

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.

-One reason why theme park operator would want a website would be for greater online presence this means consumers would be able to search up on the theme park without having to go there and be able to get all the information that they want.

-Another reason would be for communication purposes this means anyone would be able to have access to information about the theme park through any devices such as phones or computer if they have internet.

-Lastly theme park needs a website to offer job opportunities as they can post job opening to let the public know that they are hiring which would ease their hiring process as more applicants would know about the job opportunities.

-People who look at such theme park website would be tourist as they would like to find out more information on the theme park and how to get to the theme park and most importantly how to get tickets to the theme park.

-Another group of people would be family members as they want to look at the theme park activities to see whether it is worth making a trip to the theme park.

-Lastly would be young adults as they want to research on what to do during their weekend getaways at the theme park to have relevant information about the theme park location, attraction and etc.

Research theme park web site

Universal Studio Singapore (<https://www.rwsentosa.com/en/attractions/universal-studios-singapore>)

In this web site I am able to know straight of the bat that they are having a Theme which is Christmas which last for a certain period. I am able to see what kind of promotion which they are offering and what kind of live shows which are showcased at the theme park. I like the flow of the website as it is systematic and not all in one huge mess as they have specific area for different sections. The header is very simple whereby users would be easily directed to the specific page which they want to view more. They have used grid style layout to showcase the things to do at USS by using an image and relevant descriptions below the image which is very informative and simple for the visitors to absorb. They have also used a carousel to showcased multiple images for an attraction which makes it more attractive and appealing.

Legoland Malaysia (<https://www.legoland.com.my/>)

In the website the first thing I saw was a carousel on the website which highlights what kind of activities are available there with many eye catching pictures. There is a 3 grid layout to tell me about the different sections of the theme park which is beneficial as it helps the user to access the specific activities that they are looking for. There are a few images to towards the end to highlight what i can do at the theme park. They have made the images clickable which are tagged with a hyperlink this is good as visitors would be easily directed if they click on pictures. They have section off the website very well as different section have different purposes thus making the website more

interesting. When the mouse hovers on the images it would be zoomed it which makes it more enticing towards the users too and makes the users click on them.

GHIBILI PARK (<https://ghibli-park.jp/en/>)

The website starts off with a huge background which showcases the general style of the theme park which is towards the anime side. There is an interactive button which redirects you to the map of the theme park which is an interesting concept. There is an animated map which showcases what kind of rides are available at the theme park and suits their theme very well and lastly the main part of the website tells us about the origins of the theme park and how it was founded which might be interesting towards the viewer wanting to learn more about them. Animated map might be too advanced to do for the mean time. They have also included a zoom in and zoom out function when viewing the map which map come in useful for the visitors when looking at the map in more detail. Instead of having a navigation bar at the top they have used a menu bar which appears on the left side of the screen which gives it a more minimalist look and does not block their background at the start.

Genting Skyworlds (<https://www.gentingskyworlds.com/>)

In this website there is a YouTube video at the start of the page which gives the consumers more in depth information of the theme park which is beneficial to them but it may be risky as sometimes YouTube video may not function properly at times. In the next section there is a tool bar which made it easy to book tickets to the theme park by just simple selecting the type and date. Lastly there is an announcement section to keep the consumers updated on the differing changes to the ticketing price. Instead of the standard navigation tool bar at the top when clicked on the menu bar the whole screen will transition to another page which shows a more detailed navigation bar for the user to explore throughout their site. When the mouse hovers on the picture there is an animation which is appealing to the users which makes them want to click on the image to find out more.

Disneyland (<https://disneyland.disney.go.com/>)

At the start of the website there is a gif which showcases what to look forward to when visiting the theme park. Which I feel is a good idea so that more people are attracted to the website. There are multiple grid layout to have showcase what kind of activity are available at the theme park which is simple for the consumer to view. The website is simple for the users to interact without any of the flamboyant animation. Upon clicking on their navigation bar it will open up an extended version of the specific page which might be too messy and very displeasing to the eye. They also included mini images in the navigation bar which might not be very useful as the images are too small to see without any zooming in.

Content for Theme Park

We would be creating a winter theme park, called WinterWonderLand. We decided on this theme as it coincides with the Christmas season and it was logical to create something festive. In the website we would like to let the visitor know about what rides and attractions are there and what kind of

shops that are available there such as restaurants and gift shops. In general we expect our theme park to be mainly visited by tourist and families just looking to have a fun day out with their loved ones. As such our website will help cater to them and provide information to help them have easy access to our theme parks. We would have a navigation bar which helps to direct the user to specific pages based on what they want to discover about the theme bar and to not flood the navigation bar with too much information as it might come out too messy. We would like to use images followed by short description as what the website we have researched on has done. In the footer we would have a short description of the theme park which the visitors would like to know about and relevant social media icons and link if the users want to follow us on these platforms. On the other pages such as the attraction page and the shops page which will mainly showcase what is available at the theme park and what to expect if they choose to visit us one day and hopefully provide relevant information about us to the visitors.

Structure of the Web Site

In our website we would have three pages, the first page being the main page where there is a attractive carousel to help persuade the people to look at what kind of fun activities are available via multiple images in the carousel. Further down there would be two options for the visitor to select if they would want to learn more about the theme park such as the rides and activities offered at our park and what kind of shops such as restaurants and gift shops available there.

The second page would be the rides and attractions page whereby we would showcase what WinterWonderLand would have installed for those who choose to come to visit the theme park such images on the rides and attractions using a grid layout for easy reference. And short description of the attraction available at WinterWonderLand.

Lastly the third page would be shops what kind shops there are at WinterWonderLand, all sorts of food places such as finger food and all the way to restaurants for the families to have a scrumptious meal after having a fun day at WinterWonderLand. Followed by a gift shop to show what kind of souvenirs available to be purchase before they leave to have a piece of memory of WinterWonderLand.

The header and footer will remain throughout all the pages so that visitors can link between pages with ease and without any difficulties if they choose to click between pages.

Design the wireframes for the web site

WinterWonderLand Wireframe



- Wireframe image include in the zip file for reference if the text is too small to be read