

Short pitch

A website devoted to using “the internet of things” concept to enhance home aquariums and getting people involved in the maker community.

Long pitch

When I first came up with the name for my final project website my original intention was to have a name that was kind of humorous, but upon further thought, I thought that it would be best to change it. I decided to change my website’s name to IoF which stands for internet of fish. I think that this is a cleaner and more professional sounding name, as well as it is a derivative of an acronym that is already used in the tech community, IoT or “The internet of things”.

My hope for this site is appeal to people who have yet to make their own home tech project and also appeal to people who already consider themselves makers. I hope that after a person visits my site they feel less intimidated with the idea of making things and inspired to go out and invent things of their own. I realize that someone could probably go out and buy a pre-made aquarium but the point of making things on your own is that you get to tailor projects exactly the way you want them. This is what I hope to make people realize.

Personas

The **first person** that I hope to appeal to is someone who has no “making” experience at all. I think that it would be important that my site provide enough information and resources that would help an average person feel confident enough to try “making” on their own. I would make sure to have step by step instructions on how to accomplish a project from start to finish.

The **second person** that I would want to appeal to is that of someone who has experience in making things. I would want to appeal to this person by making sure that the project was interesting enough to hold their concentration. I also think that these people would also like to be able to contribute to my project to improve upon its design.

Comparables

When researching sites that were similar, I found that I really liked how the website Instructables is set up. I think that Instructables is a good comparison for my website because it too provides instructions on how to make things. With that said, I think that my site is different because it is tailored to one area, aquariums.