



**Designer: Philip C Rivera (UX/UI designer)**

### Case Study: Canyon Hiker

This company organizes tours of the Grand Canyon and wanted their website to showcase and promote tourism to the Grand Canyon

#### TOURS



#### Why did we choose this?

This case study focuses on choosing a color palette, creating a logo, incorporating images and other stylings to create a website to increase tourism to the Grand Canyon

#### Roles & Responsibilities

My role was to create a color palette, font-family, design the logo and overall look of the website. I also created the html and css for this website.

#### Challenges & What I did to Solve Them:

My challenges at first were trying to come up with a color palette and feeling that I wanted the website to have. I chose a warm color palette and vivid images to great the user and get them excited for what the Grand Canyon has to offer. Hover effects were added to the images to engage the user and prompt them to explore what the website has to offer.

#### User & Audience:

My target audience would be outdoors person, someone who really enjoys being out in nature, and has a great sense for adventure

#### ABOUT



#### Results:

When the Project was finished, Canyon Hiker had an increase in website traffic which led to an increase in tour bookings. I was able to meet all their styling and design needs.

