



THEME PARK WEBSITE

Design Specification

Abstract

The hereby specification initiated Team's Theme Website project and was developed along the project

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Review criteria

Marks will be awarded for the following:

- Identification of purpose of web site to the appropriate stakeholders
 - Evidence and analysis of 5 theme park web sites
 - Identification of relevant and appropriate content for the web site
 - Identification of an appropriate structure for the pages for the content for this web site
 - Design of the wireframes as a clear model for the web site
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Output

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.

Reasons for a theme park operator to have a web site

We start with mapping user's journey of Theme Park visitor:

1. Find out about the park
 - a. History and introduction of the theme park
 - b. Floor plan
 - c. Operating hours
2. Find out about the park:
 - 2.1. History and introduction of the theme park
3. Take a decision to visit the park
 - 3.1. Review attractions and prices, including promotional events
 - 3.2. Take note of the Theme Park's most visited/popular attractions
 - 3.3. Review accommodation
 - 3.4. Take note on other visitors' feedback and reviews after visiting the Theme Park
 - 3.5. Have some questions and contact to clarify these
 - 3.6. Review and decide upon the offer
4. Purchase
 - 4.1. Reserve or buy the pass or decide to buy one at the booth
5. Plan the visit
 - 5.1. Understand the transportation, including parking options
 - 5.2. Understand and book an accommodation in case the visit is to last more than a day
 - 5.3. Review additional conditions, e.g. disabilities, food, baby care, etc.
 - 5.4. Understand operating hours
 - 5.5. Initially plan the attractions and the route, download the map,
 - 5.6. Have some questions and contact to clarify these
6. Actual visit
 - 6.1. Navigate to the parking or using public transportation
 - 6.2. Arrive at the entrance
 - 6.3. Take notes on first impressions about the Theme Park (How it looks from the outside)
 - 6.4. Find previously purchased admissions or buy them at the cashier desk
 - 6.5. If hotel – check-in
 - 6.6. Go and have fun – navigate through the park
 - 6.7. Take note about the most visually appealing aspects of the park
 - 6.8. Have some food during the day
 - 6.9. Get help / assistance
 - 6.10. Get some souvenirs

- 6.11. Leave with lots of good memories
- 7. Post-visit
 - 7.1. Leave comments, opinions, testimonials
 - 7.2. Lost & found
 - 7.3. Return / membership / newsletter
 - 7.4. Leave the feedback

Purpose 1:

Marketing. And promoting for the park, increase the fame and reputation.

Visitors nowadays will typically start with the website. They might have heard about it before (e.g. always dreamed to visit Disneyland) or they are just seeking for an attraction, possibly hearing about it from friends or being attracted by the ad. There will be also visitors from abroad, hence the website should support both local and English language at the minimum. A website is a perfect marketing opportunity for the park, making it accessible to almost anyone in the world. Putting up a website will enable the park to promote its various attractions and all the fun things people can do when they visit.

Purpose 2: Scan the offer to take a decision

Once the initial attraction is triggered, the Theme Park earns potential visitor ("lead"). At this state, potential visitor will seek for any additional information to take the decision. These could be how far the park is, what the cost is and what attractions are out there. Some potential visitors may be looking for credentials and will be happy to read some others' testimonials or reach out to independent review sites. At this stage potential visitors will have questions, hence should be able to access Q&A and easily find contact details – preferably multichannel (phone no., contact form, chat, etc.). There will be also visitors from abroad, hence the website should support both local and English language at the minimum. The website, in many ways, can show off the Theme Park's wonderful aspects through putting up photos, videos, and visitor reviews.

Purpose 3: Booking / transaction

Theme Parks will encourage their visitors to reserve and purchase up-front – to offload the physical labor on site and improve their cashflow by having the income earlier. The transaction process will have to be as simple and credible as possible, but may get complicated if the Theme Park is large and offers many transactions. Additional benefits and encouragement system shall be in place, to recognize visitor's hesitation and react, e.g. by offering limited time discount or extra attraction on top, free of charge. This is also a time for upselling and cross-selling, to increase the sales. Credibility can be strengthened by using a third-party known payment provider and by offering a short version of main terms, e.g. refund policy. At this stage visitors may also have questions. It is important to assist them with a live agent, so that any troubles could be resolved in a real-time. This is to minimize drop-outs, frightened and discouraged by technical or usability obstacles.

Purpose 4: Plan the visit

Once the transaction is over, the visitor will plan the visit. At this stage, some will want to plan their attractions / route in details, some will just want to print the map. There will also be guests with additional needs, e.g. with disabilities, babies, allergic, etc. and they will seek and expect specific information to have at hand. At this stage, some visitors may be looking for refund options or ability to reschedule their visit, in case of encountering unexpected situations. For the visitors from abroad there information should also include International airports and how to move from there.

Purpose 5: Supporting actual visit

At this stage the visitors will not be next to their computer and will use their mobile phones. Nowadays it will be a mobile app that will provide bi-directional interaction (e.g. attractions, queue times, special limited discounts, navigation), but some will still access the website, especially for reasons such as attraction map, contact details, part operating hours.

Purpose 6: Post-visit

Visitors will eventually leave the park, hopefully with unforgettable experiences. This however will not be yet the end. Some customers will lose their personal things and will seek for help. Some would like to share their great experience with others by rating and writing their reviews. Some will want to return and could be encouraged with additional returning offers. They should also be encouraged to leave a feedback, which could be further used for improving customer experience.

People who might look at the web site (Personas) with their reasons

1. Our main persona is a parent, considering the visit with their family, including children. They will be looking for family offers and will want to plan things upfront – e.g. if and where they can have lunch, some with little babies will look for rooms to change their babies (diapers), some will also look for information about disabilities. They will be typically limited to summer and winter breaks and hence will want to plan the trip ahead, even at the cost of the price.
2. Our second persona is a teacher or a tourist agent. They will want to arrange the trip for their group. They will be an organized group, hence will seek for group discounts, information about bus parking, any additional information for the organized group. They will be typically flexible with their visit time, although some will still have their preferences (e.g. the teachers will be limited to the school year while tour agents will focus to the summer and winter holidays). Some will be looking for the information about disabilities
3. Our third persona is a young couple. They will typically study and have no children yet. They will be flexible with the visit time, but may be limited with funds, hence will seek for offers and plan their trip in the least occupied periods.
4. Our fourth persona is a senior couple. They have already retired and they enjoy their life by travelling and visiting interesting places. They will be very flexible with their visit time and they will not look for.

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.

Website	Type of information and supporting structure	Aspects that work well	Aspects that are not that successful
Legoland Denmark Billund Resort	<ul style="list-style-type: none"> • Clear Covid information and requirements • Highly prioritize park's state (today's opening hours & open / closed) • Quick book and help always visible – as a bottom bar • Top menu: Tickets & passes, Short break, Explore, Plan your day • First section – main promotional space with beautiful images carousel and half-visible in the bottom are Links to further accommodation, Season Pass and Day Tickets • Further down: boxes with links and information about safety, Hotel and Tickets • Next section: Interactive explore section, promoting main attractions • Moving forward – Customer's Tripadvisor review • Finally – newsletter sign-up and double footer with links to other parks, site links, links to mobile apps, social media and legal notice. 	<ul style="list-style-type: none"> • Excellent covid and park status information • The graphics very consistent with Lego's identity • Multilanguage support • Attractive and encouraging colors • Clear information structure, prioritized according to visitors' needs 	<ul style="list-style-type: none"> • Some information are redundant, e.g. always visible bottom booking bar and always visible book button at the top • Fixed upper and bottom bar leave too little space for the main content behind and sometimes overlapping some part of it, as if they were added later on, with no relevant adjustments of the main site
<u>Universal Studios Orlando</u> US	Fixated top bar menu theme parks <ul style="list-style-type: none"> • Things to do • Places to stay • Tickets and packages • Plan your visit • Search engine and cart 	<ul style="list-style-type: none"> • ...Make use of graphic and picture to create the dynamic pages 	<ul style="list-style-type: none"> • The information is not consolidated and overlapping

Website	Type of information and supporting structure	Aspects that work well	Aspects that are not that successful
	<p>Enlarged menu with pictures Latest event with big picture</p> <p>Social media Declaration & Other information</p>	<ul style="list-style-type: none"> • ...fixated Menu bar with drop-down menu • ...Feedback platform 	<p>a little bit messy.</p> <ul style="list-style-type: none"> • Some important information is not being presented properly • not sufficient information being displayed without clicking on it
<p>Disneyland Park(Paris)</p> <p>https://www.disneylandparis.com/en-us/</p>	<ol style="list-style-type: none"> 1. <u>Covid-19 Notice</u> 2. <u>Ticket booking portal</u> 3. <u>Drop-down menu</u> with five buttons: 1. Our Parks 2. Place to stay 3. Dining 4. Tickets and Packages 5. Before you arrive 3. <u>Sign in portal /Language translated</u> 4. <u>Events/program with pictures</u> 5. <u>Other information</u> <ol style="list-style-type: none"> a. <u>Legal information/</u> b. <u>social media</u> c. <u>and privacy policy</u> 	<ol style="list-style-type: none"> 1. Information clearly and neatly presented by prioritized most important information 	<ol style="list-style-type: none"> 1. The front page is designed to be information-oriented and not engaged and attracted the visitors enough.
<p><u>Ocean Park</u> (Hong Kong)</p> <p>https://www.oceanpark.com.hk/en</p>	<p>Fixated menu Bar</p> <p>Tool:</p> <ul style="list-style-type: none"> 🔗 Login portal 🔗 Language choice <p>Menu: (with drop down menu)</p> <ul style="list-style-type: none"> • Ticket and special Offers • The experience • Hotels • Smartfun annual pass • Plan your events • Education and reservation • Park information • Online Reservation 	<ul style="list-style-type: none"> • Very straightforward, organised and clean page <p>Make use of colour to indicate different information</p>	<ul style="list-style-type: none"> • Bad user interface • Unsophisticated layout

Website	Type of information and supporting structure	Aspects that work well	Aspects that are not that successful
	Social Media /contact us icons Declaration Copyrights and policies		
<u>Lotte World</u> (South Korea) https://adventure.lotteworld.com/eng/main/index.do	Fixed top bar Language Scrollable Menu bar(With drop down menu) <ul style="list-style-type: none"> Entertainment Usage fee Usage Guide Reservation Special promotion <ul style="list-style-type: none"> Information Social media Declaration 	<ul style="list-style-type: none"> Engaging homepage with large pictures Key information on the top ,easy to find Nice Background and symbol Graphic design to highlight hithe information 	<ul style="list-style-type: none"> The information presented is less organized and overleapt
<u>Leba Park</u> (Poland)	<ul style="list-style-type: none"> Top banner contains information about Covid time availability The main menu includes all answers about first questions or reasons why the visitor is entering the website. The menu redirects to further sections of the home page – no subpages Buy ticket button is very well exposed Moving forward and scrolling down, the second section includes general information about the park Further down is the list of attractions and their short descriptions Below is less prioritized information – News, Restaurants, Shopping and Accommodation Moving on, there are special offers and additional services Further – Additional information Below is a calendar, price list and buy button 	<ul style="list-style-type: none"> Well exposed buy tickets button and covid information Simple website with no subpages The website well maps to visitor journey identified The website is well optimized for SEO, e.g. Google search result already contains important links 	<ul style="list-style-type: none"> Main drawback – no English language. This is not acceptable nowadays The website seems not to be optimized for high performance Some menu options don't work – content is missing Not well optimized for SEO – no subpages links in Google search result The graphic design seems outdated, The information is not

Website	Type of information and supporting structure	Aspects that work well	Aspects that are not that successful
	<ul style="list-style-type: none"> Finally – Additional information (e.g. disabilities), map and contact details. 		<p>optimally prioritized, e.g. the information about tickets and offers is almost in the end,</p> <ul style="list-style-type: none"> There are no information about opinions – not even a social media integration.

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 part theme and type

SpacePark is a Space Theme park, proposing attractions around space history, space technology – today and in the future.

Although with a high potential, our park is not the biggest in the world, hence our competitive advantage is within pricing, quality and diversity of the attractions, covering the needs of each type of the visitor. Our attractions can be enjoyed within one full day, hence we have not got any dedicated accommodation, though cooperating with hotels nearby, so that foreign visitors could also plan the trip. Our mission is to win with our exceptional quality in every aspect – from overall visitor journey, to visitor experience, media, etc.

Types of attraction of the theme park

1. NASA zone
2. SpaceX zone
3. Black holes zone
4. Searching for extraterrestrial life
5. Mars exploration
6. International Space Station

- 7. Experimental zone
- 8. Movies zone
- 9. Movie Theater
- 10. Simulators zone
 - 10.1. Astronaut training
 - 10.2. Pilot the spaceship
 - 10.3. Low gravity walk
- 11. Food court
- 12. Shop

Type of information that the visitors will be looking for before visiting the park

- 1. Types of attractions, with images and videos
- 2. Pricing and plans
- 3. Opinions
- 4. Opening hours
- 5. Food options
- 6. Contact details & FAQ
- 7. Attraction maps
- 8. Transportation, including parking
- 9. Possible accommodation
- 10. Attraction map
- 11. Disabilities

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.

Main page - types of information

- 1. Logo and top fixed info (Covid)
- 2. Main top menu (fixed)
 - 2.1. Discover
 - 2.1.1. About the park
 - 2.1.2. Location
 - 2.2. Tickets
 - 2.3. Attractions
 - 2.3.1. Our attractions
 - 2.3.2. Attractions map
 - 2.4. Plan your visit
 - 2.4.1. Operating hours
 - 2.4.2. Transportation

- 2.4.3. Food
 - 2.4.4. Accommodation
 - 2.4.5. Disabilities
- 2.5. FAQ
- 3. Main image
- 4. About the park
- 5. Location
- 6. Tickets
- 7. FAQ
- 8. Footer: Terms & Conditions, site map, search, contact details, legal information

Sub-page 1 – types of information

Title: Attractions

- 1. Attractions
- 2. Attractions map
- 3. Footer: Terms & Conditions, site map, search, contact details, legal information

Sub-page 2 – types of information

Title: Plan your visit

- 1. Operating hours
- 2. Transportation
- 3. Food
- 4. Accommodation
- 5. Disabilities
- 6. Footer: Terms & Conditions, site map, search, contact details, legal information, social

Additional semantic parts (asides, pop-up windows)

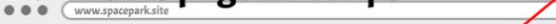
- 1. Cookies & privacy

Design the wireframes for the web site

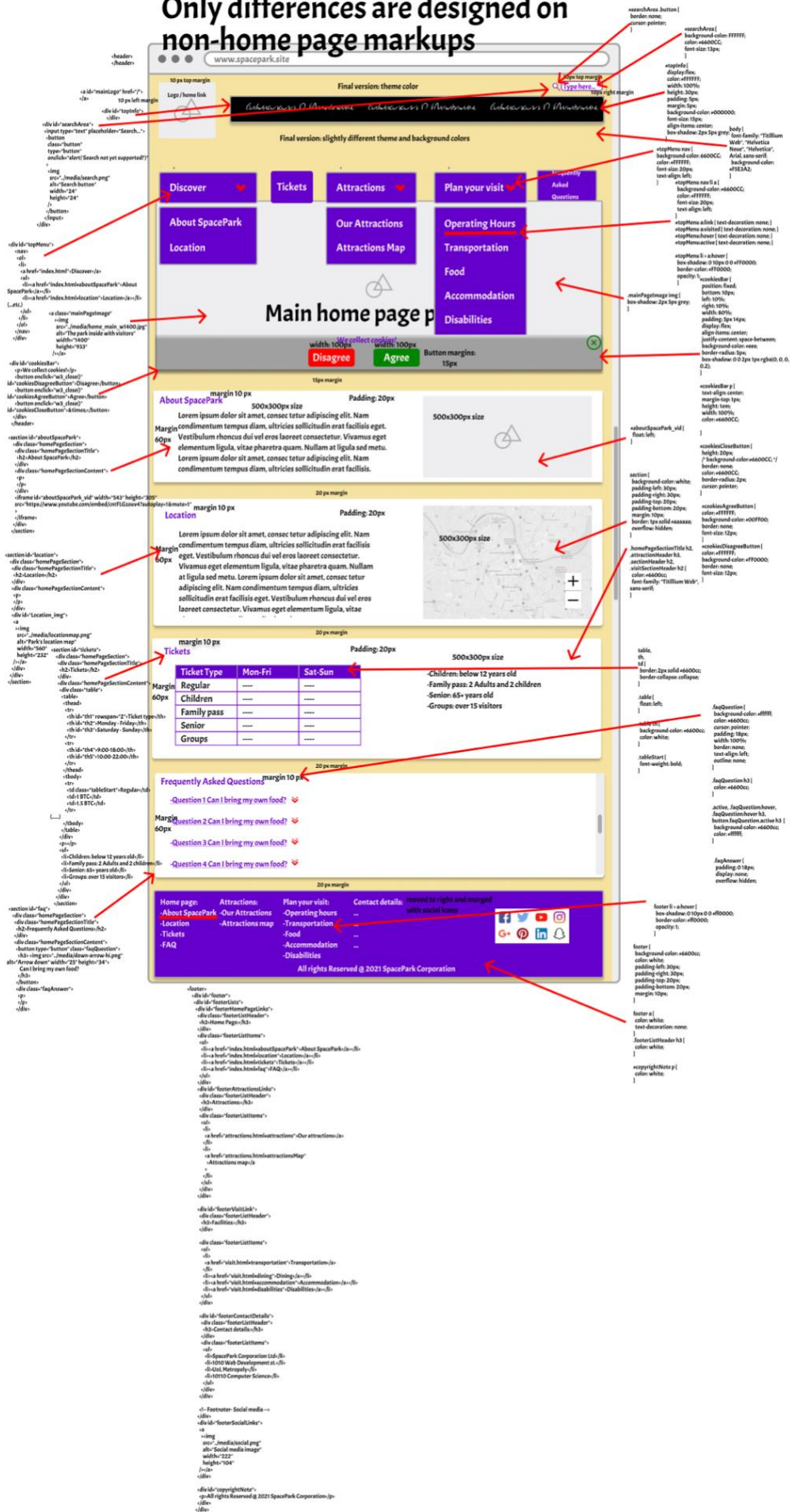
Produce a set of wireframes for the site, showing the concepts for both a wide screen and small screen. These can either be drawn by hand or produced using a tool such as PowerPoint or a graphics package such as Illustrator. Avoid painting or photo-editing software such as Paint or Photoshop as designs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

Wide screen wireframes

www.spacepark.site

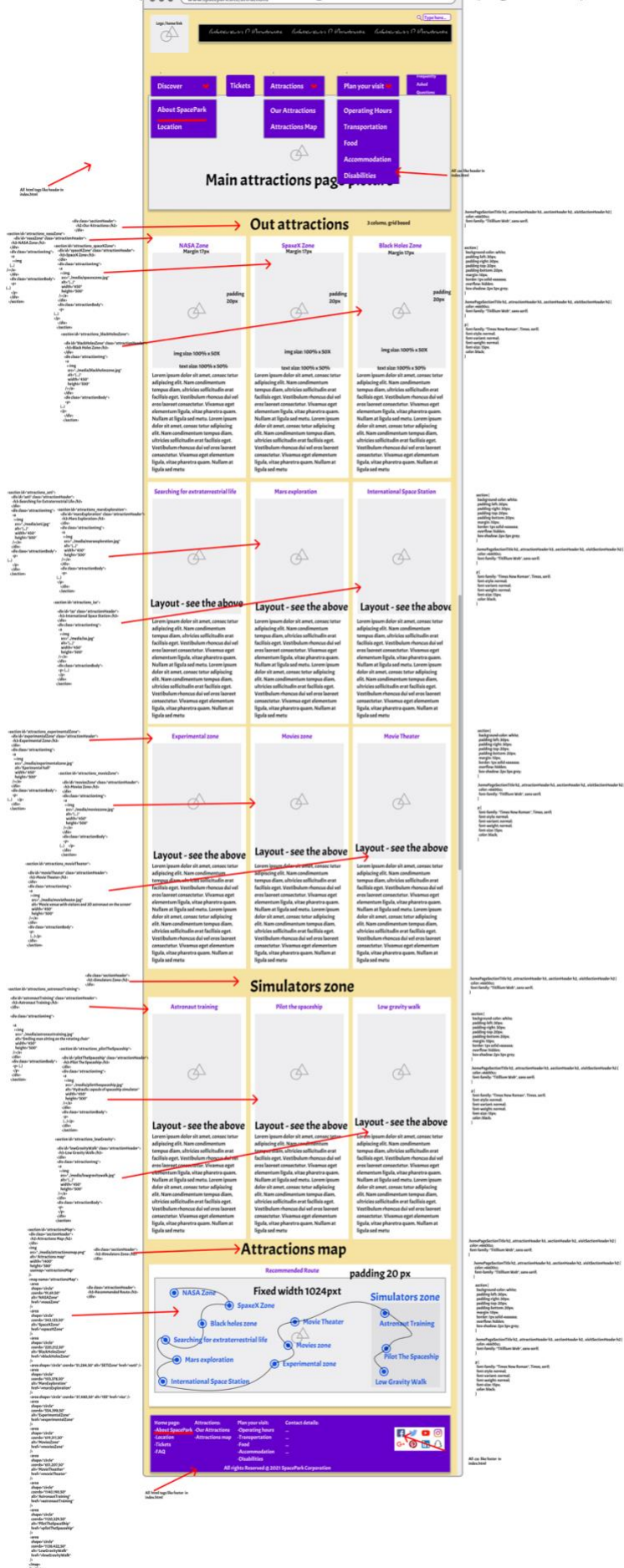


This is the base styling description
Only differences are designed on
non-home page markups



Base styling described on home page

Only differences are designed on non-home page markups



Only difference



All css like header is
index.html

All html tags like footer in index.html

All css like footer in
index.html

Mobile screen wireframes



