

Part 1 - design specification

1. Agree on the purpose of the web site

After our discussion, we have all agreed on the following.

The purpose of the web site will be to:

- Advertise the theme park, attracting people to visit, generating revenue.
- Sell tickets.
- Showcase the attractions of the park.
- Provide useful information for people before they visit, contact information, policies, location.

Reasons for a theme park operator to have a web site:

- Attract people to visit
- Generate revenue
- Convince customers to keep coming back
- Educate customers

The people who might look at the web site and the reasons why:

- Children, adults elderly, families, organizations, people from all over the world
- The might look at the web site to plan a trip, learn more information, check out tickets prices, see if they are interested in going to the park

The below shows our separate ideas and how we agreed upon everything.

Kimberly:

The number one reason for a theme park operator to have a website is to attract people from all over the world or country to buy tickets and to visit the park. This is done by having an engaging and attractive website that shows users all the benefits of the park and why they should click “buy tickets” or visit. Another reason is operators want customers to keep coming back to the park. This is done through the site by showing new and exciting rides or events. A third reason is to educate the customer. For instance, education on the covid-policy, the different types of tickets, the map, location or hours, etc. In addition, a park operator might want to have a career section to find and recruit potential employees.

As for the people who might look at the site, the users could be older children, adults, families, elderly people, and even people from all over the world. The users could also be representing larger groups. For instance, a school that is planning a trip for their students. I truly believe a theme park can have something for everyone.

There are many reasons users may want to look at the website. They might want to plan a trip, learn about the park, learn about new events and rides, book a night at the resort, learn about other park related attractions (zoo, waterpark), or even learn about career opportunities. Overall, the site should attract the user to visit and buy tickets and also educate the user on everything they will need to know regarding their trip.

Jen:

The first reason for having a website is to market the theme park. The website provides information about attractions, current news/events, as well as all the services available. It also promotes sales as it offers online ticket-purchasing channels.

Locals, tourists, and those who are interested in visiting the theme park may look at the website. They want to know how the experience could be like, what they can find at the resort, look for guides, ticket information, or if there are accommodation options available.

Jonathan:

Single source of information for a business— type of business, hours, location, contact etc. Visibility up on Google when customers search for your business. Leverage site to participate in online advertising. Use site to collect new/existing customer contact information.

Phil:

The primary reason for an operator to have a website is to advertise their park and its features, and to provide a platform for customers to purchase tickets directly. Perhaps secondary to this is to provide users with information to help them plan their visit. Users looking at the website would be any person who is interested in visiting a theme park, the majority of which I would expect would be families.

I think the purpose of our website then should be to advertise our theme park and its key features, provide all of the information someone wanting to visit would need, and ideally to support the purchase of tickets.

Shuqing:

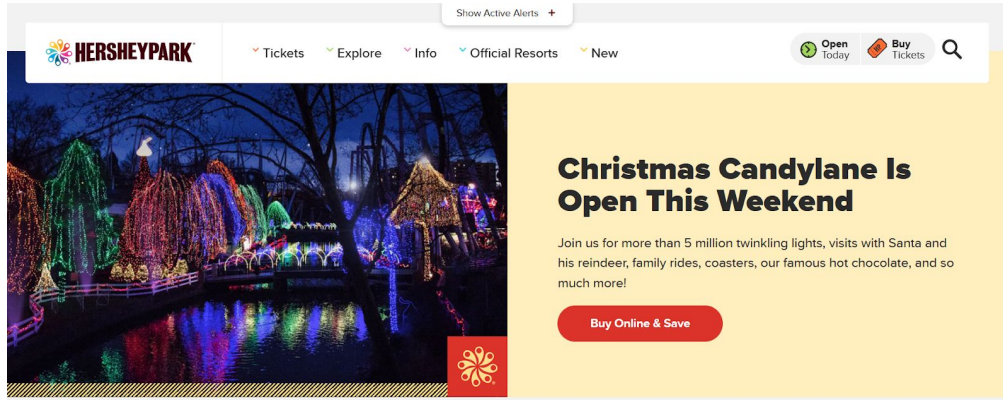
Zhorzh:

Main purpose of having a website for the park will be to advertise the park, its features and give information about opening hours. It will also give a possibility to the visitors to purchase tickets online or make reservations. Website can also have an interactive map, where it will help to find out the possible routes for visitors, like nearby bus stations and so on. Would be nice also to have other sections where it will give information about the history of the park and some other basic info.

2. Research theme park websites (pick 5)

Kimberly:

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



Includes Information On:

- Tickets
- Rides- Things to Do (shopping, entertainment, dining, games, characters)/Events (seasonal events)
- Info- Covid/Hours/Map/Directions & Parking/About Us/APP/HPGO/Accessibility/Jobs/FAQs
- Official Resorts- Overview/Resort Benefits/Packages/Area Attractions
- New- New Attractions/Events
- They also have different categories for the main park, water park, zoo and Hershey's chocolate town
- Contact
- Important Links- Private Policy, etc.

Positives:

- The homepage is really easy to consume, it is not overwhelming. The header which is also used as a navigation only has 5 main categories (tickets, explore, info, official resorts & new) each with their own color theme. When you hover over a main category it shows you the sub categories.
- The call to action- "buy tickets" is really clear and easy to access.
- The featured section is the main event currently going on in the park, right now it is "Christmas Candylane"
- The website tells a story as you scroll down and each story features large pictures and different colors. The page is designed so that each "story" or section fits symmetrically on your page as you scroll.
- The footer contains the practical info- directions, contact, social media links. And it also has another navigation section

- The other pages follow the same theme & design laid out in the home page. The header navigation bar also remains in each page.
- The site also looks really good on mobile.

Negatives:

It was a bit hard trying to find negatives on the site, overall I think it's very responsive and the design is exciting without being overwhelming. One negative point is for a customer who only wants info on the boardwalk or the zoo, those sections are above the footer on the main page, so you have to scroll a bit. Or, search for them within the subcategories of the header navigation.

The park is related to the chocolate company- Hershey but it's hard to see this relation on the website. I think it would be nice to have a "history section" that explains how the town where Hershey Park now is once had a Hershey's chocolate factory.

Jen:

[LEGOLAND Japan](#)

Includes Information On:

- Languages
- Ticket & passes
- Hotel information
- restaurant/shop/bar
- Resort guide (main attractions, aquarium zones and the creatures, etc.)
- Service guide
- Opening hours
- Access
- FAQs
- Contact information
- Newsletter subscription

Positives:

- It's simple and easy to navigate
- Use lots of images to catch users' attention
- Attractive colour scheme
- It's responsive and works well on both desktop and mobile platforms
- Easy to book tickets and hotels
- Provide 4 different languages

Negatives:

- A low-quality image on the front page and it looks fuzzy.
- Though it provides four languages for users, the information on the other three slightly differs from the Japanese one.

Jonathan:

[Valley Fair](#)

Pros:

Clear menu bar with high level overview of content of site. Link to all social media platforms. Majority of screen real-estate dedicated to highlighting new/ongoing attractions and was as current/upcoming sales and ticket offerings. Lower half of page features testimonials via news media, socials, or directly from customer. Bottom of page is contact information for park as well as space for customer to share their own contact info.

Cons:

Possibly too much information on the landing page.

Phil:

[Universal Orlando Resort – Islands of Adventure site](#)



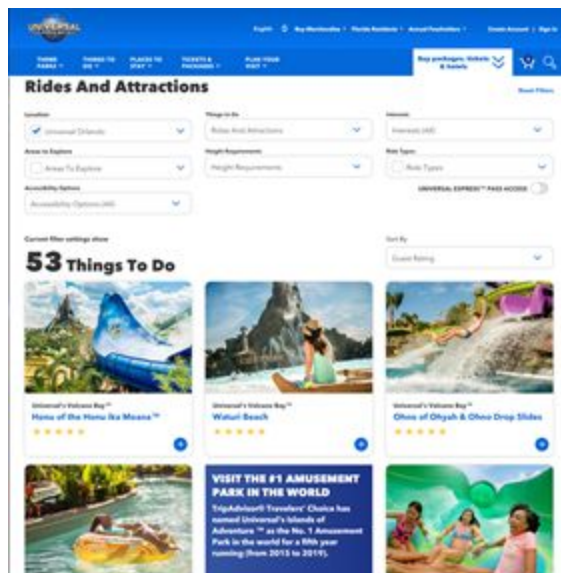
The site includes information on:

- Links to other universal parks
- Park hours
- Directions
- Help with planning a trip and tips
- 'What's new'
- Safety
- The rides

- Food
- Shows
- Shopping
- Their own accommodation
- Tickets and package deals

Positives:

- Large, exciting images give users an idea of the experience without having to read too much. This style is consistent throughout the majority of pages, reducing the main image size for some more complex pages like the attractions page.
- Navigation is helpful and nested, linking to lots of information around the whole site – good navigation is critical for this site and I think it works well. This navigation is always available at the top of every page so you don't get stuck.
 - An unusual element to the navigation is, below the main options, there are highlighted items that fit with the part of the navigation you are looking at:
 - I think that's a unique way to catch the user's attention and send them straight to something of interest for them.
- Links to more formal information is in the footer eg. jobs, links for travel agents to use, media relations etc.
- The page with all of the activities is divided into a grid and filter options are provided to narrow down the options...



- This is a nice way to get all of the attractions on one page without it being too large and gives users a functional way to find the types of things they might be interested in.

Negatives

- The ticket buying element of the site is simple and functional but perhaps a little bland compared to the rest of the site. It also seems to be operating almost as a separate site
- The navigation bar is removed and when you click on the site logo, it warns you it will take you back to the main page which feels a little clunky.

Shuqing:

Zhorzh:

<https://www.tierpark-berlin.de/en>

Information:

- Opening and closing hours
- Online ticket purchasing and price info
- Directions
- Park map
- Whole section to help visitor organise the trip
- Info about animals
- Info about how to support the park
- Partners list
- Contact details
- QA section
- And links to social networks (fb, instagram, youtube etc)

Pros:

- Easy to use website
- Online ticket purchasing mechanism
- A lot of info for organising your trip
- Direction info
- Responsive website

Cons:

- Poor design solutions
- Top section text is in white color and not very easy readable with the background color

3. Agree on the content for the web site

After our discussion, we have all agreed on the following.

The theme of the website: a film/movie/cinema theme

Types of attractions: roller coasters, water rides, kid's rides, shows

Services that you will provide to visitors: food, access to money, first aid

Information people will want to know before visiting: address, contact information, cost, parking, opening times, covid policy, map

The below shows our separate ideas and how we agreed upon everything.

Kimberly:

Theme- I think when looking at themes we should try to pick a theme that can appeal to as many people as possible. Like how Disney is so vast it has disney princesses, and Star Wars, etc. Some ideas like...

- Animals, like one area of the park could be animals in the Sahara or another area animals of the rainforest.
- Animation, like the Simpsons area & a Mickey Mouse area or animated movies?
- Video Games? Maybe different areas of really popular video games, Mario, Pac-Man, etc.

Services- there could be a lot of different services. Some of the most important ones are certainly food, gifts, access to money, first aid, maybe a hotel?

Information ppl will want to know before visiting: People will first want to know the basics, what does the park offer, how much does it cost, and how do I get there. From there, they might want to learn about more specific things like different events, is there a hotel, opening times, parking, covid policy.

Jen:

Themes:

Waterpark - water slides, water rides, lazy rivers, e.g. "AquaDome"

Harry Potter (maybe too specific?) - like "The Wizarding World of Harry Potter" from Universal Studios

Horror - we could include a haunted house, escape room, ghost train, etc.

(Other attractions)

A photo booth where people can take photos with costumed employees

Play area for kids (provide toys, games for them)

Services:

- Restaurant
- Gift shop
- Information centre
- ATM
- Disability support

Information:

- FAQ
- Opening hours
- Rides and attractions
- Resort map
- Location, how to get there (bus, car, train)
- Calendar for special shows/events (like Halloween, Christmas)

Jonathan:

In order of importance: Park hours and location. Park attraction offerings (ie rides, food, etc).

Ticket information + ability to purchase tickets. Help section detailing park accessibility, safety, covid policy?.

Phil:

Theme suggestions: wild west, underwater, winter wonderland, pirates, prehistoric, space, cinema - genre or film specific eg. avatar.

For any of these we could have themed shows for families, some specifically for small kids, rides for small kids, maybe a small kid friendly zone? big rides for teenagers +, some kind of video game/vr attraction. Food is also important, we could have various themed places to eat. Maybe not go for accommodation to not make it too complicated?

Important info for before a visit would be location, opening times, parking, info about attractions eg. high restrictions

To put a specific idea forward, I would suggest the specific film theme of avatar - you could have different regions of the park based around different parts of the film or locations in the film and the style could be all based around the lush alien landscape of the film. Rides and attractions could be based around different scenes and characters from the film. There would be plenty of images for us to use on the web :)

Shuqing:

Zhorzh:

I like the idea of movies and maybe we can make it very general, like different parts of the the park have different genres or just imagine a park of Harry Potter's school :)

What to have in website:

- Online Ticket reservation
- Info about the park
- Some funny QA section
- Shop (if we are going to have a Harry Potter as a main theme, then we can have a pretty funny shop too :))

4. Agree on the structure of the web site

After this discussion we decided to have the following three pages:

- Home - landing page with attractive large images and an option to subscribe to a newsletter.
- Rides - showcasing the rides that are available.
- Info - lots of information on ticket prices, covid advice, opening times and our location.

Each page includes the header with our logo which also is a link to return to the home page and links to the other pages.

The footer contains links to other parts of the site and email and social media options.

The below shows our separate ideas and how we agreed upon everything.

Kimberly:

Main page: I really like this main page <https://www.hersheypark.com/> It has big images, attractive colors and it tells a story as you scroll down. It also has a featured event on the main page. I also like how the header navigation stays as you visit other pages and scroll down.

Overall, I think the main page should show the theme of our park, have navigation, the big featured event or attraction, have a buy tickets option, and a footer with some practical info.

Second Page- Is like “your journey in the park” showing all the attractions, events and things to do. Maybe dining and shopping could go here too? Might be too busy though, suppose it depends on how many attractions we have.

Third page- This could be more of an info page or trip planning page with the park map, parking info, tickets info, covid-policy, accessibility, about us, hotel? Or nearby hotels?

Jen:

Main page:

- Navigation bar
- Welcome banner (with images or videos)
- Quick links to tickets and attractions
- Events and promotions (maybe we could make a photo gallery for it?)
- Sign up newsletter
- Footer (About us; Job opportunities; Social media; Contact us)

2nd page:

- Details on the rides and attractions
- Our services (ATM, disability support, restaurant, shop)
- or a location map

3rd page:

- Ticket reservation
- Price
- Individual/group discounts
- (maybe a pop-up when an order is made)

Jonathan:

Structure of site: Main/landing page highlighting new/upcoming attractions + hours, location, ticket prices. Menu bar that includes links to other pages + social media accounts. Second page includes park attractions (ride, food, etc). Third page being more detailed contact information + park accessibility and safety.

Phil:

Main page - large exciting images, highlight some new/exciting attractions.

2nd page - detailed information on attractions.

3rd page - a trip planning/info page with content to help you plan your trip and information about supplementary services like food.

I think the site needs to be simple, with lots of exciting images, I don't think we need many asides within pages or clutter. It might be challenging to make the planning page not too wordy.

Shuqing:**Zhorzh:**

Just a basic structure that will work for every theme would need As everyone already mentioned one page with detailed information about attraction and about the park is kind of a necessary to have. One page for QA and separate one for ticket reservations. Having more

(Part 5 on next page)

5. Design the wireframes for the web site

We have provided a package of wireframes each, compared them and decided to move ahead with Jen's and will continue to update this design as we progress.

Home Page:

LOGO	Home	Rides	Tickets	Book Now
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WELCOME BANNER

	<input type="text"/> <input type="text"/> <input type="text"/>
<input type="text"/> <input type="text"/> <input type="text"/>	
	<input type="text"/> <input type="text"/> <input type="text"/>

SIGN UP NEWSLETTER

Page 2 Attractions:

LOGO

HomeRidesTicketsBook Now

Rides & Attractions

Filter

About UsCareerPolicySocial Media

Page 3 Tickets/Info:

LOGO

HomeRidesTicketsBook Now

Tickets & Passes

Details

Price Table

FAQ

(Dropdown) +

+

+

MAP

Record of our comments throughout the google docs:

[a] Looks like we're all attracted to movie themes so far.

[b] Hahah they're just more fun :D

[c] I think an Avatar park could look really cool but it might be too specific for the theme, some ppl might not like avatar. But it could be a good sub-theme! Like if it was an animated movies park and there was an Avatar area

[d] I see what you're saying, maybe different areas for different films/animations. Ties in well with your idea of an animation themed park.

[e] I think a map could be a really good addition, in keeping with graphic based themes we've seen on other sites. Jen has mentioned a map too. I just learnt how straightforward it is to add links to images with HTML so we could make it link to information on the attractions really easily.

[f] Initially I thought a ticket reservation page too but perhaps this would be outside the scope of this project of static pages? We could give information on ticket prices though, and maybe a number to call to reserve. That way we could have a call to action button on the other pages or in the header that linked to here.

[g] I see what you're saying but I think it could be in our scope, and I think the buy tickets goes back to the purpose of the website. We could probably use an html form to buy tickets or like "click here to buy tickets" and it links you to a 3rd party site like eventbrite. I think the form would prob be the easiest

[h] I think it would be too complex for the brief. The course content in week 6 specifically excludes forms because of their requirement for server-side processing. We have no way to secure or process form data at the moment, and using a 3rd party site would extend our site beyond the 3 page specification. I do totally agree though that ticketing is a key feature of this type of site and should be included in some capacity.

[i] That makes sense, maybe we could list a price table instead. Also what about featuring some FAQ dropdowns to make the page more versatile?

[j] I like that idea, FAQ dropdowns could be a good solution if there is a lot of text information to include.