

Overview: The client wanted to create a site that encouraged more people to hike the Grand Canyon. The idea was to invite young people to visit Arizona to hike the Grand Canyon and create a hike that they feel physically comfortable with.

Problem statement: The client intends to have more people visit and hike the Grand Canyon.

Users and audience: Those between the ages of 25-45 and are already interested in hiking or not interested in hiking at all. The user can create an experience that is tailored to their physical comfort level and also curate an experience that they would like to have.

Role and responsibilities: Designer.

Challenges: Timeline—there was not a lot of time to complete this project and to successfully assess and add the proper components.

What you did and why: I designed the logo and layout, chose a color palette and structured a website that would be successful for young adults/

Result:



