

One Pager Outline:

**Short Pitch:** A website that brands who Barry Pettway is with the use of multi-media.

**Long Pitch:** This website will feature background information, the plethora of life experiences I've gained from my travels; whether that's by showing images, journal entries and even music. But this site will not only serve as a visual autobiography, it'll also display my skill set and attributes that I have for future employers to review. With the use of galleries, message threads, and other media spectrums, users will have an in depth clarification on who Barry Pettway is and will have the opportunity to post opinions and ask questions about different aspects of my life.

**Personas:**

John the future Employer – John works for a Tech company and would like to find out more about the things I'm passionate about, as it's possibly an indicator on how innovative I am.



Mikey a fellow traveler and life blogger – Mikey enjoys taking in the traveling and life experiences of others and incorporating their lessons into his own blogs.



Samantha Griggs - a future client who wants to use my template as a resource for her own construction and looks to market herself with the website being a page employers can explore.



### **Comparable Guide**

**LinkedIn** –LinkedIn focuses on branding users to future employers that allows them to gather networks and facilitate them over time through different communication streams. My site will relate only from the perspective of allowing one to brand himself/herself but in a more personalized way. A future employer could explore my website with the hopes of gaining a better understanding of who I am and what I am all about as an individual.

**Behance** – Behance offers users the capacity to display online portfolio's of their works and to share their creations with other like minded individuals. This relates to my site because users will be able to go on my webpages and look through the variety of images and works I've created.