

How to spend a perfect ski day in the Alps

By Alexander Tombach

Background

- [Relevance] – *Why would people do this?*

The Alps is a giant mountain chain in the heart of Europe that is home to hundreds of winter sport resorts. Millions of tourists come every year to ski and snowboard in great slope conditions. There are more and more English speaking people visiting. Often, they are not very familiar with the skiing culture (which is much more than simply skiing). Therefore, a tutorial about a perfect ski day in the Alps is relevant and probably appreciated by many.

- [Relevance] – *This tutorial is useful because...*

My website can provide an existing target audience with insider knowledge and self-shot useful footage about skiing in the Alps.

Design objectives & strategy

- *The goal of the design is to..*
 - show people all the great things you can do in a ski resort in the Alps.
 - make people looking forward to a skiing trip, to create desire for the Alps
 - inspire people and help them to make their ski trip fun

Site audience

- *This tutorial site will help people who...*
 - never have been skiing in the Alps
 - people who went skiing before, but they are looking for inspiration to do something new and fun in the mountains
- *Visitors include...*
 - Enthusiastic skiers age 16-35 (background knowledge: drinking age is +16)
 - People who like to experience the skiing culture and the party culture that goes with it

Competitors

The screenshot shows a large image of a snowy mountain peak with a modern building at its base. A callout box in the center says: "Jetzt Ihren persönlichen Reiseführer erstellen. Füllen Sie verschiedene Lücken der Webseite über das Stern-Ikonen Ihrem Reiseführer hinzu." Below the image, a section titled "Frühstart ins Skivergnügen" mentions skiers starting in December. At the bottom, it says "Gletscherkogelbahn und Restaurant Ice Q im Gletscherskigebiet Sölden, © Ötztal Tourismus".

Skifahren & Snowboarden in Tirol

Inhalte teilen Zum Reiseführer hinzufügen

Die Auswahl an Skigebieten ist in Tirol so groß wie nirgendwo sonst in

The screenshot shows a navigation bar with "MECHANICS OF SPORT" and "SKIING". Below it is a "Online Ski Lessons" section with several diagrams illustrating skiing techniques like "How to Ski", "Snow and Weather Conditions", and "Terminology".

How to Ski

The site explains why certain things are important, shows common mistakes that people make while learning to ski, and gives a few tips on things that can be tried to achieve the correct techniques.

Easy to Understand

In general most of the components of skiing are very simple in part, but when all the different parts are put together, it can get a bit complicated. In this site explanations and diagrams are very carefully used to make all the components as easy to understand as possible, and show clearly how they all fit together.

The screenshot features a large image of two skiers on a snowy slope. Overlaid text says "SEE YOU IN WINTER 2016/17". The top navigation bar includes "HOCH ZILLERTAL KALTENBACH" and links for "AKTUELL", "SKIGEBIET", "HÜTTEN", "HOTELS", "PREISE", and "KONTAKT". A sidebar on the left lists "Interaktives Pistenpanorama", "Wetter und Schnee", and "Anreise / Öffnungszeiten".

Live Cams

Durch das Fortsetzen der Benutzung dieser Seite, stimmen Sie der Benutzung von Cookies zu. Weitere Informationen

The screenshot shows a header with "eis" and "FREE INSTRUCTOR STARTER KIT" along with social media links. A sidebar on the left has sections for "MONEY SAVER EMAIL", "TRAVEL OPTIONS", and "The Basics".

Top Ski Tips

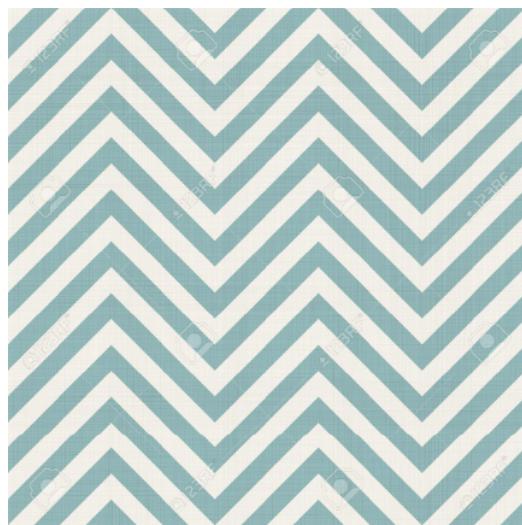
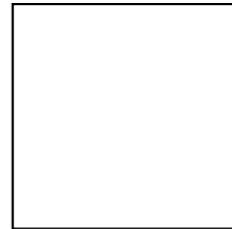
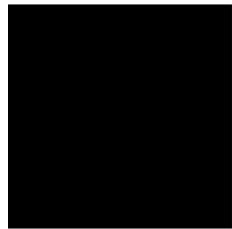
Gliding down a mountain through virgin powder with the sun glistening on surrounding snow covered peaks, all topped with a deep blue, clear sky has got to be one of the most incredible feelings on earth... Here are a few tips for skiers of all levels to help you enjoy the sensation as much as I do!

The Basics

Gravity - This takes you from the top of the mountain to the bottom in the most direct route. This isn't always the safest or most desirable route so being able to steer and stop are key!

Balance - snow is slippery! Trying to balance whilst sliding down a mountain isn't easy! You need a stance that is comfortable but stable on the move.

Colors and textures



Keywords

Site should be

- *Inspiring*
- *Modern*
- *Clear*
- *Simple*
- *Precise*
- *Visually Pleasing*
- *Easy to Navigate*
- *Understandable*
- *Cohesive*
- *Professional*

Site shouldn't be

- *Boring*
- *Confusing*
- *Hard to Navigate*
- *Ugly*
- *Complicated*
- *Hard to understand*
- *Too Fancy*
- *Difficult*
- *Unclear*
- *Generic*

Content for the site

The site should include content like...

- *Photos that I shot myself (skied for over 15 winter seasons in the Alps) about:*
 - *Slopes*
 - *Fun things to do with skis like Jumps, short radius vs long radius, Fun Park*
- *Content about what specialities to eat on huts*
- *Infos about Aprés Ski (Party in ski boots)*