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## Purpose

The purpose of the website is to provide prospective customers with promotional materials to entice them to visit the park, with the ability to purchase tickets, view park conditions, research rides and expected lineup times. Also provides park maps, available facilities, information for special events, contacts, legal information, and accessibility options for the park.

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## Research

[https://disneyworld.disney.go.com/en\\_CA/](https://disneyworld.disney.go.com/en_CA/)  
<https://www.universalorlando.com/web/en/us>  
<https://www.sixflags.com/magicmountain>  
<https://www.canadaswonderland.com/>  
<https://www.laronde.com/larondeen>

After reviewing all the 5 above sites, we notice that they all contain very similar approaches to delivering information relevant to the user. Each site has their logos prominent on the top bar, with a primary site navigation menu directly underneath. This section is known as the header.

Under this header, there are slideshows to show how fun and exciting the theme park is. This features images of the rides with people's expressions of joy and excitement, mascots or characters in costume greeting and interacting with children, and showing an overall sense of how much of a good time everyone is having.

The sites all feature a great deal of information on things to do, rides planning tools, upcoming events, park hours, job boards, corporate information, food, sales, customer support contacts, and social media links. Each site has these laid out in quite a similar fashion, showing that they have a formula that is both easy to navigate, and that they know what their customers are most interested in.

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## Content

The content for our site will be very similar to the 5 above sites in the research. We will have our users experience no surprises navigating this type of site, as it should fit the common features of the market which we have observed in the research. Our wireframe will show that our information that is of most interest to the users is presented up front and in a very convenient location for them to not be confused or lost.

This will feature information on current promos front and centre in our slideshow, with images of park visitors enjoying themselves on our rides. We will feature something we didn't see on many of the parks, but was present on Universal Orlando; current weather conditions. This is extremely useful for visitors looking to plan out their day.

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## Structure

The structure of the website will be fairly simple if we stick to the constraints of the 3 pages. We will utilize anchors for the links to make maximal use of the 3 pages. The site will be arranged into 3 sections; landing page, rides/promotions/park map, park info/corp info/legal/jobs.