

UX Case Study Assignment

1. Overview

The client, Canyon Hikers, is an organization that facilitates group hikes in the Grand Canyon. They needed a website that encourages tourists to visit the Grand Canyon through joining their organization and attending group hikes.

2. Problem Statement

The project is building a website that provides ample information to users who are interested in visiting the Grand Canyon and who are also looking for a knowledgeable organization that can provide a community of like-minded people, as well as logistical solutions and safety precautions during hikes.

3. Users and Audience

The target audience for this website are people who are outdoorsy, active, and who enjoy nature and traveling. Many of the users may be from other states or countries and have never been to the Grand Canyon.

4. Role and Responsibilities

My role consisted of web development, UI design and UX testing.

5. Challenges

My main challenge was creating an aesthetically pleasing design within the 1-2 hours time frame recommended for this project. The website ended up taking 6 hours to complete, and I was not able to include as many embellishments and graphics as desired. I spent a bit of time in Photoshop creating custom info cards and stylizing the images.

6. What I Did and Why

I wanted the landing page to include a large, beautiful photo of the Grand Canyon to draw in users. I chose a fun, laid-back font for the main title and gave it an animation to make the site feel bouncy and adventurous, like a hike. I chose a soft, warm blue color for the background to represent blue skies, calmness, and reliability; to let users know that they can trust Canyon Hikers. I chose a subdued orange for an additional background color as well as information icons to represent the canyons' geological features, as well as give off a feeling of energy, warmth, and safety. I created a logo showing a figure hiking under a big, warm sun. I included a photo gallery to give the user a sense of what they can expect from a visit to the Grand Canyon. I also included a Mission Statement from the company so the user can learn more about their history and goals. I then included a photo of a family hiking so that the user can see that the activities are family-friendly. Lastly, I created a form allowing the user to join the company's newsletter and stay up-to-date on the latest information.

7. Result

The result was a basic webpage that gave enough information about the company and a way to connect with them. Through my UX testing I realized I could have used better images (more people hiking the actual trails, maps, etc). I also could have included more information about the park itself. I also would have liked to have additional specific goals from the client. I think the end result was sufficient based on the timeframe given.