

A Proposal for the Ultimate Website Design: Lancer Land Amusement Park

Submitted to:

Lancer Land Amusement Park

7622 Lancer Street

Farmville, VA 23909

Prepared by:

ASK Consulting Firm

6753 Bethlehem Road

Richmond, VA 23235

April 17, 2019



Lancer Land Amusement Park

7622 Lancer Street
Farmville, VA 94102

April 10, 2019

Herold Francis
Chief Consultant
ASK Consulting Firm
6753 Bethlehem Road
Richmond, VA 23909

Dear Mr. Francis:

Subject: Evaluation of website consultation

In January 2018, Lancer Land opened in Farmville, Virginia and welcomed almost 1.5 million visitors in its first year. Our company earned the title of “Funnest Rides in the U.S.” and became a formidable competitor in the theme park industry. We want to build a new website with innovative styles, features, and other interesting technological elements for users to enjoy.

As we discussed on February 24, 2019, we wish to contract your firm to evaluate three websites (Six Flags, Busch Gardens, and Disney World) that can guide the creation of our new website. We would like recommendations that will make our site helpful, accessible, and able to serve the needs of our guests.

We would like to have the evaluation of the websites prepared by May 1, 2019. To meet this deadline, we must receive your report by April 25, 2019.

We look forward to receiving your report. If we can assist you in any information about our park, please free to contact publicity chair Jack Lee at (947) 646-8788, ext. 451.

Yours sincerely,

Destine Ford

Destine Ford, Director of Human Resources

ASK Consulting Firm

Ask us what we can do for you!

6753 Bethlehem Road
Richmond, VA 23235

Destine Ford
Director of Human Resources
Lancer Land
7622 Lancer Street
San Francisco, CA 94102

Dear Ms. Ford:

Subject: Evaluation of websites completed

Attached is the report evaluating the three theme park websites for Lancer Land's website which you requested via letter on April 10, 2019.

Based on our analyses of the three websites (Disney World, Six Flags, and Busch Gardens), we recommend that you consider the following characteristics when creating Lancer Land's website:

- Accessibility (or ease of use)
- Inclusion of minority groups of all kinds
- Deliberate use of bright colors
- High-quality photographs of attractions and scenery within the park

We are confident that if these ideas are taken into consideration when creating Lancer Land's website, then the new site will be a success and will increase the likelihood of financial prosperity for the park.

Working with Lancer Land on this report has been a pleasure. If you have any questions or comments regarding the report, please feel free to request a meeting with one of our representatives. We can be reached at 757-638-8678 or via email at kasconsulting@consult.com.

Sincerely,

Herold Francis

Herold Francis
Chief Consultant

Enclosure: Report on theme park websites

Table of Contents

Letter of Authorization.....	ii
Letter of Transmittal.....	iii
List of Figures.....	iv
Executive Summary.....	v
Introduction.....	1
Analysis of Disney World Website.....	2
Accessibility.....	2
Visual Appeal.....	3
Content.....	3
Analysis of Six Flags Website.....	5
Accessibility.....	5
Visual Appeal.....	5
Content.....	6
Analysis of Busch Garden Website.....	7
Accessibility.....	7
Visual Appeal.....	7
Content.....	9
Conclusions/Recommendations.....	12
Appendix A: Amusement Parks Website Survey.....	13
Appendix B: Amusement Parks Website Survey Results.....	15
Appendix C: Karyn Keane Minutes.....	16
Appendix D: Abbie Preston Minutes.....	17
Appendix E: Sarine Thomas Minutes.....	18
Appendix F: Works Cited.....	19

List of Figures

Figure 1: Disney World “Parks and Tickets” Tab.....	2
Figure 2: Walt Disney World Website Homepage.....	3
Figure 3: Walt Disney World Vacation Recommendations.....	4
Figure 4: Walt Disney World “Places to Stay” Tab.....	4
Figure 5: Six Flags Homepage.....	5
Figure 6: Example of Visuals on Six Flags’ Website.....	6
Figure 7: Six Flags’ Membership Tab.....	6
Figure 8: Busch Gardens Williamsburg’s Main Menu and Buy Tickets Tab.....	7
Figure 9: Busch Gardens Williamsburg’s Website Homepage.....	8
Figure 10: Busch Gardens Williamsburg’s Homepage Video.....	9
Figure 11: Busch Gardens Williamsburg’s Food & Wine Festival.....	10
Figure 12: Busch Gardens Williamsburg’s Promotional Offers.....	11
Figure 13: Busch Gardens Williamsburg’s Membership Comparison Chart.....	11

List of Tables

Table 1: Content survey results.....	15
Table 2: Accessibility survey results.....	15
Table 3: Visual appeal survey results.....	15

Executive Summary

Lancer Land opened in Farmville, Virginia in January 2018. In its first year of operation, the park welcomed 1.5 million visitors of varying ages and backgrounds. At the 2018 Theme Park Awards, Lancer Land received the “Funnest Rides in the U.S. Award” which increased the number of visitors by almost 20 percent. This success has catapulted Lancer Land into financial success. Unfortunately, Lancer Land lacks a formal website, instead selling tickets through third-party vendors, phone transactions, and face-to-face interactions at the gate and relying upon guests to advertise the park through personal photos, videos, and the like.

An effective website is crucial to the success of any theme park. By offering prospective guests a glimpse at rides, attractions, dining, and accommodations, parks can attract more visitors and, by extension, promote their own success. Effective websites also help build brand name recognition and strengthen a company’s iconography through the use of consistent theming.

ASK Consulting Firm’s task was to evaluate and analyze three websites (those of Six Flags, Busch Gardens, and Disney World) whose characteristics can guide the creation of Lancer Land’s new website. Websites were evaluated according to the following criteria:

- **Accessibility** (Ease of use; availability of information; readability)
- **Visual Appeal** (Quality of graphics and other visual content; font choice; use of color)
- **Content** (Thoroughness of advertising; efforts to include groups from all backgrounds; family-friendliness)

The results of our analysis led us to recommend that the following suggestions be implemented into Lancer Land’s new website:

- Use bright colors to imply a fun experience with a touch of relaxation
- Include high-quality images that showcase a variety of attractions within Lancer Land (including food, lodging, rides, etc.) so that the park appeals to visitors with a variety of needs and interests
- Promote the ideal of each guest as an individual with specific needs that deserve to be met
- Utilize drop-down menus titled with broad categories which lead to more specific options
- Use simple font style to promote readability

The goal of this report is to provide Lancer Land with guidelines for how to create an effective theme park website. We are confident that our analysis and recommendations will help them craft a website which will promote their financial success.

Introduction

Longwood University is one of Virginia's oldest and highly renowned institutions. Located in the heart of Farmville, Virginia, Longwood is rooted in history and tradition. To commemorate Longwood's success, the rural town of Farmville built an amusement park named after the university's mascot, the Lancer.

Lancer Land opened its gates in January 2018 and quickly became a landmark for the town of Farmville. Within the first year, the amusement park welcomed approximately 1.5 million visitors and received national recognition. Lancer Land won the award for "Funnest Rides in the U.S." in the May 2018 issue of *Amusement Park Digest*. While this recognition increased the number of visitors to the park by 20 percent, Lancer Land lacks a formal website, causing a lack of marketing for the theme park.

Creating an effective and accessible website plays a significant role in the success of any amusement park. Having a formal website allows potential visitors to plan their visit, purchase tickets online, and preview the park's attractions and rides. Websites are where prospective guests make their first impressions of the park. It is crucial for an amusement park's website to properly advertise the experience that they offer to their visitors. This, in turn, will generate more business and brand recognition.

Lancer Land commissioned ASK Consulting Firm to make recommendations for the park's website by analyzing three well-known amusement park websites. The websites that we have chosen each have strengths that Lancer Land can use as guidelines when creating the company's own website.

ASK Consulting Firm has been in business for over 20 years. Located in Richmond, VA, the firm has worked with over 250 businesses across the nation. ASK Consulting completes research for these companies and provides recommendations on how to improve the marketing and advertising aspects of their businesses.

For our analysis, we chose to evaluate the websites of three popular amusement parks in America: Six Flags, Busch Gardens Williamsburg, and Disney World. The three websites were assessed based on the following criteria:

- **Accessibility** (Ease of use; availability of information; readability)
- **Visual Appeal** (Quality of graphics and other visual content; font choice; use of color)
- **Content** (Thoroughness of advertising; efforts to include groups from all backgrounds; family-friendliness)

This report will provide in-depth analyses and evaluations of each website stated above. As a result of these evaluations, ASK Consulting firm will supply Lancer Land with strategies on how to build an effective theme park website.

In addition to our analysis, ASK Consulting created and distributed a survey that asked specific questions that targeted each website's level of accessibility, visual appeal, and content. The results of this survey confirmed our findings and can be seen in the appendix of this report.

Analysis 1: Walt Disney World Website

Background

This analysis of the Walt Disney World website (disneyworld.disney.go.com) was conducted based on the aforementioned criteria of accessibility, visual appeal, and content.

Accessibility

The website is accessible to users of varying technological capabilities. The comprehensive options for information about things like “Parks & Tickets” and “Places to Stay” are located in a banner at the top of the homepage in a convenient, easy-to-find location. The drop-down menus associated with each option are simple to operate as users only have to hover over them to find more detailed options. A convenient “Price Your Vacation” option is located just below the main banner, making it easy for families to gauge what they can afford before spending long hours combing through the website.

In addition to promoting accessibility of information, this feature is also respectful of users’ time because it ensures that they can price their trip quickly and effectively. The website also promotes accessibility of the parks themselves because park hours are quickly available when users hover over the name of their desired destination. This feature ensures that planning visits to each park is simple and effective.

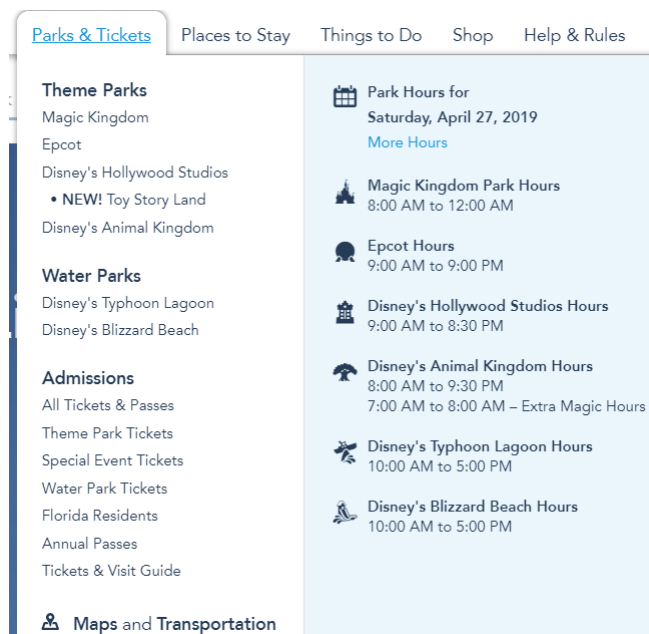


Figure 1: Disney World “Parks and Tickets” Tab

Visual Appeal

The Disney World website uses color and visuals to make its design aesthetically pleasing. The video on the homepage is engaging, contains high-resolution visuals, and promotes multiple attractions in one place. In addition, the light blue coloring throughout the website (on hover menus and textual content) produces a calming effect and, by extension, implies that a Disney vacation will be a relaxing and enjoyable affair. The choice of font for all text on the site is clear and easy to read, adding to the pleasantly “clean” vibe of the site.

Further, the visuals throughout the site (i.e. photos and videos) showcase guests from an array of backgrounds. These visuals promote a spirit of inclusion on behalf of the company and encourage guests of all races, ethnicities, sexualities, genders, and age groups to feel welcome. Finally, the high-quality nature of these photographs implies that guests will receive a top-tier experience when visiting the parks because the company cares about small details like photograph resolution.

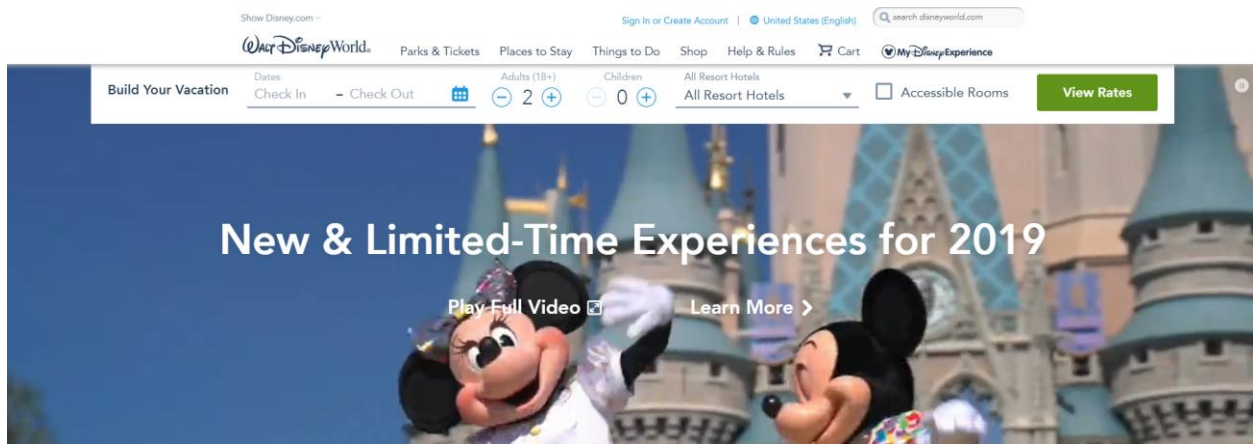


Figure 2: Walt Disney World Website Homepage

Content

Finally, the Disney World website includes a variety of useful and engaging content. Walt Disney World’s numerous offerings are advertised in-depth, beginning generally on the homepage and more specifically further on in the site. The homepage features numerous offers and benefits, implying that Disney cares about individual families’ budgets and wants to make vacations to its parks affordable for everyone. The homepage also displays offerings specific to 2019, such as the 2019 Epcot International Flower and Garden Festival and the opening of a *Star Wars* attraction. The “Vacation Recommendations” feature displays a variety of vacation types for users to pick from, including (but not limited to) “Romantic,” “Active,” and “Splurge.” This content is particularly effective because it asserts that Disney recognizes its client-base as a heterogeneous population while simultaneously arguing that they can all enjoy Disney’s many amenities and attractions.



Figure 3: Walt Disney World Vacation Recommendations

Advertising efforts continue to succeed under each of the options on the top banner. Under the “Parks and Tickets” tab, the company includes extensive lists of attractions from each park. This tab also contains a list of admissions options, which spans a variety of ticket types for customers to choose from depending upon their needs. This content is effective because it promotes guest customization and allows them to determine their own needs when visiting the park. The “Places to Stay” tab further accommodates individual guests’ needs because it showcases a variety of places to stay, including resorts run by Disney on its property as well as neighboring hotels endorsed by the company.

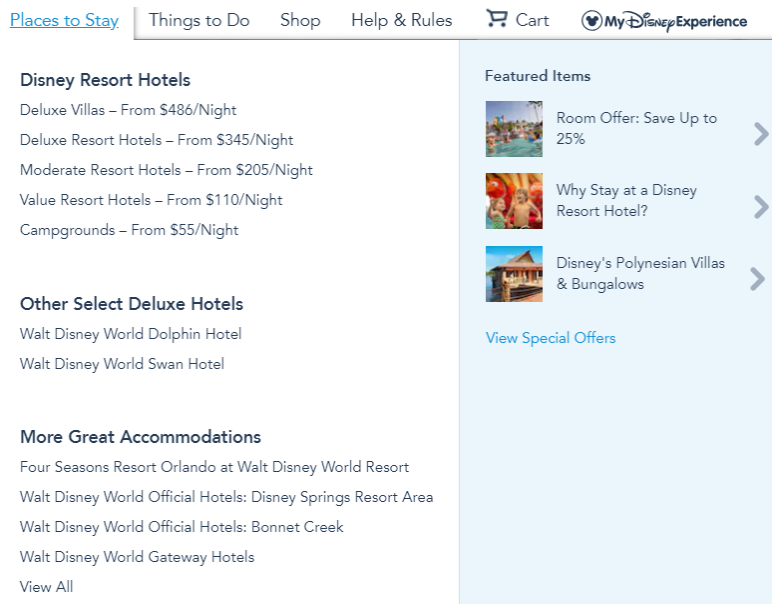


Figure 4: Walt Disney World “Places to Stay” Tab

Analysis 2: Six Flags Website

Background

Six Flags' website is based out of the Baltimore/Washington D.C. area and is maintained by the company's technology department. The website offers information about the rides, events, and memberships.

Accessibility

The website is accessible worldwide. The tabs for the rides, visit guidelines, tickets, season passes, and memberships are aligned at eye level, which makes it easy for users to find what they are looking for. Additionally, each category has a drop-down menu that provided more options for users. The menu for "tickets" and "season passes" is shown in a green color to capture attention and make it easier for the users to view the information about the tickets. When scrolling down the page, there are different boxes specifically for the families and users to be able to find the information they wanted. One of the boxes is "special offers," which gives the families and users the ability to choose what they wanted to pay and the special offers for the season. At the bottom of the page, Six Flags has a name box for users who wants park newsletters to have updated news that is going on in the park. In addition, one of the tabs at the top center is for the park hours which can effective for the families to choose their times to have fun the park. The bottom picture is the homepage of the Six Flags website.



Figure 5: Six Flags Homepage

Visual Appeal

The Six Flags website uses vibrant colors and visuals to make its design visually attractive. The video on the homepage gives a first impression of the rides offered and shows viewers thrilling moments through visuals. The red and orange colors used within the background makes the website more visually appealing. The red color symbolizes energy, which provides a sense of excitement and happiness. This choice of colors draws the viewer in and makes them want to visit the park. Additionally, the font is simple and easy to read through the website. Other visuals are in the pictures shown on the homepage, tabs, and other graphics. These visuals represent the park and include individuals from diverse backgrounds that suggests Six Flags' inclusiveness. Finally, high-quality pictures on the website show how Six Flags cares for their customers. The picture on the bottom shows' font, color and the visuals on the website.



Figure 6: Example of Visuals on Six Flags' website

Content

Ultimately, Six Flags' website includes a variety of useful information and appealing content. Six Flags website has numerous offerings, events, and advertising that begins on the homepage and can be seen on other pages of the website as well. The homepage offers more options for the families and users about the tickets and the promotions available. On the homepage, you can find several boxes that include information about the park as well as deals and events happening at the park. One box provides lodging options for 2019 summer season. These options are customizable by date, age, and number of guests.

In another box, they focus more on the upcoming and current events taking place in the park. This content helps the clients or users learn more about the events and other amenities offered. Another big content area Six Flags uses in their website is advertising. In the "Tickets" and "Season pass" tabs, they have advertising content for the clients. This includes offerings for individuals visiting in groups, membership offerings, etc. This content is effective because it keeps users informed about current events and features of the park.

Another big advertising is in the 'Membership' tab with variety of offers for each membership categories and offers for the memberships, including food and accommodation information to the users. Below is the picture of 'Membership' tab content.



Figure 7: Six Flags' Membership Tab

Analysis 3: Busch Gardens Williamsburg Website

Background

Busch Gardens Williamsburg is well-known amusement park located in Williamsburg Virginia. The Busch Gardens Williamsburg website was analyzed for its ease of accessibility, visual appeal, and the content that it provides.

Accessibility

The Busch Gardens Williamsburg website's simple layout and organized content makes it easier for users to navigate throughout the site. The main menu is located at the top of the website and includes six tabs. Each tab has a drop-down bar that breaks down the information and content provided in each tab. Having this menu in an easy-to-find location increases navigability and accessibility to information.

In addition to having the main menu, the website added additional links and engaging widgets that allows users to receive more details about a certain aspect of the park. By including these additional links and widgets promotes the user-friendliness of the website. A search bar has also been added to allow individuals to find specific information without having to search through the different tabs of the website. The search bar is an efficient time saving tool for users.

The Membership and Buy Tickets tabs allow users to view the different season passes available and the benefits they include. The Buy Tickets tab provides a convenient way for viewers to purchase their season or general admission passes without waiting in line. This tab also includes hotel packages for guests that are visiting from out of town. Add-ons such as dining deals, tours, summer camps, photos, Quick Queue (priority access) options, are available to purchase in the Buy Tickets tab as well. Busch Gardens also provides sub tabs for best offers, group tickets, military tickets, preschool passes, and promo codes. Having these two tabs allows potential guests to determine which membership and add-on options best fit their personal and economical needs before they make their visit.

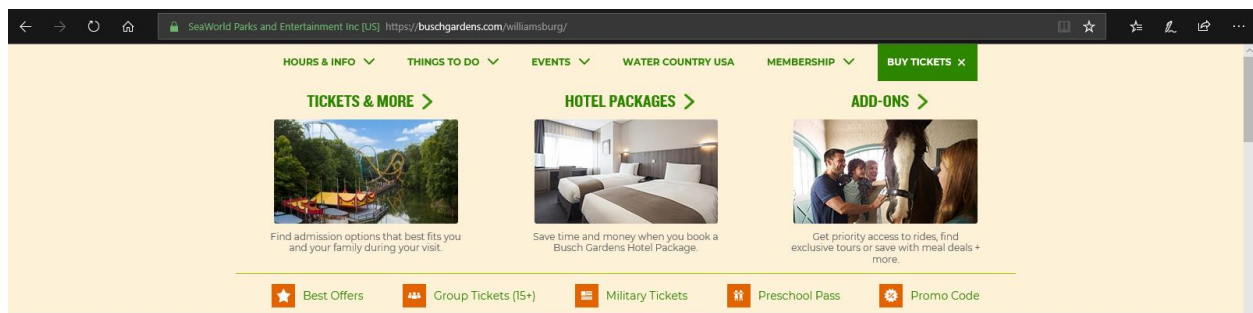


Figure 8: Busch Gardens Williamsburg's Main Menu and Buy Tickets Tab

Visual Appeal

The Busch Gardens Williamsburg website effectively uses bright colors and high-quality graphics to entice potential park visitors. The website is visually appealing and to the eye. The site has a primarily white background with pops of green, blue, yellow, and orange within the text, borders, and graphics. The consistent color scheme contributes to the overall attractiveness.

The website uses an appropriate font and font size that is easy to read. The overall layout of the website is simple, organized, and consistent. The simplistic layout is not overwhelming to the eye which increases the readability of the website.

The visuals used on the website are crisp and vibrant. The pictures depict happy park guests as they ride and enjoy the rides and attractions. Using these pictures of the visitors suggests to website viewers that Busch Gardens provides an enjoyable and fun-filled experience. The website also includes playful widgets that contribute to the visual appeal as well as the navigability of the site.

Busch Gardens' logo is displayed in the far-left corner of the website. The park's logo contains the name of the park, where it is located, and a small graphic that resembles a tree. The tree incorporates the park's color scheme. As you can see in Figure...while visually pleasing, the logo is small and is not prominent on the page.

On the homepage of the Busch Gardens' website, they included an engaging video that gives viewers a bird's eye view of the both Busch Gardens and Water Country USA (a water park owned by Busch Gardens and located 10 minutes away from the park). The video allows prospective park guests a sneak peak of what the parks offer and the type of experience that they provide. This short clip is an effective marketing tool. However, the video is not the first thing that viewers of the website see. Individuals on the website must scroll down to view it. The homepage lacks a focal point that draws viewers in.

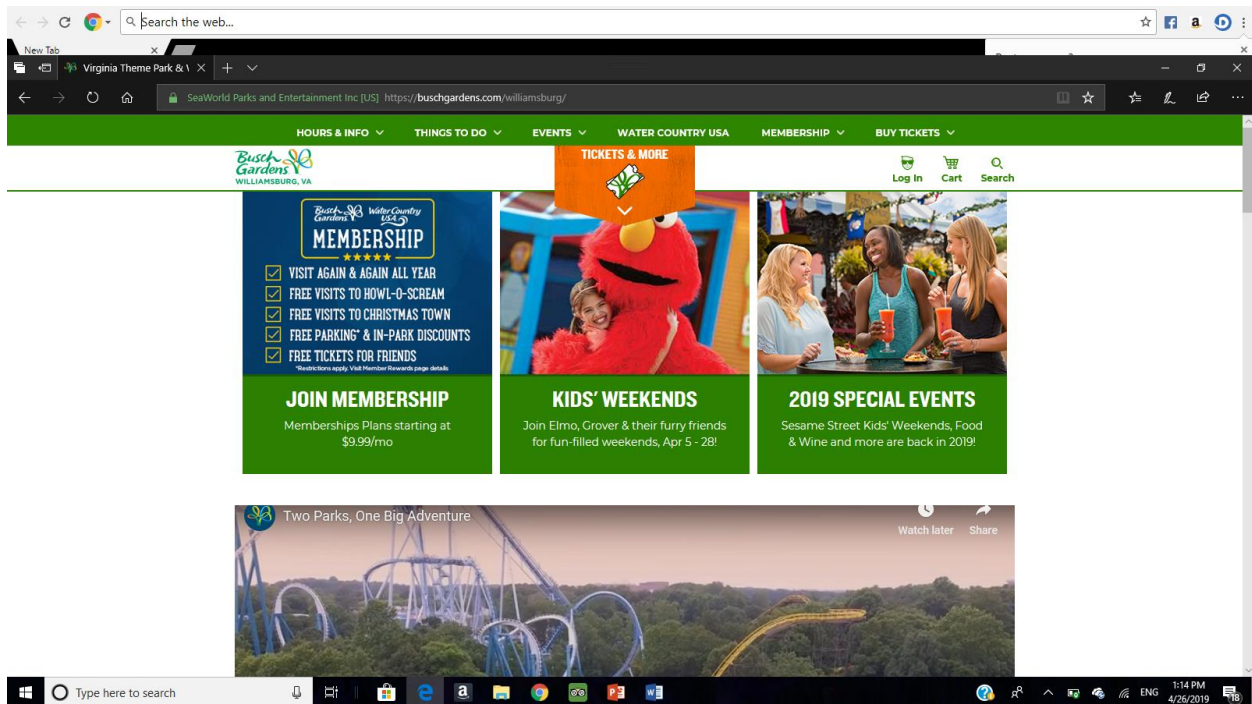


Figure 9: Busch Gardens Williamsburg's Website Homepage



Figure 10: Busch Gardens Williamsburg's Homepage Video

Content

Busch Gardens Williamsburg includes a variety of useful and alluring information to its website. From park hours to how to purchase a season pass, the website provides a comprehensive description of the park's amenities, attractions, and offerings. The content of the website is organized on the homepage and six tabbed main menu. Along with general information about the park itself, such as hours, directions, rides, attractions, and how to purchase tickets, the website includes special events taking place during the season, tips for planning a vacation, and deals on the different membership options. For example, the park is holding its annual Food & Wine Festival on May 17 through June 30 where visitors 21 and older can enjoy a "variety of authentic international dishes and beverages." Providing this content allows users of the site to see all the parks' upcoming events. This is an effective marketing strategy on their part and is a great way to increase park traffic. See Figure 10 for a screenshot of the website's posting of the event.

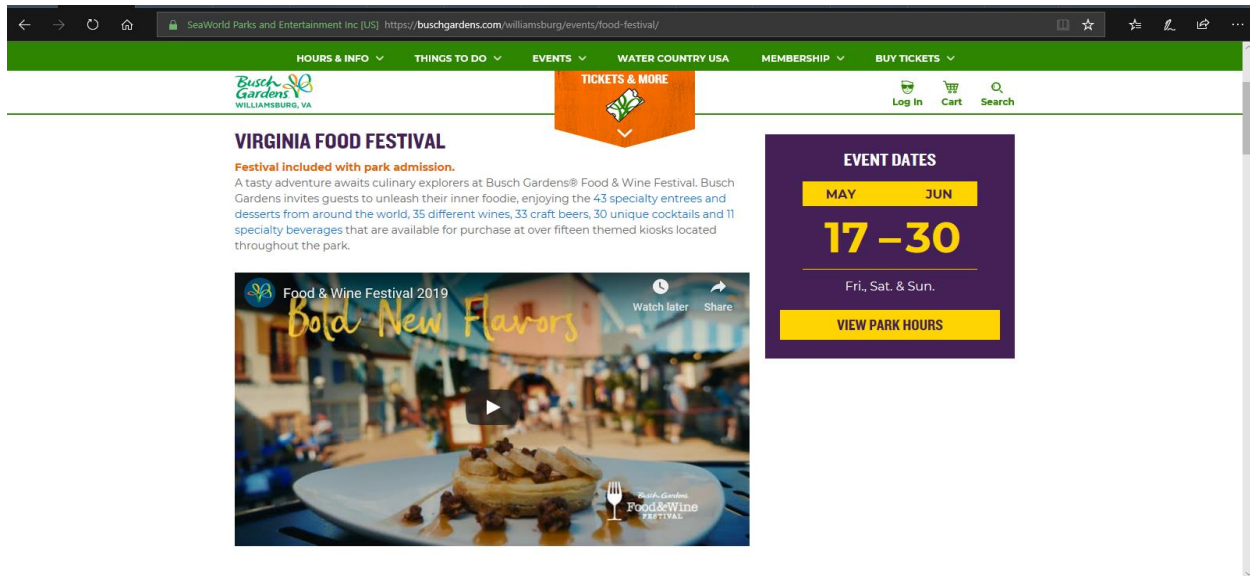


Figure 11: Busch Gardens Williamsburg's Food & Wine Festival

Under the Hours and Info tab, viewers can find the “Vacation Planning” and “Explore the Area” subtabs. In these subtabs, Busch Gardens has provided tips and tricks for potential visitors to plan their trip. The Explore the Area tab provides suggestions of places to visit and activities to do around the Williamsburg area. Including this information on their website suggests that the people at Busch Gardens value their customers time and truly want them to have an enjoyable experience.

The website also has a tab dedicated to the water park owned by Busch Gardens, Water Country USA, that is located 10 minutes away from Busch Gardens Williamsburg. Busch Gardens offers a 2-Park Fun Card that allows guests to have unlimited visits to Busch Gardens and Water Country USA for the entire summer season.

Additionally, Busch Gardens offers several promotions on its website for the various memberships and tickets available. As soon as you open the webpage, a promotional offer pops up on the screen; informing viewers about the 35% off Spring Sale on select park tickets and memberships. They provide a breakdown of each membership and what the membership includes; making it easier for users to determine which season pass that is best suited for what they are looking for. Again, this suggests that Busch Garden cares about the needs of their visitors and the affordability of admission.

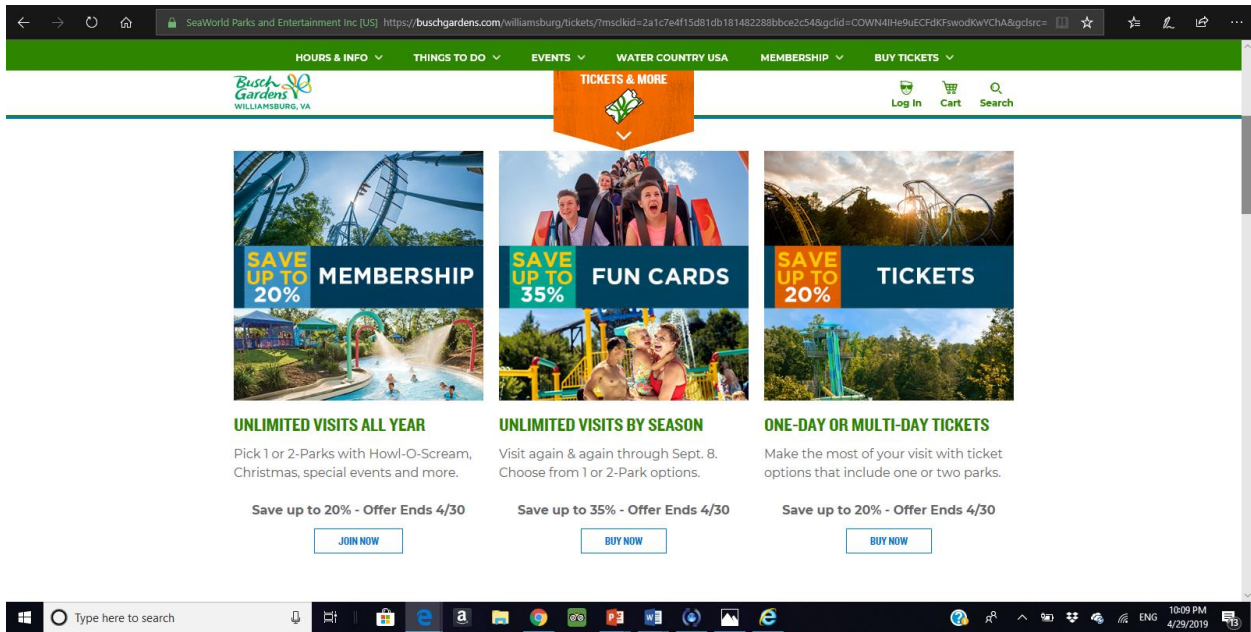


Figure 12: Busch Gardens Williamsburg's Promotional Offers

NEW MEMBERSHIP PLANS STARTING AT \$9⁹⁹ /MO

PICK THE PLAN WITH THE BENEFITS YOU WANT MOST

Plan	Basic Membership	Unlimited Membership	Premier Membership	Platinum Membership
Admission	12 Months of Admission with Blockout Dates	Unlimited Admission for 12 Months	Unlimited Admission for 12 Months	Unlimited Admission for 12 Months to 11 Parks
Parking	50% OFF General Parking	FREE General Parking	FREE Preferred Parking (when available)	FREE Preferred Parking (when available)
Dining & Shopping	10% OFF Dining and Shopping	10% OFF Dining and Shopping	15% OFF Dining and Shopping	15% OFF Dining and Shopping
Guest Tickets	Discounted Guest Tickets	2 FREE Guest Tickets + Discounted Guest Tickets	3 FREE Guest Tickets + Discounted Guest Tickets	3 FREE Guest Tickets + Discounted Guest Tickets
Special Events	Howl-O-Scream® + Christmas Town™	Howl-O-Scream® + Christmas Town™	Howl-O-Scream® + Christmas Town™	Howl-O-Scream® + Christmas Town™
Events	Exclusive Events	Exclusive Events	Exclusive Events	Exclusive Events
Rewards	Monthly Rewards	Monthly Rewards	Monthly Rewards	Monthly Rewards
PhotoKey®				FREE PhotoKey®
Ride Access				FREE Ride Again Access

PICK YOUR PARKS

Plan	Basic	Unlimited	Premier	Platinum
Busch Gardens Williamsburg	\$9 ⁹⁹ PER MONTH	\$119 ⁸⁸	\$14 ⁹⁹ PER MONTH	\$179 ⁸⁸
Busch Gardens Williamsburg + Water Country USA	\$11 ⁹⁹ PER MONTH	\$143 ⁸⁸	\$16 ⁹⁹ PER MONTH	\$203 ⁸⁸
Water Country USA		\$69 ⁹⁹		\$89 ⁹⁹
Busch Gardens Williamsburg + Water Country USA + Adventure Island Tampa Bay			\$19 ⁹⁹ PER MONTH	\$239 ⁸⁸
Busch Gardens Williamsburg + Water Country USA + Adventure Island Tampa Bay + Seaworld Orlando + Aquatica Orlando			\$21 ⁹⁹ PER MONTH	\$263 ⁸⁸

All plans include 12 months admission, Monthly Member Rewards, exclusive Snak Preks, special events like Howl-O-Scream® and Christmas Town™ and more. Monthly E2pay payments are based on 12 equal payments. You can cancel any time after your initial E2pay contract term is complete. Additional fees and taxes may apply. Prices and products subject to change without notice. Membership may not be transferred, resold or renewed and is only valid for the person listed on the Membership card. Monthly Rewards Calendar excludes special Member events, extra discounts and giveaways which are subject to change annually. Restrictions apply. Benefits and Rewards are not redeemable for cash and are non-transferable. Events subject to change and/or cancellation without notice. Platinum Membership excludes Discovery Cove®. Free Preferred Parking subject to availability. Free Guest Tickets are not distributed at time of purchase, but are available during select months: for Unlimited Plan valid Mar 24 - July 31 and Aug 1 - Jan 1; for Premier and Platinum Plans valid Mar 24 - May 31, June 1 - Aug 31 and Sept 1 - Jan 1. Dates are subject to change based on calendar. Additional discounted Guest Tickets may be purchased at a 55% discount with Basic and Unlimited Plans and a 50% discount with Premier Plans. Platinum benefits valid at Williamsburg parks only. PhotoKey® valid at Busch Gardens® Williamsburg only. Platinum Members must show their Membership card for ride again access on Applegate®, Apollo's Chariot®, Griller® and Loch Ness Monster®. See website for complete details. ©2018 SeaWorld Parks & Entertainment, Inc. All rights reserved.

Figure 13: Busch Gardens Williamsburg's Membership Comparison Chart

Conclusion/Recommendations

Based on our analysis of Walt Disney World, Six Flags, and Busch Gardens Williamsburg's websites, we recommend that Lancer Land implement the following design elements for their website:

- Use bright colors to imply a fun experience with a touch of relaxation
- Include high-quality images that showcase a variety of attractions within Lancer Land (including food, lodging, rides, etc.) so that the park appeals to visitors with a variety of needs and interests
- Promote the ideal of each guest as an individual with specific needs that deserve to be met
- Utilize drop-down menus titled with broad categories which lead to more specific options
- Use simple font style to promote readability

Appendix A: Amusement Parks Website Survey

This survey has been authorized by the ASK Consulting Human Resources Department to determine the effectiveness of websites with information about Lancer Land Amusement Park. Please look at the three websites we have provided and choose the answer that clearly reflects your opinion towards the website. We value your opinions and participation, thank you!

Disney World: <https://disneyworld.disney.go.com/>

1. How easy was it to find what you were looking for on Disney World's website?

Extremely Easy	Very Easy	Somewhat Easy	Not so easy	Not at all easy
----------------	-----------	---------------	-------------	-----------------

2. Did the website properly display Disney World's available attractions?

Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
----------------	-------	----------------------------	----------	-------------------

3. How visually appealing is Disney World's website?

Extremely Appealing	Very Appealing	Somewhat Appealing	Not so appealing	Not at all appealing
---------------------	----------------	--------------------	------------------	----------------------

Busch Gardens: <https://buschgardens.com/>

4. How easy was it to find what you were looking for on Busch Gardens' website?

Extremely Easy	Very Easy	Somewhat Easy	Not so easy	Not at all easy
----------------	-----------	---------------	-------------	-----------------

5. Did the website properly display Busch Gardens' available attractions?

Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
----------------	-------	----------------------------	----------	-------------------

6. How visually appealing is Busch Gardens' website?

Extremely Appealing	Very Appealing	Somewhat Appealing	Not so appealing	Not at all appealing
---------------------	----------------	--------------------	------------------	----------------------

Six Flags: <https://www.sixflags.com/america>

7. How easy was it to find what you were looking for on Six Flags' website?

Extremely Easy	Very Easy	Somewhat Easy	Not so easy	Not at all easy
----------------	-----------	---------------	-------------	-----------------

8. Did the website properly display Six Flags' available attractions?

Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
----------------	-------	----------------------------	----------	-------------------

9. How visually appealing is Six Flags' website?

Extremely Appealing	Very Appealing	Somewhat Appealing	Not so appealing	Not at all appealing
---------------------	----------------	--------------------	------------------	----------------------

Thank you for finishing this survey about the effectiveness of each website with the information about Lancer Land Amusement Park. If you have any concerns or comments to make for this survey, you use the back of the sheet to do so. If you any questions, please call Alisha Emerson at (434) 637-2083 or Fax: (434) 637-2084.

Please mail the complete survey in the provided pre-paid postage envelope before April 25, 2019 or do it online at <https://www.surveymonkey.com/r/98G29BN>. If you prefer doing by postage you can send the survey to the following address:

ASK Consulting Firm
 Human Resources Department
 6753 Bethlehem Road
 Richmond, VA 23235

Appendix B: Amusement Parks Website Survey Results

Of the 150 surveys sent out, 89 were returned. The following tables show the results as a percentage out of 100.

Table 1: Content survey results

	Disney World	Busch Gardens	Six Flags
Percentage	40	45	45

Table 2: Accessibility survey results

	Disney World	Busch Gardens	Six Flags
Percentage	30	33	30

Table 3: Visual appeal survey results

	Disney World	Busch Gardens	Six Flags
Percentage	33	33	30

Appendix C: Karyn Keane Minutes

ASK Consulting Firm

Ask us what we can do for you!

Progress Meeting
Upchurch
Monday, April 1st, 2019 at 6:15 pm

AGENDA

1. Call to order-6:19 PM

- A. **Present:** Abbie Preston, Sarine Thomas, and Karyn Keane
- B. **Absent:** n/a
- C. **Recording Secretary:** Karyn Keane

2. Approval of the agenda

- A. Karyn moved, seconded by Abbie and Sarine. Passed unanimously.
- B. Consulting Company name: ASK Consulting Firm.
- C. Industry we are consulting for: Lancer Land Amusement Park
- D. 3 websites in the same in Industries:
<https://disneyworld.disney.go.com/>-Karyn
<https://buschgardens.com/>-Abbie
<https://www.sixflags.com/america>-Sae
- E. Criteria that we are going to access the websites on: Visual Appeal, Accessibility, Content

3. Reports from group members: There were no new reports.

4. Other business:

- A. Abbie, Karyn, and Sarine divided the work and responsibilities for the Formal Report.
- B. Sarine would start on the front matter, while Karyn and Abbie look into two of the websites that will be critiqued for the formal report.

6. Next meeting:

- A. Group members will have completed some of the front matter for the formal report as well as start designing a logo for the consulting company.
- B. The next meeting will be held April 10th, at 6:30 pm to discuss the progress of the formal report.

5. Adjournment:

- A. Karyn moved to adjourn the meeting at 6:39 pm, Abbie and Sarine seconded. Passed unanimously.

Appendix D: Abbie Preston's Minutes

ASK Consulting Firm

Ask us what we can do for you!

Progress Meeting
Upchurch
Wednesday, April 10th, 2019 at 6:25 pm

AGENDA

1. Call to order-6:27 PM

- A. **Present:** Abbie Preston, Karyn Keane, Sarine Thomas
- B. **Absent:** N/A
- C. **Recording Secretary:** Abbie Preston

2. Approval of the agenda

- A. Abbie moved, seconded by Karyn and Sarine. Passed unanimously.
- B. Consulting Company name: ASK Consulting Firm
- C. Industry we are consulting for: Lancer Land Amusement Park
- D. Confirm website approval from previous session.

3. Reports from group members: Sarine has completed the front matter.

4. Other business:

- A. Karyn, Abbie, and Sarine divided up some of the formal report work.
- B. Sarine started the analysis for the Six Flags website. Abbie began her analysis of the Busch Gardens Website while Karyn worked on the Walt Disney World analysis.
- C. A portion of each analysis of the websites were completed.
- D. Criteria for analysis for each website were discussed.

6. Next meeting:

An assessment of the amount of work done on the formal report will be conducted.

The next meeting will be held April 15th, at 6:30 pm to discuss the progress of the formal report.

5. Adjournment:

- A. Abbie moved to adjourn the meeting at 6:45 pm, Karyn and Sarine seconded. Passed unanimously.

Appendix E: Sarine Thomas' Minutes

ASK Consulting Firm

Ask us what we can do for you!

Progress Meeting

Upchurch

Monday, April 15th, 2019 at 6:25 pm

AGENDA

1. Call to order-6:30 PM

- A. **Present:** Abbie Preston, Karyn Keane, Sarine Thomas
- B. **Absent:** N/A
- C. **Recording Secretary:** Sarine Thomas

2. Approval of the agenda: Finalization of formal report tasks

3. Reports from group members:

- A. Sarine moved, seconded by Abbie and Karyn. Passed unanimously.
- B. Karyn has completed most of her assigned tasks. She needs to complete the conclusion and recommendations.
- C. Sarine has completed her analysis and is working on the survey
- D. Abbie has completed one analysis on paper and is working on final formatting.

4. Other business:

- A. Abbie confirmed with the group that everyone was able to complete their tasks in a timely manner.
- B. Sarine and Karyn agreed that they were on track to completion.

6. Next meeting:

- A. There will be no further meetings.
- B. The group presentation is on April 29th, 2019.

5. Adjournment:

- A. Sarine moved to adjourn the meeting with ASK Consulting at 7:00 pm, Karyn and Abbie the associates of the firm, seconded. Passed unanimously.

Appendix F: Works Cited

Busch Gardens. (n.d.). Retrieved April 15, 2019, from <https://buschgardens.com/>

Six Flags. (n.d.). Retrieved April 15, 2019, from <https://www.sixflags.com/america>

Walt Disney World. (n.d.). Retrieved April 15, 2019, from <https://disneyworld.disney.go.com/>