'Inside the park' ->

groups and parties, or do I go to Venues, Dining & Concerts -> 'groups and parties'. The groupings of a website should be particularly distinct from each other, and having redundant links to the same information only serves to confuse customers. Less is better.

What Works Well:

One thing that I really liked about the website was their interactive map. Their map was minimalistic and well laid out, showing all the attractions. By pressing the buttons at the top, you can see which rides would allow different height children onto the attraction. This is very useful for families planning their time at the park. It also shows restaurants and other services, which can be highlighted with the same filter buttons.

Tokyo Disney Resort

By Athira

<https://www.tokyodisneyresort.jp/en/tdr/guide.html>

Can find the following information:

- Schedules for opening hours in a monthly view and a today view. The today view is important especially when there are changes to the schedule on that day.
- Advance notices of temporary closure of park facilities
- Ticket details, events, attractions, schedules of parades, shows, meeting the Disney characters, programs available for booking, how to get to the theme parks, information for people with disabilities, FAQ, map of the park, places to shop, eat and the various services available

What works well

- I like how the website is very simple and clear, allowing users to navigate the site easily.
- Users are able to see details for each theme park individually or both as a package.
- Users can browse items being sold in the shops and to make it easier for users who have a particular favourite character, the items are grouped by the character.

- There is a page for first-time visitors so they know what to plan to enjoy their trip
- Users are able to favourite different sections in the website so they can go straight to the Favourites page instead of finding the information they need again

Lotteworld

By Andrew

<http://adventure.lotteworld.com/eng/main/index.do>

Information

- Attractions
- Time and Date
- Dining and shopping information
- Promotions
- Contact information
- General information and FAQ's
- App download
- Language Selector

What works well

- Modern design aesthetic, sliders and mobile friendly
- Social media links for easy resharing and promotion
- Clear reshare button at top of most pages and dedicated print button
- Clear layout, areas clearly delineated, reasonably easy to navigate
- Slider design is great, click and drag works for desktop and drag works for mobile



- Each ride has its own information page with j.j information on passenger numbers, restrictions, location, usage information.
- Support for 5 separate languages and web content which works across different languages with only minor changes to layout (certain promotion designs and a website slider feature).

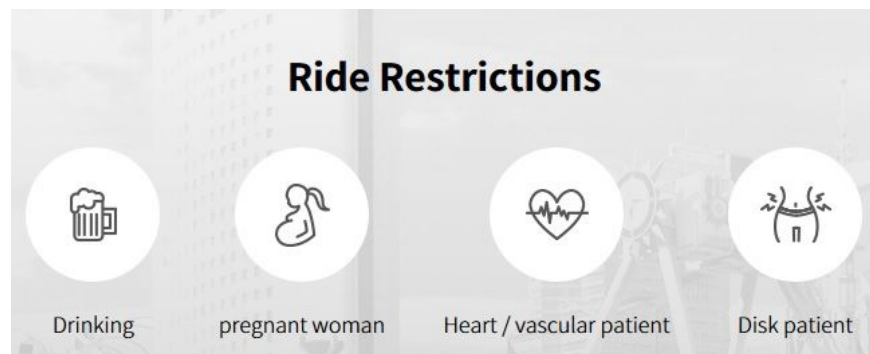
What doesn't work so well

- Main top menu doesn't resize well on mobile resolutions. Blocks access to the page and replaces it with a full menu.
- Top slider takes up a large amount of space which may put off customers used to menu based websites.
- Top menu waits until reaching the base of itself before turning into a floating menu on both mobile and desktop.
- Some of the pages were slow to load
(<http://adventure.lotteworld.com/eng/usage-guide/service/index.do> and changing the website to Simplified Chinese)
- There are a large number of slider images on the main slider (on the English site) which may mean customers do not see all of the slides before they get bored

Whilst morning kindly mgv issues eg. "Dinning" instead of "Dining")

Overall

Overall this is a beautiful website. A lot of care has been put into this and I can see few faults with it. The main issue would be the mobile menu, which takes up the entire screen and doesn't let you see the rest of the website. The main positive would be the clear layout and visual use of information (eg. restrictions on rides being displayed as circled images as below).



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.

Attractions:

- Fish Aquarium(Joo An)

At our aquarium, visitors will be able to see marine life from all across the globe. The aquarium offers youth programs that offers educational experiences as well as training regards the importance of conservation.

- Ferris Wheel (Joo An)

The Ferris Wheel offers a spectacular view of the entire park and all we have to offer.

- Merry Go-Round (Joo An)

A classic carnival style attraction that is for both the old and the young.

- Cable Car (Joo An)

Wanting to get the perfect family photo on a gorgeous backdrop? Take this cable-car to our park's viewpoint while enjoying a bird eye's view of our park.

- Roller coaster (Gareth)

Something fast and thrilling for the more adventurous.

- Bumper cars (Athira)

The bumper cars would be designed after space rovers.

- Covered carousel (Athira)

The view of the Milky Way with the stars, planets, etc would be displayed inside of the carousel.

- Drop Tower (Athira)

To mimic the feeling of a lift off.

- Indoor hyper-realistic 3D thrill ride (Athira)

The show would be an alien invasion.

- Person Centrifuge (Liam)

This ride spins people around inside a cylinder so fast that they stick to the walls. Then ground sinks down beneath your feet and you are left hanging on the wall (this ride exists at lunar park australia).

- Indoor Roller Coaster (Liam)

Similar to Disneyland's Space Mountain, an indoor roller coaster inside a large space and with a heavy theme decorating the inside (probably themed like a rocket ship flying through space).

- Railed Shooter ride (Liam)

This ride has customers sit in a small carriage attached to rails (like a roller coaster).

This carriage has decorated space guns attached to the front that the customers use to shoot aliens that move around indoors. There would also be a score tracker on the front of the carriage. The aliens will move around quick and if the aliens 'shoot' back at you, then you lose points.

- Prize winning competitions (Liam)

People can win stuffed toys and other prizes by participating in a variety of (mostly rigged) activities. This includes: soccer goal shooting, basketball shooting, ball toss, etc.

- Giant centrifugal swing (Liam)

This ride would have guests sitting in a seat attached by long chain/rope to a large rotating piece of equipment in the centre. The equipment would swing incredibly fast and cause guests to fly up in the air (to the side of the centre) around in circles. Can be rocket ship themed.

Extra Services:

- Accommodation (Joo An)

Many of our customers will be traveling to our theme park. They will need accommodations. Accommodations should leverage full use of attractive photos of the accommodation that guests will be staying at.

- Medical Service (Liam)

On standby in case of accidents in the park. Also available as a place for free refreshments and rest on particularly hot days to prevent heat stroke or dehydration.

- Various vending stalls and restaurants (Liam)

- ATM Machines (Liam)

- WEBSITE - Social Media links (Andrew)

To help publicise the website and the park/attractions. Buttons to share visitor statuses on social media for homepage and attraction 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.

Mobile

Main Page:

Will most likely have two large links (buttons) as (1) Attractions and Facilities and (2) Buying Tickets.

Will include general pictures of the park to make it look appealing, and the bottom of the page (after scrolling down) can include a map (map to get there) and address for the park.

Secondary Page #1 (Attractions and Facilities):

As well as a list of facilities, there would be an interactive map of the interior of the park, with links at each part of the map that takes the user to an anchor point of that particular attraction or facility on the page.

Each facility or attraction will have a short description as well as some pictures. For mobile, the text will initially be hidden, and you will just see the picture and title of the attraction. When you click on the picture the text will appear over the top of the picture describing the attraction.

Secondary Page #2 (Buying Tickets):

The secondary page for buy tickets will be divided into sections on both mobile and desktop. These sections will be 1 day tickets, after 4pm tickets and then additional/miscellaneous tickets. Each of these 3 sections will then be further subdivided into adult, youth and family prices; which will constitute the buttons that can actually be clicked on for the final purchase of the tickets. Promotions will feature at the top of the page, and after selecting which ticket you want, you can press a button labelled 'buy' at the bottom of the page which will then bring you to the secure payment method; through paypal or whatever other means are available.

Desktop

Main Page:

The desktop will contain the same information as the mobile, but spread out over a larger area. It may also be possible to fit the lodgings information onto the home page of the desktop due to the fact that there is more available space. On mobile, this information will still be found through the navigation bar, but won't appear on the main homepage.

Secondary Page #1 (Attractions and Facilities):

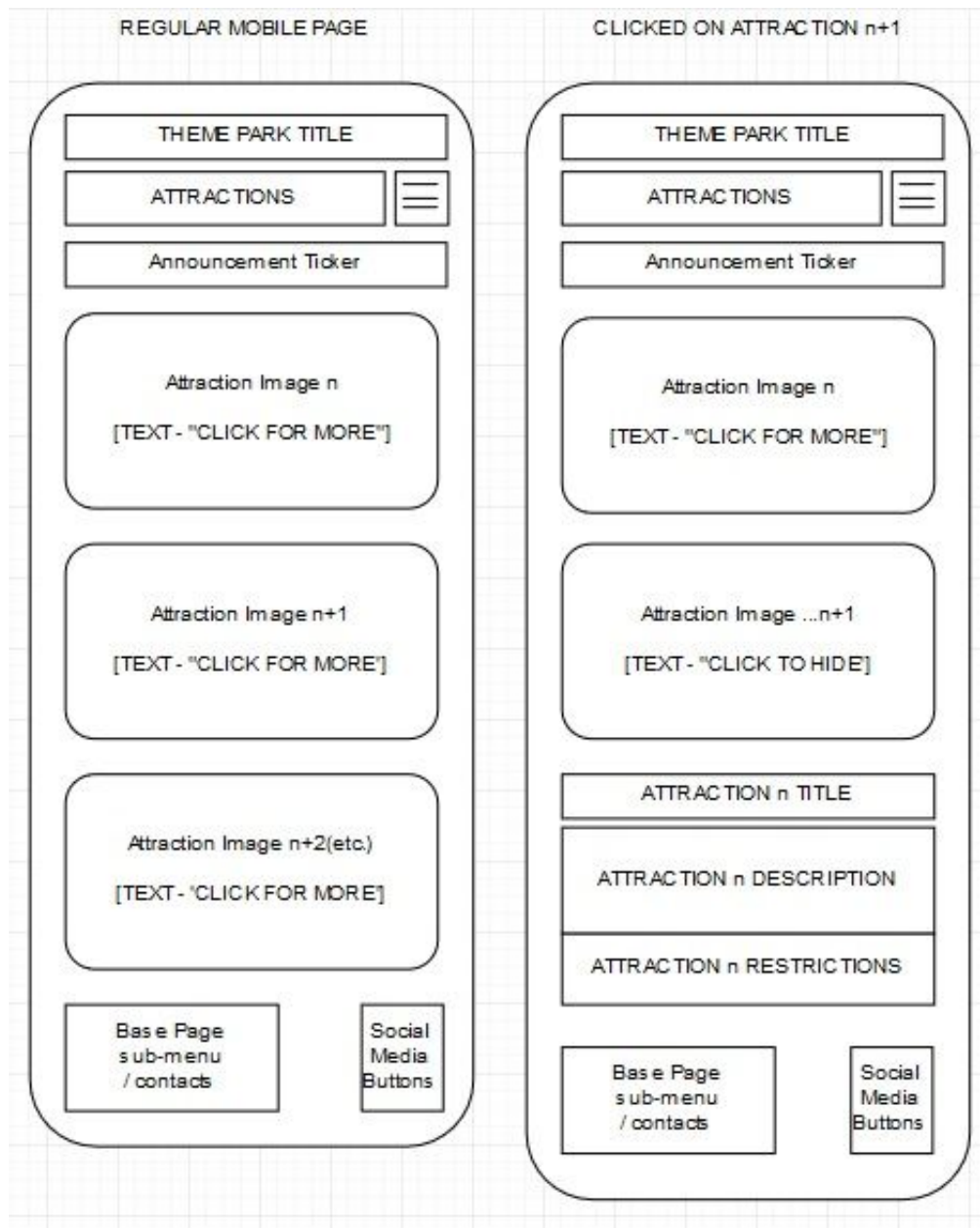
Same as the mobile in terms of what information is displayed - the general layout. On desktop however, you will not need to click on the image of the attraction to see the text about the attraction, it will just be displayed alongside the image (as there will be plenty of space on a desktop to do so).

Secondary Page #2 (Buying Tickets):

Same as the mobile format, same subdivisions of information, as well as button layout. There will not be any major changes between mobile and desktop for this page.

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.



Mobile

Tickets

1 Day

Adult Price

Youth Price

Family Price

After 4PM

Adult Price

Youth Price

Family Price

Add-ons

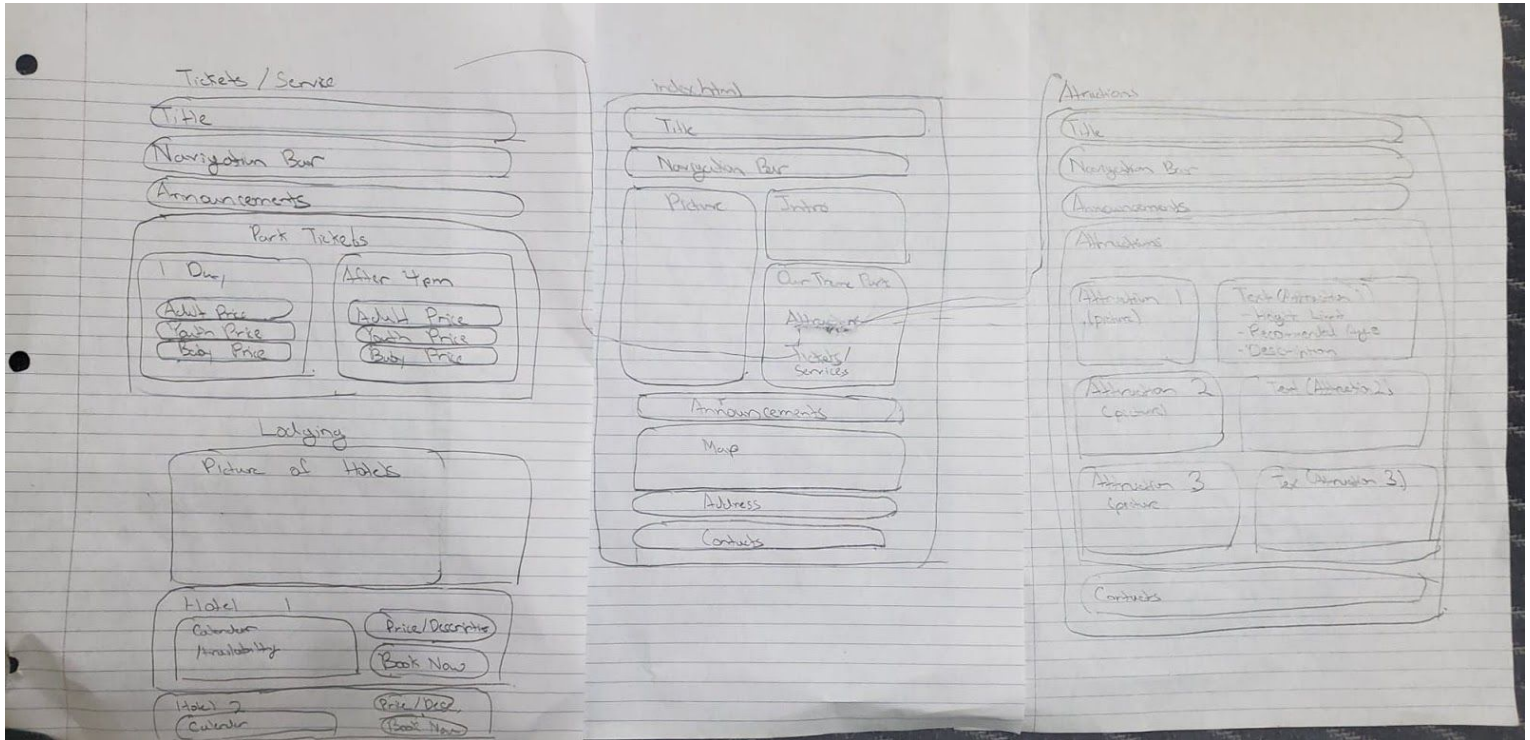
Fast Pass Price

Car Parking Price

Buy Now

Desktop

Part 2



Coding HTML

In this assignment, your team will make the HTML pages for the theme park website that you designed in the first part of the assignment. You will upload your HTML pages onto the Workspace: static web pages that is located in the end of week 10 and generate a shareable URL so that they can be accessed using the URL. Read the instruction for part 2 of the team project, organise your teamwork and submit the completed material for peer review. We recommend to make a submission within one week. When you are ready, return to week 6 and make a submission in 'Peer-graded Assignment: 3.4.3 Team assignment. Part 2'

The assignment has the following parts:

Markup wireframes with HTML

Review the three wireframes that you produced for the large screen version of your web site from part 1 of the team project and make any changes that you think would improve them. Work

through the wireframes and decide on the correct HTML to build those pages. Think carefully about the use of layout tags such as tables, and only use them where content is really a table. Make sure that all the parts of the pages have a semantic identity, either by using existing semantic tags or by defining "div" tags for the content. Attempt to use a range of the various formatting tags available to add richness and extra meaning to your content. Consider how different media can add to the way that your pages communicate information.

Mark up your wireframes with the HTML tags that you intend to use. Upload these marked-up wireframes in a .zip file into the Workspace: static web pages that is located in the end of week 10 and generate a shareable URL. Consider how your HTML supports the use of your pages by users with disabilities.

Code HTML pages

Code the three pages in HTML and enter in some essential text content that you write yourself. Name the main/first page of your web site: index.html. Ensure that you use comments to help all the coders to understand the code.

Find some pictures and any other media that you consider appropriate and embed them into the pages using the correct HTML tags. Ensure that your code includes comments to help you work with the code and quickly relate it to the wireframes. It could be helpful to include comments to indicate who contributed chunks of the code so that you can ensure you can work together as a team.

Upload the pages to the static web page system

Upload your three pages within a tidy directory structure in the .zip file to the Workspace: static web pages that is located in the end of week 10. Update your shareable link and load the pages in a browser using the shareable URL.

Validate the code in the pages

Validate your code using the [W3C code validator](#).