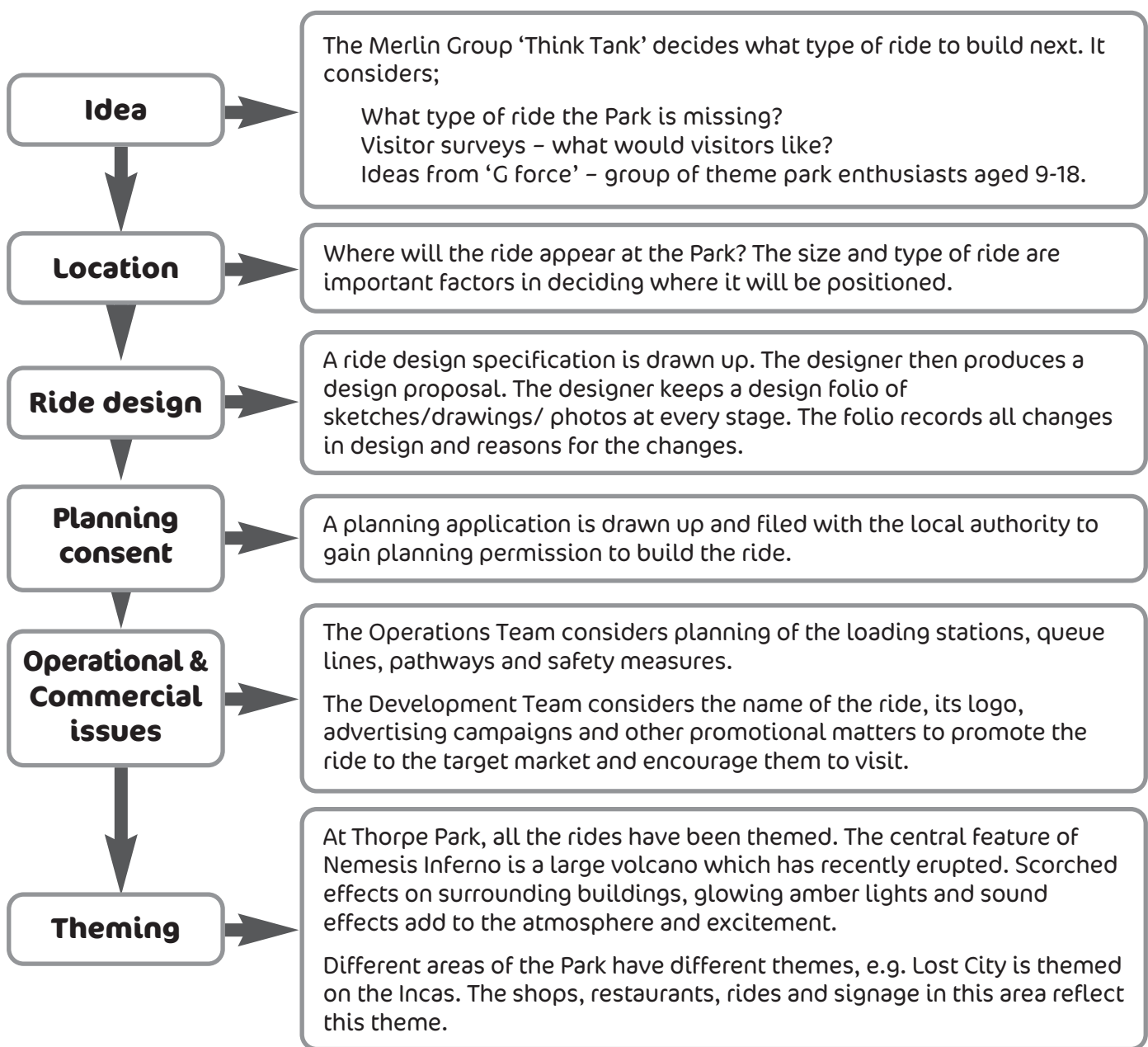


Planning a new ride for Thorpe Park

Developing new rides is extremely important to attract new customers to Thorpe Park and encourage customers to re-visit the Park.

The planning process to decide upon a new ride is a complex procedure involving many groups of people.

The Planning Process



Plan a new ride for Thorpe Park

Ride Design

Designers use a number of techniques to come up with ideas for new rides:

- Brainstorming
- Analysing existing rides
- Visiting places
- Talking to people

Activity 1 - Brainstorming

In pairs or groups, use the brainstorming technique to come up with a new ride for Thorpe Park. Think about:

- The needs and demands of visitors
- How rides have changed through the years
- What caused the demand for these new rides
- What will make your ride different from others

Developing Ideas

Thorpe Park conducts frequent customer surveys to find out more about its visitors and what they want from a day at Thorpe Park. Customers are asked which rides they have enjoyed and what would make the Park even better.

Activity 2 - Design a questionnaire

a) Understanding what people think of other rides can help you to design a new ride. Select one of the rides at Thorpe Park and design a questionnaire to analyse that ride. Include questions to find out:

- what people like about the ride
- what they don't like
- what improvements could be made
- what people would change about the ride
- how long the ride should be
- what the height restriction should be

Try to find out what type of ride is most popular, what type of motion people like and the best design, colour and special effects to use.

- b) Ask other members of your class to answer the questionnaire.
- c) Use the results of your questionnaire to update the plans for your ride.

Marketing

Activity 3

- a) Develop a name for your ride. The name should sound exciting and imaginative.
- b) Design a logo. The logo must 'fit' with the ride and be attractive to visitors.

Think about:

- existing ride logos. How are they used and why has a particular style been chosen.



- the style of letters (font) you will use.
 - what colours will you use?
 - will you use a picture, shape or symbol?
- You could use a computer to develop your design.

Activity 4

Create a poster to advertise your ride.

Think about:

- the type of ride
- who is the ride for? If it is for children it must be bright and easy to read
- words to describe the ride (e.g. fast, exciting)
- whether your poster fits the theme of the ride (e.g. aliens, ghosts)
- making it eye-catching and colourful?

You must provide an explanation for your choices.