

Great Lakes Guide



Short pitch:

Great Lakes Guide will be a website and information hub for the Great Lakes region. This website will house information regarding weather, lake conditions, tourist sites, accommodations, small towns to visit, and activities within the Great Lakes region.

Long pitch:

The Great Lakes Guide will be a swiss army knife(many use) style website for residents of the Midwest, and Great Lakes region, and those planning to travel there. Using this website local residents will be able to check out the forecast/lake conditions and plan a day out on the lake with the family. Tourists will be able to use the site to plan entire trips around the Great Lakes region with all the important information about the area laid out in one place for convenience. Many midwestern families don't take large trips abroad, but rather they get in the car with the family and head up north, or to a pleasant area, usually around a body of water. Because of this, and the plethora of amazing small towns, hiking trails, state parks, and incredible beaches, I feel that there is a large target for those seeking information regarding the Great Lakes region. Along with the fact that 21% of earth's freshwater is in the Great Lakes, I feel those without access to beautiful freshwater lakes would love the opportunity to take a trip to these lakes, and in doing so, pump money into a small midwestern town's economy.

Personas:

1. Midwestern parent planning a week of summer vacation
2. Middle aged man from Kentucky planning a vacation to Michigan
3. Boat owner deciding which body of water to put their boat into for the weekend

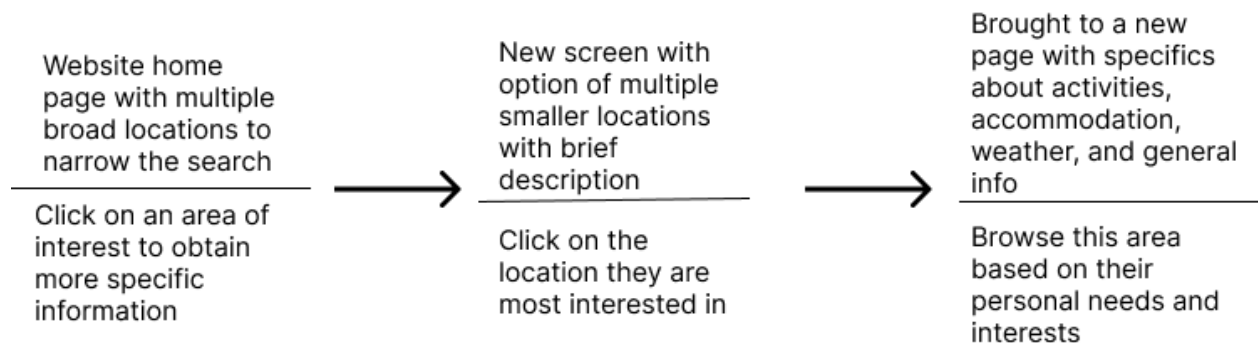
Comps:

1. Tripadvisor(<https://www.tripadvisor.com/>)

2. Surfline(<https://www.surfline.com/>)
3. Uncornered Market(<https://uncorneredmarket.com/>)

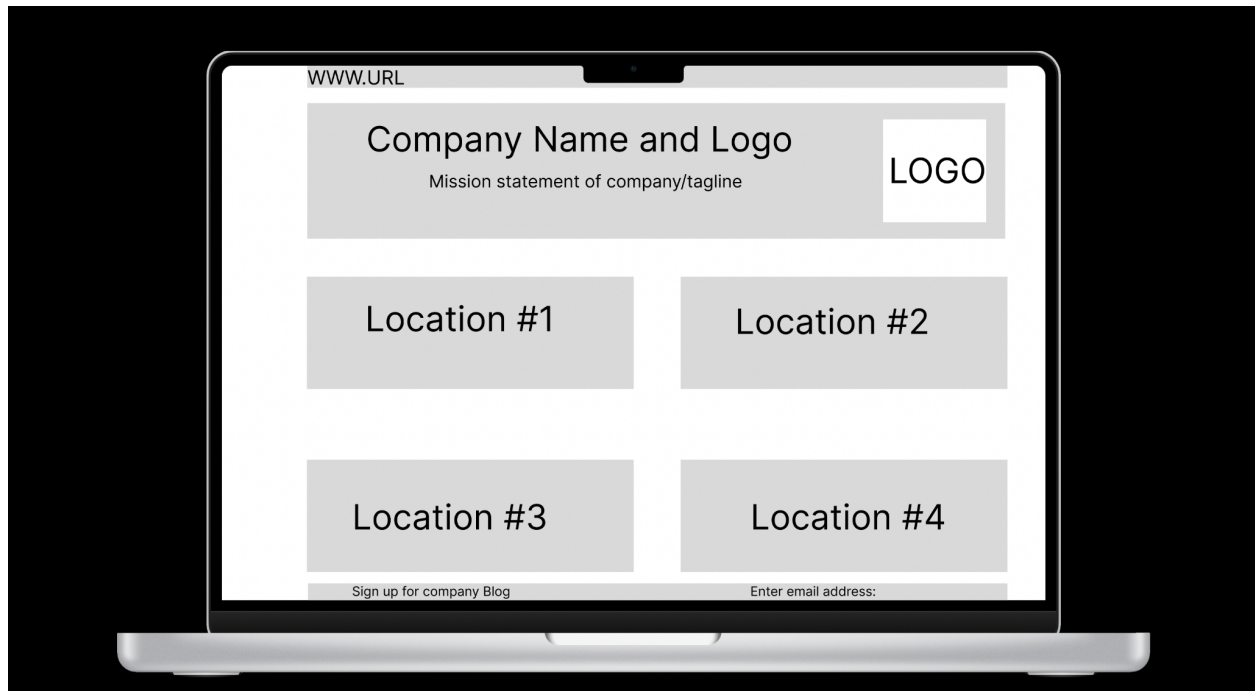
Shorthand Flow:

User wants to be given information about a small area in Northern Michigan to plan a weekend trip



Using these steps the user will be able to obtain any information needed to plan their trip or settle their curiosity

Wireframe:



Comp:



Photos via <https://www.surfertoday.com/surfing/the-ultimate-guide-to-surfing-the-great-lakes>
<https://aquabound.com/blogs/resources/the-great-lakes-where-to-sea-kayak-on-lake-michigan>



<https://picturedrocks.com/our-stories/10-breathtaking-photos-of-pictured-rocks/>



<https://wanderwisdom.com/travel-destinations> /Michigans-Leelanau-County