

EPIC PASS WEBSITE REDESIGN

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View Redesign

Epic is a company that provides season passes to various ski resorts, primarily across the United States. The site offers passes with different levels of resort access, varying levels of holiday restrictions, or limited days at specific mountains. This redesign of epicpass.com focuses on three pages – the Passes page, the Compare Passes page, and the Benefits page.

The Passes page contains details on each of the different passes that Epic provides. On the current site, the content on this page is split into a multitude of separate pages, with one page for each pass type. The redesigned page brings all of the details for each different pass into one centralized location with interactive elements that allow the customer to alter which details they are viewing without the need to go to a completely separate page. These interactive elements include the ability to tab through different pass categories and expand or collapse the details for specific pass types. This redesign is similar to what the Epic Pass website currently refers to as their 'Compare Passes' page, but displays this information in a more visual and flexible way.

The redesigned Compare Passes page has been restructured to only show the customer details of the passes that they have selected from the Passes page. Each selected pass is given a column, with relevant details underneath. This provides the customer with the ability to easily see side by side comparisons of information such as price, which mountains have holiday restrictions, and which resorts are available for each pass. In the current Compare Passes page, the details for the different passes are listed vertically, which requires a considerable amount of scrolling and makes it difficult to quickly discern what the actual differences are between passes.

The current Epic Pass site has multiple pages covering the various benefits that their passes offer, as well as a relatively hidden page that acts as an aggregated view of these benefits. This aggregate page has a large amount of redundancy and is visually dense. The redesigned benefits page contains a high level view of the benefits that Epic offers in a logically grouped way that acts as a landing page to pages with more details for specific types of benefits.

These redesigned page elements aim to streamline the large amount of content that is currently housed on the Epic Pass website in a way that is easy to navigate and provides the customer with the information relevant to them at the right time.