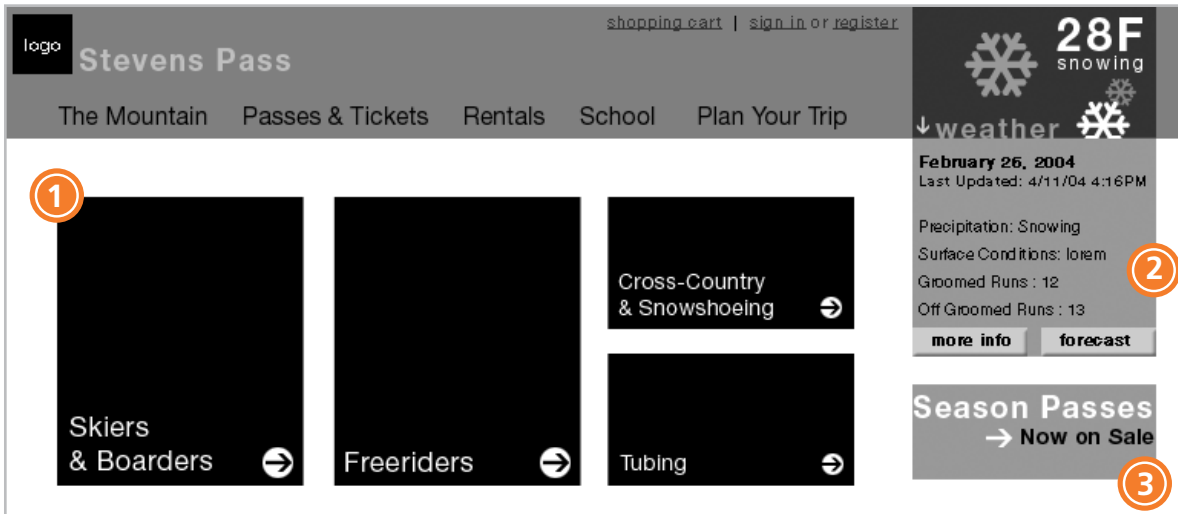


Stevens Pass Ski Resort/Website Redesign

Prototype



Roles: Information Architect, Interaction Designer

Worked closely with: Art Director, Front-end and Software Developers

- 1 After initial research, visitors to the mountain had distinct activities in which they were interested. The site's navigation provides both activity-centric access to information (more exploratory) and task-centric options.
- 2 Weather is one of the most important factors in the decision to come to the mountain. I proposed a "weather widget" that would describe the weather visually and provide access to more detailed information.
- 3 The redesign of online Season Pass sales focused on operational streamlining and simplifying the customer journey.

Before



After



Stevens Pass, one of the largest day ski resorts in the northwest, needed a site that would answer the questions of the most novice skiers while satisfying the needs of the most hardcore snowboarders.