

Clients

Canyon Hikers

**My Role**

Researcher, UX/UI designer,
Sketching, Prototyping

Timeline

7 days

Case Study

Canyon Hikers is a tour company that relies on their website to book over 95% of their tours. They offer various tours including Grand Canyon, Hoover Dam as well as Las Vegas.

The website is needed for clients to book their tours, as well as see details about the each specific tour they are interested in. The details of each tour include time, location of meeting point, daily weather, as well as what to bring.

The client would like to update the website to allow for clients to see the details of each tour on their website as well as include e-commerce for the booking/purchase of tours. They would also like a redesign of the logo to signify to existing clients that there has been an update to the website.

Problems

- Customers are currently unable to purchase tours through the website
- This causes the staff to spend extra time on the phone taking down credit card info & confirming dates
- Customers also have many questions about details of the tours that should be added into the website as well
- In order for existing clients to know that the website has been updated CH has requested for a redesign of their logo as well as a new look & feel for the website to signify an update



Solutions

- Add check out links (e-commerce page) for customers to purchase tours through the website
- Make this executable in 3 clicks
- Add in secure check out logo
- Add link for customers to contact CH if they have add'l questions
- Update logo & refresh website to have more of a modern feel

CURRENT LANDING PAGE: 09/11/22



HOME

TOURS

SCHEDULE

HOTELS

**Grand Canyon South Rim
Bus Tour**



**Grand Canyon West Rim
Bus Tour**



**Las Vegas Night Flight
Helicopter Tour**



**Mini Hoover Dam
Hiking Tour**



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SOLUTION

To create a sleek & modern website we suggest using a black bg which will stand out on the page. This will also allow existing customers to see there have been some exciting new updates.

With black now being the dominant color, we suggest keeping the existing logo since it has just recently been updated. We suggest only updating your logo every 5 years so the audience feels there is stability & continuity.

V2: Black BG | Existing Logo

keep existing
logo



HOME

TOURS

SCHEDULE

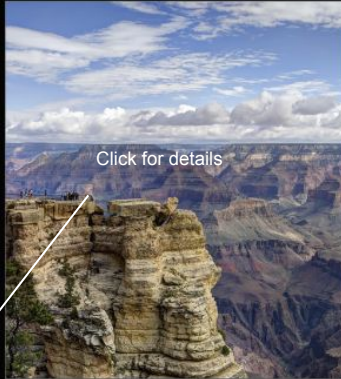
HOTELS



Drop down
menu for easy
navigation

thicker
NAV bar

Grand Canyon South Rim
Bus Tour



Grand Canyon West Rim
Bus Tour



Las Vegas Night Flight
Helicopter Tour



Mini Hoover Dam Tour



Hover effect:
Only appears
when mouse
scrolls over
any area in
image

BOOK TOUR

Takes you directly to pricing & checkout



1-800-806-6453 [Live Chat](#)

Checkout

Delivery Options

E-ticket

Pick Up

Home/Office

APO/FPO

First Name*

Last Name*

Start typing address

Enter address manually

Email*

Phone Number*

Save & Continue

In Your Bag

Edit

Subtotal	\$220.00
Estimated Shipping	\$0.00
Estimated Tax	\$0.00
Total	\$220.00

Check Out Summary:

x2 Lorem ipsum
Date: xx/xx/xxxx
Time: xx:xx