Brianna Chandler

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WDD 130

Brother Blazzard

Final Project Elevator Pitch

1. Identify your idea or goal:

My idea is to create a website for a local yoga studio that only has a basic Facebook page.

1. Explain what you want the website to do:

This website will provide clients access to information about the studio, teachers, yoga styles, and a way to sign up for classes.

1. Communicate your USP (Unique Selling Proposition):

This website provides all the information at the client’s fingertips. One click, and you can see class times, styles, length, and availability! Organized, efficient, and easy to use!

1. Engage with a question:

How would you like to move your company from a frustrating Facebook page to a user-friendly website?

1. Put it all together:

Hi! My name is Bri Chandler and I have an idea to turn your yoga studio Facebook page into its own website. All the information your clients need would be at their fingertips. Instead of scrolling through lists of posts on Facebook, your students would have quick access to information about the studio, teachers, and styles all in one location. As well as a user-friendly sign-up sheet where students can easily see the class dates, times and availability. What do you think about an organized and efficient website for your studio?

1. Practice!