

Agree on the purpose of the website:

The purpose of the website is to advertise the theme park, along with any rides, facilities and services that are available. Furthermore, a website is used to provide customer service at all hours by including online ticket purchases and information about timings, attractions, promotions and aiding users with the logistics of visiting the park by providing information about parking and lodging .

A website is also necessary for advertising online in order to reach a much larger audience. The target audience includes: families, tourists, local schools, and youth organizations looking for group activities. A website also makes it easier for hotels and tourist and government agencies to advertise local attractions in the area by providing a link to the website.

Research Theme Park Websites:

1. Super Nintendo World - Japan

<https://www.usj.co.jp/web/en/us/areas/super-nintendo-world>

Content:

The use of text is effective as they have stuck to small paragraphs, simple sentences and clear headers and links. This allows users to easily find relevant information and ingest what is needed.

The content they provide includes information about attractions, promotions, contacting park representatives, legal information and links to social media so potential visitors can follow them online and receive further news about upcoming events and attractions.

There are several large, bright images of the park and Nintendo characters that the target audience of teenagers and young adult Nintendo fans can associate with characters they are already familiar with.

Structure:

The webpage appears to be simple, which is achieved by:

- Large images: images are embedded into an HTML skeleton spaciouly laid out. This makes it easy to search through the web page and find relevant information. But, overuse of scrolling makes navigation tedious.
- Clear headers: appropriately named headers make it easy to find common information.
- Buttons: used to provide functionality and links to other pages and sites but some are poorly located (e.g. a button located on the right that follows as one scrolls. It passes several links and images so a misclick will require the user to scroll back down through the page)
- Navigation bar: contains separate links and dropdowns

Positive Aspects:

- Prominent navigation bar with easy navigation
- Attractive images
- Prominent and easy to find search area

- Avoids using pop ups and places relevant information in banners (e.g. cookie policy held within a banner)

Negative Aspects:

- Cluttered main page
- Language selection in the drop-down menu does not use images so it would be hard for someone who cannot read the language well to find their language. An image of a flag next to each language may be helpful.
- Slow website not making use of CDNs while loading many images

2. Knott's Berry Farm

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

Content: Uses images to show attractions, sponsors, and icons. The information they provide includes park information like hours, help pages, and dietary requirements, promotions, health and safety information, legal information and links to their social media pages.

Structure:

- Large images: images shown of the park and rides help to advertise the attractions to users
- Icons: icons as buttons helps the user quickly find where specific parts of the website can be located without the clutter of lots of text
- Navigation bar: holds park hours, navigation for the site, logos and button icons used as shortcuts.
- Headers: used to highlight key pieces of information and used with images to create sections of information
- User interaction: a number of buttons which can allow users to select what kind of trip they are planning and provide relevant information based on that
- Accessibility button: to allow users of different capabilities to use the webpage

Positive Aspects:

- Clear organization and layout
- Responsive website: despite loading several images per page, it is quick and responsive
- Internal links open in the same tab
- Consistent and unobtrusive colour scheme that fits the theme
- Easy to find information
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Negative Aspects:

- Overly spread out
- Hours at the top of the page wraps making it difficult to read as units appear on the line below

3. Legoland Dubai

<https://www.legoland.com/dubai/>

Content: Uses images of the park and lego characters to attract the target demographic and help create association with the lego brand.

Information is written in very small blocks of text to appeal to the audience and includes contact and legal information, promotions, events and attraction advertisements.

Structure:

- Navigation bar: kept simple and avoids the use of drop-down menus. Includes the hours of the park, contact information, logo and links to other parts of the site.
- Images: there are a number of images highlighting different events with Lego characters and photos of park visitors enjoying the attractions.
- Grouped information: information is separated by setting individual rows which contain photos, text, headers and buttons.
- Footer: contains links to social media pages, legal information, and a newsletter sign up page.

Positive Aspects:

- Small sections of text make it easy to digest information
- Photos and colours make the site engaging
- Clear and organized structure

Negative Aspects:

- Overly spread out information
- Users need to search specifically to find out more than the most cursory information

4. Universal Studios - Orlando, Florida

<https://www.universalorlando.com/web/en/us>

Content:

The website provides legal and contact information, promotions, social media links, and information about attractions to further advertise the park. This information is expressed through several small paragraphs and short sentences.

There are also many bright images of Universal Studios characters to appeal to their demographic of Universal Studios fans as they can associate the park with their favourite characters.

Structure:

- Navigation bar: there is a simple navigation bar along the top of the page with various icons, including a logo, search button, and cart button.
- Banners: use of banners helps contain information and avoid popups, such as with cookie policies.

- Large images: embedded into an HTML skeleton to make it easy to search through the web page.
- Headers: appropriately named and clear headers help users find information quickly and allow for streamlined navigation through the site.

Positive Aspects:

- Information presented in a simple and organized way
- Clear headers and structure
- Icons on navigation bar make for easy site navigation

Negative Aspects:

- Very spread out information
- Scrolling can become tedious

5. Tokyo Disney Resort

<https://www.tokyodisneyresort.jp/en/tds/>

Content: Large images of the resort are used to advertise its attractions. This is a very image-based website and only short blocks of text are used. The content provided includes safety information, legal and contact information, promotions, events, and information about attractions and buying tickets.

Structure:

- Image carousel: Includes large images of the park with navigation to switch images more quickly or go back
- Navigation bar: large navigation bar with icons and a written caption to streamline navigation and make it easy to find information.
- Information grouping: separate sections for different types of information provide organization to the site and simplify the steps needed to find specific types of information.
- Footer: includes contact and legal information and privacy policy in an unobtrusive way as this is not information that most users will check the site for but placed in a location that they can be easily found should they be needed.

Positive Aspects:

- Thematically consistent
- Organized
- Large navigation bar with easy access to different areas of the site
- Colourful and engaging

Negative Aspects:

- Scrolling can become tedious
- Still includes limited-time events section even when there are no events underway
- Image carousel only contains two images

Agree on the content of the website:

It was agreed that our website would be for a computer science park. We decided on a few attractions, such as a computer science museum with a 'Meet the Stars' portion and a fractal art gallery along with traditional theme park attractions such as roller coasters and other rides.

We agreed that the site needed information about park timings and short, interesting descriptions of the attractions. We also decided that there should be several large, bright images of the park to aid with engagement and make it more visually appealing.

In addition, considering the current climate, we thought that the park should include information about the COVID policies we have implemented to ease any potential visitor's doubts about the safety of our park.

Agree on the structure of the website:

The group decided that we would split ticketing and attractions into separate pages, linked from the main page to make it easy to access and to highlight their importance. These two aspects seemed to be the most useful for potential users wanting to plan a trip to a theme park.

We agreed for the header to contain a logo that could be used as a link to the main page of the site and that the header should contain the park timings to make sure they are easily accessible.

We also agreed that the ticketing and attraction pages should be able to link to each other so that users can reach any of the three pages from any point in the site.

Furthermore, we thought the footer should contain legal and contact information as well as social media links. This seemed prevalent in our analysis of theme park websites and made sense to the group as a logical addition.

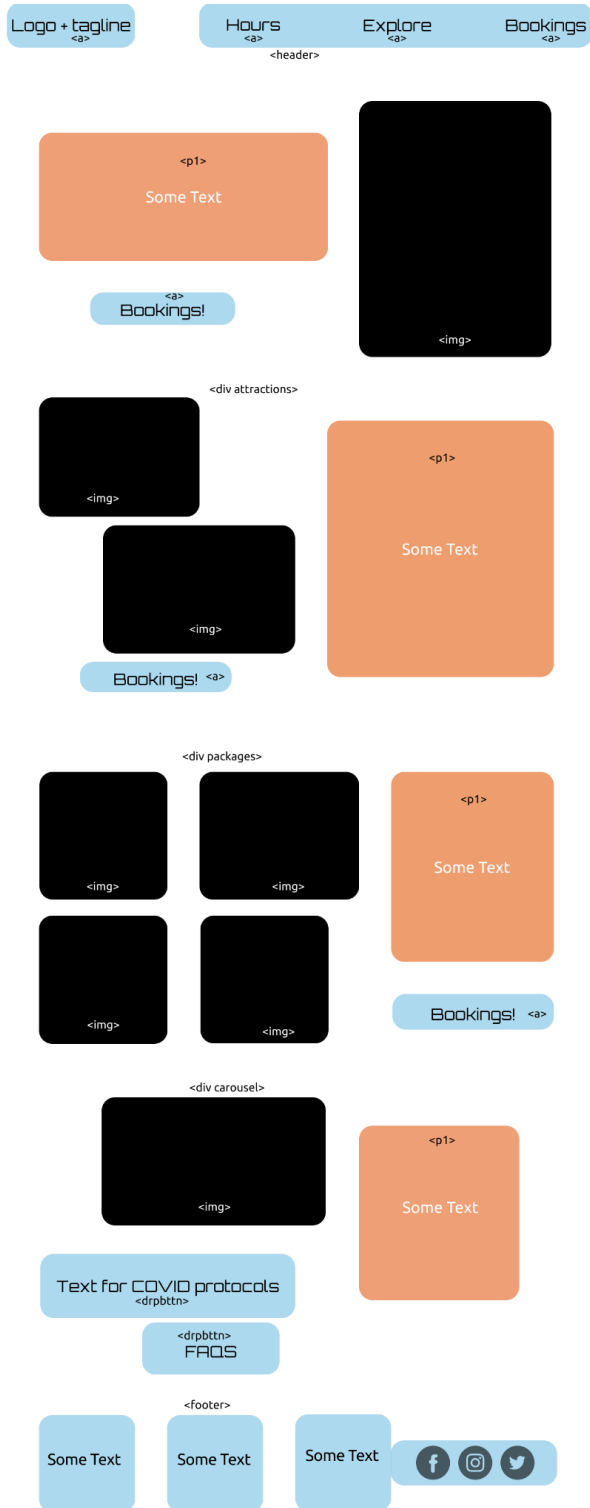
In addition to this, for accessibility, we committed to using alt text image descriptions, worked on making a colour scheme to account for various types of colour blindness, and made sure there would be no flashing lights for photosensitive users.

Design the wireframes:

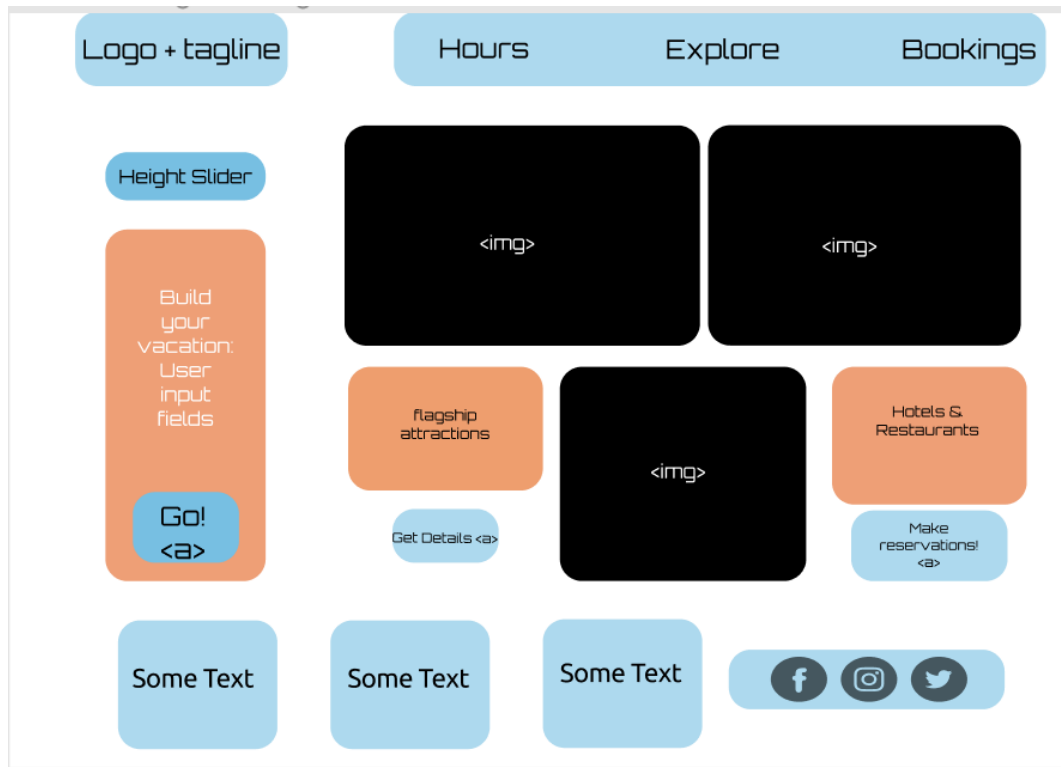
Wireframes for the mobile sites and desktop sites for the main page, attractions page and ticketing page found below:

Desktop site

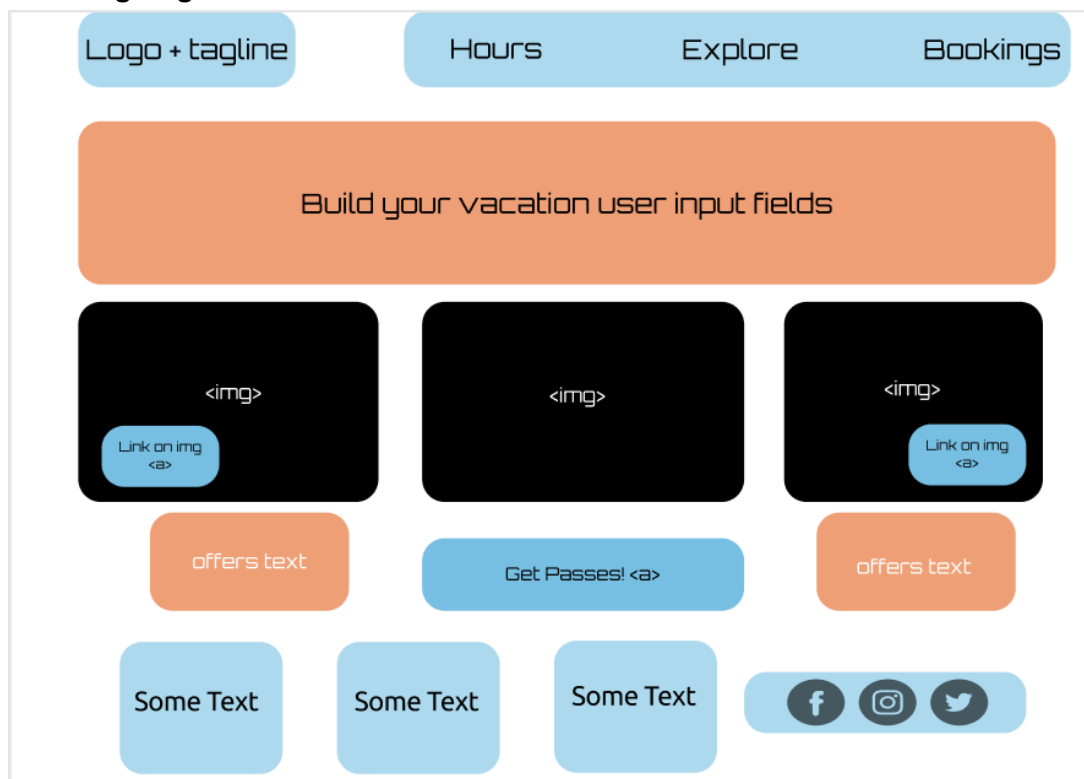
Main page :



Attractions page:



Ticketing Page:



Mobile Site

Main Page:



Attractions Page:



Ticketing Page:



Overlay:

