



1 Ideally I would want the experience to stay on the resorts page. Meaning if I were to click on Water World the WW website will appear in the page and not take me to another "site" with a different experience. It really depends on how the resort will be promoted. And having the WW, OP and Hotel as one experience is how I would ideally like to promote and create the resort site. Since it may not be possible to show the site within the resort page (as the OP site is using drupal 7 and is a bit outdated) this is the other way to showcase the touchpoints and experience of the resorts landing page. Having clear CTA and showcasing of the WW, OP and HOTELS under the nav to give clear messaging to the users that when you think of OP Resort you think of all these 3 aspects of the business.

2 Since the user is on the Resorts landing page, we would want to promote any resort packages/family packages that users can quickly access and push conversions. When one thinks of resort you think of a full experience package for OP you want the user to be able to book a hotel in the time frame they wish, then be able to add the WW and OP entrance tickets to my package in the next step and then proceed to purchase. Is the client pushing the resorts page to act like hub for the hotels then add park tickets and then book? if so I would recommend having the quick check in and check out dates that hotel resorts put on their homepage.

BOOK YOUR GETAWAY

CHECK IN	CHECK OUT	PROPERTY	ADULTS (18+)	KIDS (3+)	PROMO CODE	BOOK NOW
2021-01-27	2021-01-28	Wilderness Hotel	2	2		

3 Will users be able to create an account? I think this would be great for not only gathering data but for users to access their account and be able to retrieve their digital e-tickets and in the future be able to get some incentive for being a repeat customer (loyalty points) Also when gathering data from the user, OP resorts can gather user information and send personalized newsletters and offers when they become available. (push notification/newsletters etc...)

4 When users come to the site they want to know the status of the park right away. Is OP closed? is WW closed? etc... because of COVID-19 having this quick access for users to know the status of the parks and hotels is a great tool. And will give the users a better experience, rather than trying to search for it. They can also access this when they click on the Plan Your Visit CTA on the nav bar as well.

5 Users can add their packages or tickets to their cart and keep exploring the site. This feature can really only work if the WW and OP sites can be integrated into the Resorts page and keep the experience seamless. Question if I am on the WW park site and add tickets to my cart will I be able to visit the OP site and add OP tickets to my cart? Or is it an add on feature... meaning if I am on OP site there is an option to add on WW tickets (vice versa). This experience seems disconnected if that is the case...

6 Anything related to education will be located on this page. Promote to families with children to know that the resort is not just about having fun but also having fun while learning. HK is known for its education importance and letting the public know that OP resort offers fun, engaging educational programs for young to older audiences is a plus. Letting the public know that OP is committed to keeping the oceans clean and taking care of the earth is a PR plus. I also added Events to help promote those users who are interested in becoming marine biologists, oceanographers etc... Letting families know that if their child is interested in the ocean that OP offers those channels to help grow and nurture those interests.

7 Ticketing page to cross promote all tickets, packages and promotions that OP resort has to offer. I am under the assumption from this page when the user is committed to purchase a ticket or package they can choose across all parks and hotels as add ons. Is this correct? The experience will be seamless if this is so.

8 Plan your trip. Having all the information for those that want to plan out their trip. This page will offer everything there is to know about the OP Resort, from park rules, opening hours, what to do, how to get here, FAQ, and guest services offerings once they arrive at the park.