

Grand Canyon Page UX Case Study

Overview: The Hike Canyons company wanted to get more people to go hiking at the Grand Canyons through them so they hired me to create a simple webpage for them that will help them spread the word to people. The webpage is meant for everyone who loves hiking or enjoys traveling to beautiful scenery so it should be simple to use.

My Roles: My role was to design the entire webpage from the ground up. I took charge in designing how the webpage would look, and coding up the entire page using html and css.

Challenges: The challenges I faced was how to design the page so that when the viewers look at it they would want to go see the Grand Canyon. It is a simple yet complicated task at the same time.

Result: I decided to keep things simple by using only very few texts and functions in the webpage, so that the main things the viewers can see would be the pictures of the Grand Canyon. I included a very brief history of the company, how to contact them, and of course the most important part in the middle: where the Grand Canyon is!.

