

## Canyon Hikers: A Case Study

### Overview

Canyon Hikers Tour Group needed a way to attract more customers. They wanted a website that would entice travelers to choose their tour company.

### Problem

They were in need of a website that made the Grand Canyon look like a fun trip, but was also easy to book on.

### My Role

My role was to design a website that targeted users that wanted to visit the Grand Canyon. It had to be easy to use because not all travelers are tech savvy. I want to make sure Aunt Ethel could easily navigate the site. I designed an easy to use and fun looking site.

### Challenges

My main challenge was to follow the three click rule. I didn't want anyone to have to search for booking information.

### What I Did

I chose to design a site that had an easy to find pop up button for the booking form. It pops up and you notice it right away. I also included pictures of the Grand Canyon and fun facts that would make users really want to see what the Grand Canyon was all about.

### My Results

When I got the mock website up I tested it with my family, including my small daughters. Both girls were able to find the booking form quickly and easily. They were impressed by the images and said they wanted to visit!

