



Project 3: Explorers Southwest

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WEB DESIGN STUDIO
(UFCT6-30-1)

Overview:

Based in Durango, Colorado, USA, Skyler and Finley own and operate **Explorers Southwest**, a three season (March to October) “mild to mildly adventurous” tours company. Their flagship and most popular offer — which started their business off in 2008 — was guided jeep tours to local “ghost mining towns” in the mountains between the towns of Durango and Silverton. They also offer a fully guided tour to Mesa Verde National Park one hour away.

They rent stand up paddle boards (SUP), fishing equipment, and kayaks to use at nearby Lake Nighthorse.

Ethos:

Skyler and Finley were both born and raised in Colorado. Adventure sports are in their blood. They also understand that they live in a location full of unique, sensitive biodiversity. By taking tourists on guided tours they help reduce the footprint, boost local economy, and keep non-locals off delicate ecosystems and restricted land. They can provide a service for tourism while still preserving the delicate ecosystem they live in.

They understand that not everyone is excited by adventure sports or extreme adventures, and are targeting the market of “get outdoors” but might not be comfortable with adrenaline extremes.

Because they both grew up in families who went out of doors from a young age, they understand that providing a positive family vacation experience is vital for the younger generation to learn to appreciate and explore the outside world.

They aren't great at copywriting, but have provided you with some content about what they have to offer. Perhaps you could also help them make their tours and rentals even more interesting and attractive to their potential users?

They offer

Guided Jeep Tours

Adventure Level - Mild

Location - Durango. In the Mountains between Durango and Silverton

Family Friendly - Yes

Season - May to Early October

Numbers - Single up to Groups of 8 people

Prices

½ Day - \$60pp / Youth (5-16) \$25pp / Under 5s Free

Half day Trips:

Meet at 8:00am for a 9:00am start.

OR

1pm for a 2pm start.

Half day - am trip: return by 12:00pm. / PM trip: return by 5:00pm

Basic Information about the jeep tour:

Our guided jeep tours will show you:

- numerous wildflowers and rare plants
- a large variety wildlife
- high-alpine meadows
- avalanche gullies
- Impressive waterfalls and geological features

Follow the La Plata River to La Plata City, an old mining town established in 1875. Continue to the peak of Kennebec Pass at 12,000 feet above sea level.

See all the way to Cortez and Telluride from the top of the pass!

Kids are extra entertained with our “Pan For Gold” scavenger hunt. Find the items on the checklist and get some fool’s gold!

**The roads are not well maintained and not often used which results in a bumpy, bouncy tour! Bring sun cover, sunscreen, a reusable water bottle, snacks, and your camera!*

Day Trips to Mesa Verde National Park

Adventure Level - Mild to moderate

Location - Meet in Durango for a 30 minute drive to Mesa Verde

Family Friendly - Yes

Season - March to October

Numbers - Up to 10 Guests

Prices

Full Day - \$175pp / Youth (5-16) \$95pp / under 5 \$10.00

Full day - includes a robust packed lunch from the local deli (vegetarian / vegan options available upon request). Return by 5pm. Bring sturdy walking shoes, sun cover, sunscreen, a reusable water bottle and your camera!

Mesa Verde is one of only 20 World Heritage Sites in North America.

- Meet the Explorers Southwest Main Office at 8:00am for an 8:30am start.
- Relax in our fully air conditioned tour bus while we take a 45 minute drive to Mesa Verde National Park on old Spanish Trail Trade Routes.
- We will then go straight to the Mesa Verde visitor center just inside the park for an introductory park orientation.
- Enjoy breathtaking views of mountains ranges from 4 states (Colorado, Arizona, Utah, and New Mexico) on the way to Far View Ancestral Village.
- Explore Cliff Palace, the largest and most famous cliff dwelling in North America.
- Kids can earn their "Junior Park Ranger Badge" while interacting with one of Mesa Verde's park rangers.
- Enjoy a robust lunch provided by a local deli in Durango.
- Explore the Mesa Loop and take in a variety of archeological sites, cliff dwellings, pit house and scenic overlooks.
- Return to Durango: 4-5pm

Equipment Rental

Kayaks:

Single: \$30 per day

Double: \$55 per day

*Cost includes kayak, paddle, and Personal Flotation Device (PFD)

Stand Up Paddle Board:

1/2-day: \$20

Full day: \$35

*Cost includes paddleboard, paddle, fins, and PFD

Single Person Tube:

1-Day: \$15

*Cost includes pump and patch kit, PFD

Looking ahead:

They have recently acquired 5 acres of field outside the town and will be setting up “glamping” pods next season.

Business Goals / Product Objectives

Expand business

Promote their new guided tours to Mesa Verde

Attract new clients from other states

Required tasks

You are set with the tasks to decide what tasks are necessary for this project. Consider the previous two assignments and create the content that is necessary for the user.

User Snapshots



“We want to provide family vacations away from our hectic lifestyle in Santa Fe, NM. We try to choose places to enrich our children’s view of the outside world, and teach them about the history and beauty that surrounds them in the American Southwest”

Tania and Abe:

- **Age:** 48 & 43
- **Occupation:** Mechanical Engineer and Graphic Designer
- **Location:** Santa Fe, New Mexico
- **Family:** Two children aged 10 & 8
- **Household income:** Combined income of \$100,000
- **Technical profile:** Very comfortable with technology. Dell and apple laptops / ipad / iphones. Kids are also comfortable with technology, but it is limited at home by parents. Book vacations online and do their grocery shopping on-line via instacart.
- **Habits:** They want to be outside, but don't want the hassle of trying to organise elaborate trips, as they both have only a few weeks a year for time off. They love being in the outdoors, but have never felt comfortable with the more extreme outdoor sports.



“We used to do all that crazy adventure stuff, but now we would rather just relax and enjoy the scenery.”

Louese and Steven

- **Age:** 70 & 65
- **Occupation:** Semi-Retired Floor Manager Nurse & Self Employed Tree Surgeon / Horticulture specialist
- **Location:** Columbia, Missouri
- **Family:** Blended family of 4 children and 8 grandchildren
- **Household income:** Combined \$95,000
- **Technical profile:** Moderately comfortable with technology. Wary of the internet and social media, but use iphones / have an apple laptop and an ipad. They prefer the phone to communicate with friends and family.
- **Habits:** Two ex-hippies who are still very physically active and very sociable. Prefers to use the phone to book a holiday, but happy to pay via credit card over the phone. They have more free time for holidays, but prefer something low key and low pressure.



“I live near the area and travel a lot for my job. My apartment I live in is too small for me to own a bunch of bulky sports stuff. I simply want a trustworthy place where I can rent some equipment to do fun and stress-free watersports at my local lake, without the fuss of having to wait in line to request it. I want to reserve it, pick it up and go have a great day on the water.”

Elise

- **Age:** 32
- **Occupation:** Prof Photographer
- **Location:** Durango, Colorado
- **Family:** Single
- **Household income:** \$45,000
- **Technical profile:** Very comfortable with technology. Dell laptop, never used, iphone phone, ipad mini
- **Habits:** Due to the varied schedule Elise works around, she has little time or patience in wasting precious time off. Extremely active, however not interested in the more dangerous side of outdoor pursuits in her local area, she wants to be able to access a reservation system so she can secure equipment quickly and at the last minute then enjoy the time she has off.

