



# IA Implementation Spec - Developer Brief

**Purpose:** Technical specification for restructuring the Anglian Water Parks site navigation and information architecture.

**Context:** Based on usability testing with 6 users (Dec 2025), the current IA creates navigation friction, with users rating the site 2.5-3/5. Key issues: missing "Things to Do" and "Plan Your Visit" in global nav, 8-10 steps to book fishing, and search not routing to specific content.

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## 1. Scope Overview

### Global Navigation & URL Structure

- Restructure global navigation from 10 items to 7 core categories
- Add "Things to Do" and "Plan Your Visit" to global nav
- Create new URL hierarchy for activities and planning content
- Implement consistent park-specific navigation pattern
- Update home page utility bar with global quick links (Vouchers, Careers, News, Events, Sign In, Cart)
- Implement park-specific utility bars with contextual links relevant to each park's offerings (Rutland Water - Vouchers, Weddings at Rutland, Venue Hire, Volunteering, Sign In, Cart)

### New Key Page Templates

- Park landing page template (7 parks)
- Activity type pages (Fishing, Watersports, etc.)
- Park-specific activity pages

- Plan Your Visit hub + park-specific planning pages

## New Static Page Designs

- Home Page
- Weddings at Rutland
- Global Things To Do

## Out of Scope (Design/Content Team)

- Content migration and copywriting
- Visual design updates

Do we take ownership of all the remaining page designs or does Adaptive?

## 2. Current vs Proposed Navigation

### Current Global Nav (10 items)

Home | About Us | Water Parks ▼ | Campsite Booking | Venue Hire ▼ | News | Careers | Events | FAQs | Gift Vouchers

#### Problems:

- No "Things to Do" or "Plan Your Visit" categories
- Activities hidden behind park pages
- Venue Hire has duplicate label in dropdown

### Proposed Global Nav (7 items)



(Home Logo) Our Parks | Things to Do | General Information  
| Venue Hire | About Us

### Changes:

- "Water Parks" → "Our Parks" (with landing page)
- Add "Things to Do" dropdown
- Add "General Information" dropdown ("Plan Your Visit" - To be added to park specific Navigation)
- Move Campsite Booking under Alton Water park page in the Alton Utility Bar
- Consolidate FAQs to the footer
- Implement a new utility bar at the top with Vouchers, Careers, News, Events, Sign In and Cart

## Proposed Park-Specific Navigation

**URL pattern:** Active on all `/{park}/*` pages

### Navigation structure:

| Overview | Plan Your Visit | Things To Do | News | Events

#### Plan Your Visit dropdown:

- Parking
- Food & Drink
- Rules & Safety
- Opening Times (Anchor Link)
- Getting Here (Anchor Link)
- Park Map (Anchor Link)
- Accessibility (Anchor Link)
- Toilets (Anchor Link)
- Park FAQ's (Anchor Link)

#### Things to Do dropdown (Activities relevant to that park):

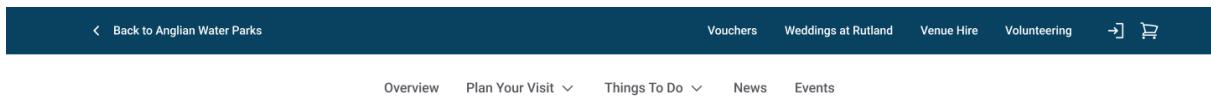
- Fishing
- Watersports

- Walking & Cycling
- Nature & Wildlife
- etc

\*Venue Hire only shown **for** parks that offer **it** (Rutland, Grafham, Alton) - This will be placed **in** the park utility bar

### Desktop behaviour:

- Replaces global nav when user is on a park page
- Includes "Back to Anglian Water Parks" link - Home > Our Parks > {Park Name}



- Dropdowns filtered to park-specific content

### Mobile behaviour:

- Hamburger menu with park branding
- Expandable sections matching desktop hierarchy
- "Switch Park" option at top of menu

### Context switching:

- User can switch parks via "Our Parks" link in breadcrumb or utility bar
- When switching parks, user stays in same section (e.g., Rutland Fishing → Grafham Fishing)

### Styling considerations:

- Park-specific colour accent (e.g., Rutland = blue, Grafham = green)
- Clear visual distinction from global nav
- Must work harmoniously with park utility bar below

## 3. URL Structure Changes

## New Global Activity Pages

Create activity discovery pages at `/things-to-do/*`:

```
/things-to-do/fishing
/things-to-do/fishing/trout-fishing
/things-to-do/fishing/predator-fishing
/things-to-do/fishing/coarse-fishing
/things-to-do/fishing/fly-fishing-holidays
/things-to-do/fishing/fishing-courses

/things-to-do/watersports
/things-to-do/walking-cycling
/things-to-do/nature-wildlife
etc
```

**Purpose:** SEO landing pages, park comparison, activity discovery

## New Park-Specific Pages

Standardize structure for all 7 parks:

```
{park}/fishing
{park}/watersports
{park}/walking-cycling
etc
{park}/plan-your-visit
{park}/plan-your-visit/parking
{park}/plan-your-visit/food-drink
{park}/plan-your-visit/rules-safety

{park}/venue-hire (Rutland, Grafham, Alton only)
```

**Purpose:** Conversion hubs with booking CTAs, park-specific content

## URL Cleanup Required

Fix inconsistencies:

- `/rutland-water/weddings` vs `/rutland-water-park/weddings` → standardize to `/rutland-water/weddings`

- `/alton-water-park/camping` → keep (legacy URL, set up redirect if moved)

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## 4. Template Requirements

### 4.1 Global Activity Page Template

**URL pattern:** `/things-to-do/{activity-type}`

**Required components:**

- Hero section with activity overview
- Park comparison table (filterable)
  - Columns: Park name, Activity availability, Season, Booking link
  - Must show which parks offer this activity
  - For activities that don't have multiple sub activities - this is to be a general content section with a clear CTA to book.
- Activity sub-type cards (e.g. Fishing- Trout Fishing, Predator Fishing, Coarse Fishing)
- Related activities section on all activity pages
- Breadcrumbs on all pages to reduce cognitive load, provide context for users arriving from search, and offer quick escape routes from deep pages without relying on the back button or main navigation.

**Example pages needed:**

- Fishing (with sub-types: Trout, Predator, Coarse, Fly Holidays, Courses)
- Watersports
- Walking & Cycling
- Nature & Wildlife

### 4.2 Park Landing Page Template

**URL pattern:** `/{park}`

**Required components:**

- Park hero with key info
- **NEW:** "Today's Info" card (park hours, café hours, current weather)

- Activity tiles (filtered to this park's offerings)
- **NEW:** Persistent utility bar:
  - [Parking] [Map] [Vouchers] [Weddings at Rutland] [Venue Hire] [Volunteering] [Sign In] [Cart]
- Quick links to Plan Your Visit sections
- Breadcrumbs

**Apply to:** 7 parks (Rutland, Grafham, Alton, Pitsford, Ravensthorpe, Taverham, Hollowell)

## 4.3 Park Activity Page Template

**URL pattern:** `/{park}/{activity-type}`

### Required components:

- Activity hero (park-specific)
- Activity sub-type sections (accordion or tabs)
  - Dropdowns: Anglers (1/2/3), Session (Morning/Afternoon/All day), Boats (0-3)
  - Dynamic price calculation
  - "Check Availability" CTA
- Park-specific details (rules, equipment, pricing)
- Related activities at this park
- Breadcrumbs

## 4.4 Plan Your Visit Hub Template

**URL pattern:** `/{park}/plan-your-visit`

### Required components:

- Quick action buttons (above fold): [Parking] [Food & Drink] [Rules & Safety]
- On-page navigation: Opening Times | Getting Here | Accessibility | Toilets
- Content sections (can be anchors or sub-pages depending on content volume)

- Breadcrumbs

## 4.5 Dedicated Planning Sub-Pages

### URL patterns:

- `/{park}/plan-your-visit/parking`
- `/{park}/plan-your-visit/food-drink`
- `/{park}/plan-your-visit/rules-safety`

### Required components:

- Structured content (tables for pricing, hours)
- Related quick links (e.g., parking → map, food → opening times)
- Call-to-action modules (book now, view map)
- Breadcrumbs

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## 5. Navigation Components

### 5.1 Global Navigation

#### Desktop:

- Horizontal nav with dropdowns
- Max 2 levels deep
- "Things to Do" dropdown:
  - Fishing
  - Watersports
  - Walking & Cycling
  - Nature & Wildlife
  - Family Activities
- "Plan Your Visit" dropdown:
  - Opening Times
  - Accessibility
  - FAQs

### **Mobile:**

- Hamburger menu
- Expandable/collapsible sections
- Same hierarchy as desktop

## **5.2 Park Utility Bar**

**NEW component** - persistent on all park pages

**Desktop:** Horizontal bar below hero

**Mobile:** Sticky footer bar or expandable drawer

### **Items:**

- Parking
- Food & Drink
- Venue Hire (only show if park offers it)
- Map
- Book Now (primary CTA)

### **Behavior:**

- Links to park-specific pages
- Sticky on scroll
- Must work with existing booking integration

## **5.3 Breadcrumbs**

**Required on all pages**

Pattern:

```
Home > Our Parks > Rutland Water > Fishing > Trout Fishing
Home > Things to Do > Fishing > Trout Fishing
Home > Our Parks > Rutland Water > Plan Your Visit > Parkin
g
```

## **6. Search Integration**

**Problem:** Search currently lands users on generic pages, not specific content (e.g., "Rutland parking" → generic visitor info)

### Requirements:

- Update search indexing to include new URL structure
- Priority ranking:
  1. Dedicated pages (e.g., `/{park}/plan-your-visit/parking`)
  2. Activity pages
  3. Park landing pages
  4. Global pages
- Search result structure:
  - Group by type: Parks | Activities | Planning Info | Other

**Dev note:** May require search config updates in CMS or search service

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## 7. Content Migration Strategy

### Pages to Create (New)

- `/things-to-do/*` hierarchy (~10 pages)
- `/{park}/plan-your-visit/*` sub-pages (~21 pages: 7 parks × 3 sub-pages)
- Park comparison landing page at `/our-parks`

### Pages to Restructure (Existing)

- Park landing pages (7 parks) - add utility bar, Today's Info card
- Park activity pages (~15 pages) - apply new template
- Venue hire pages - consolidate and clarify hierarchy

### Pages to Redirect

- Fix wedding URL inconsistency
- Redirect old activity URLs to new `/things-to-do/*` structure if needed

**Total new pages:** ~31

**Total pages to update:** ~22

**Redirects:** ~5-10 (TBD based on legacy URLs)

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## 8. Technical Considerations

### 8.1 CMS/Platform

**Assumption:** Site is on Drupal (Adaptive is dev partner)

**Implications:**

- Templates likely component-based (Paragraphs or Layout Builder)
- Navigation may be menu-driven or code-based
- URL aliases and redirects manageable in Drupal

**Confirm with Adaptive:**

- Can we create reusable page templates?
- How are park-specific variations handled?
- What's the approach for utility bar component?

### 8.2 Booking System Integration

**Assumption:** Booking widget is third-party or separate system

**Implications:**

- New configurator UI may need booking API updates
- Pre-filtering (passing activity/park/options to booking) requires query params
- "Check Availability" CTA must pass selected options to booking

**Out of scope for IA work:**

- Booking widget redesign
- Calendar UI improvements

**Coordination needed:**

- API documentation for pre-filtering
- Booking URL structure and params

### 8.3 Performance & SEO

- New `/things-to-do/*` pages are SEO landing pages - ensure proper meta tags, structured data
- Park comparison tables may benefit from client-side filtering (consider performance with 7 parks)
- Utility bar and "Today's Info" may need API calls for real-time data (opening hours, weather)

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## 9. Phasing Recommendation

### Phase 1: Global Navigation & Core Pages (Sprint 1-2)

**Goal:** Launch new nav structure with minimum viable pages

**Deliverables:**

- Global nav updated (7 items)
- "Things to Do" hub + Fishing sub-pages (Trout, Predator, Coarse)
- "Plan Your Visit" global hub
- Park comparison landing page ( `/our-parks` )
- Update 1-2 park landing pages (Rutland, Grafham) with utility bar

**Validation:** Users can discover activities from global nav, see park comparison

### Phase 2: Park-Specific Planning Pages (Sprint 3-4)

**Goal:** Complete "Plan Your Visit" for all parks

**Deliverables:**

- `/{park}/plan-your-visit` hub for all 7 parks
- Dedicated parking, food & drink, rules pages for top 3 parks (Rutland, Grafham, Alton)
- Search indexing updates

**Validation:** Users can find parking info within 3-4 clicks, search routes correctly

### Phase 3: Remaining Activity Pages & Polish (Sprint 5-6)

**Goal:** Complete activity coverage, apply templates consistently

### **Deliverables:**

- Remaining `/things-to-do/*` pages (Watersports, Walking & Cycling, Nature, Family)
- Park activity pages for all 7 parks
- URL cleanup and redirects
- Breadcrumb implementation

**Validation:** All parks have consistent structure, no broken links

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## **10. Success Metrics**

### **User journey improvements (target vs current):**

Metric	Current	Target
Clicks to parking info	6+ (with scroll)	3-4
Fishing booking steps	8-10	5-6
Park comparison visibility	Not available	1 click from global nav
Activity discovery	Must navigate to park first	Direct from global nav

### **Analytics to track:**

- Navigation usage (which menu items clicked most)
- Search queries and success rate
- Page depth to key conversions (booking starts)
- Mobile vs desktop navigation patterns

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## **11. Questions for Development Team**

### **CMS & Templates:**

1. What's the current templating system? Can we create reusable components?
2. How are park-specific pages currently managed? (Individual pages vs dynamic templates)
3. What's the effort to create a new persistent utility bar component?

### **Booking Integration:**

1. What query params does the booking system accept?
2. Can we pre-filter booking by park, activity type, and options (anglers/boats)?
3. Who owns the booking widget code? (In scope for configurator UI?)

**Search:**

1. What search system is in use? (Drupal core, Solr, Algolia, etc.)
2. Can we customize search result grouping and ranking?
3. What's required to re-index after URL structure changes?

**Timeline & Resourcing:**

1. What's realistic timeline for Phase 1 (Sprint 1-2)?
2. Are there any technical constraints or dependencies we should know about?
3. What's your preferred handoff format? (Figma + specs, or detailed tickets?)

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## 12. Reference Links

**Full IA Audit (UX Research):**  [UX Audit - Information Architecture](#)

**Project Hub:** [Parks UX](#)

**Current Live Site:** <https://www.anglianwaterparks.co.uk>