

Short pitch: My website aims to be a secure platform that I can use to store, organize, and showcase work I have done in the past.

Long Pitch: My website will act as a repository for my previous work such as design files, research papers, and other pieces of code. The focus of the platform is to store and showcase my work in an aesthetically pleasing way. I would like to include some customizable features and a selective sharing feature as well.

Persona 1:

Name: Elliott Kelcey

Age: 36

Job: Part time photographer

Goal: Elliot recently decided to purchase a camera and try his hand at photography. He enjoys being in nature and hiking in his free time. His goal is to document things like wildlife, landscapes, and unfamiliar plants on his adventures. While some of his pictures are amazing he finds it difficult to share them with his friends and family without his camera or computer. Elliot thinks it would be easier to upload his photos online and share the link with his friends.

Persona 2:

Name: Perlle Eddie

Age: 50

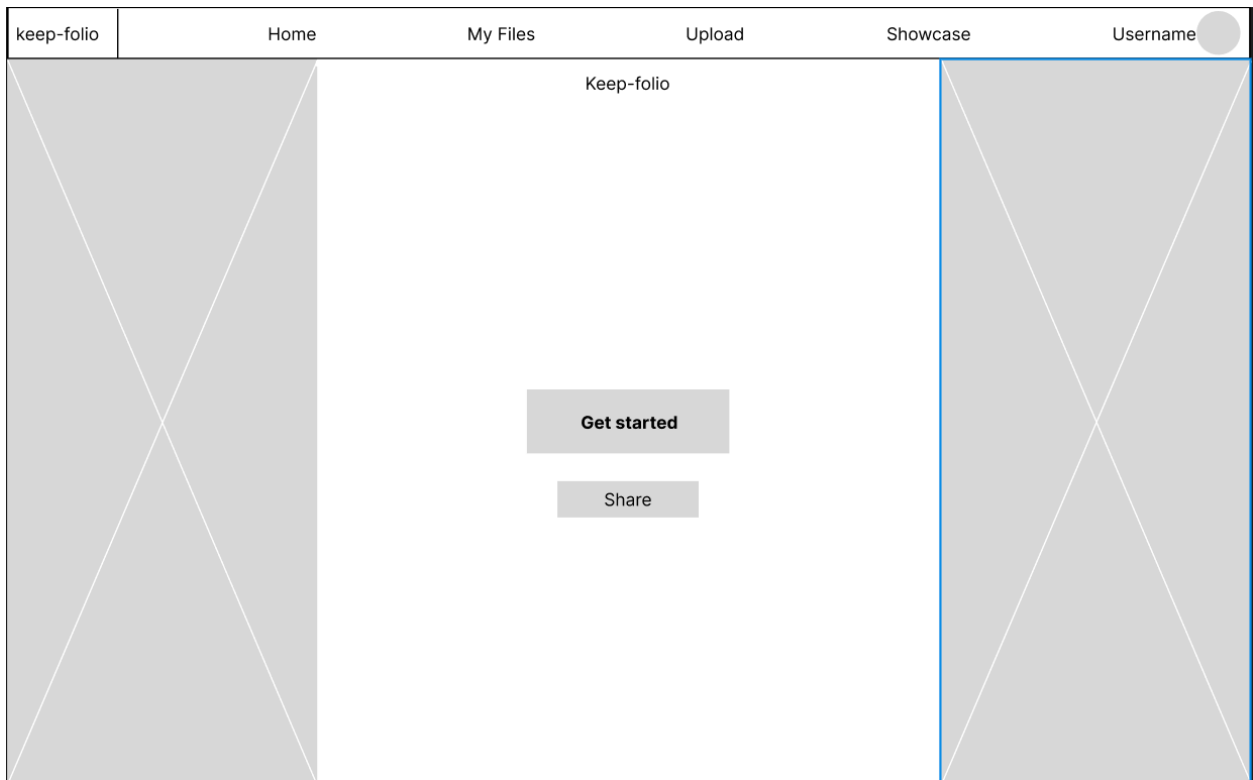
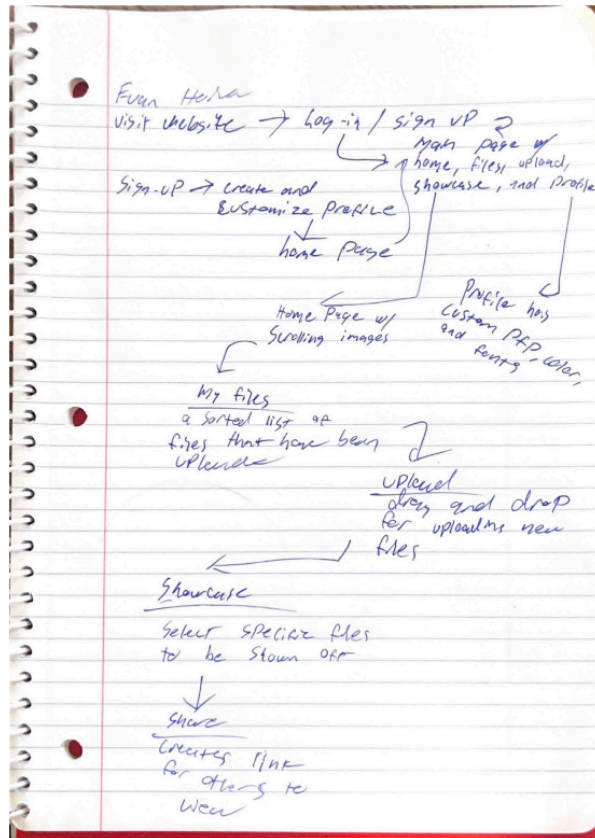
Job: Academic researcher

Goal: Perlle works as an academic researcher at a large public university. A large part of her job involves collecting, reviewing, and creating academic material. Perlle has been struggling with the organization of files between her laptop and desktop computer. She is looking for a platform to store files that she is not done working with yet.

Competitors:

Wix: A service mainly used to create simple websites that could function as a portfolio.

Google drive: A service that is used to store and move files but lacks customization and the ability to showcase files.





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