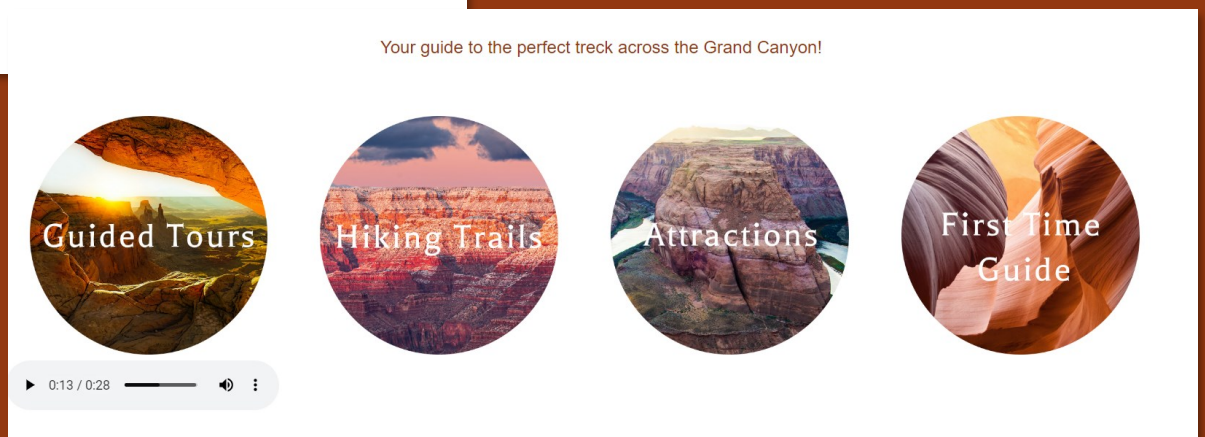


CANYON HIKERS



Canyon Hikers

Case Study



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Canyon Hikers is a company that focuses on Tourism, specifically in the Grand Canyon. The Client specializes in hiking tours and other attractions located within the Grand Canyon National Park and Arizona area.



Problem

- Not enough hiking business
- Not enough tourists
- Not enough traffic to the Grand Canyon

Goal

To promote the Grand Canyon and generate more visits to the area.

Challenges

Creating a website that not only encourages trips to the Grand Canyon, but also still represents the hiking opportunities adequately as well.

Users and Audience

- Young Adults to Middle Age Adults
- Nature Lovers
- People who enjoy Outdoors
- Families with school age children



Approach

- Researching other travel sites made it clear that people prefer to have all of their options and information in one place.
- The website not only have to cover hiking, but food and lodging and other activities as well.
- Made sure to cover everything that would be essential to traveling to the Grand Canyon in general, but still had specific options for those interested in hiking, while still being easy to navigate.



Result

A simple, one page site that not only covers traveling essentials, but specifically promotes Canyon Hikers as well.

User testing proved the site was easy to navigate and provided users with a one-stop-shop for their Grand Canyon Vacation needs.

