**Pitch**

My name is Blake Torres and I manage T & T Pharmacy. I want to create a website that will help us bring in more customers, and make our customer’s experience simple and painless. Have you ever needed to get information from your pharmacy only to sit on hold forever? With a user-friendly website we can allow our customers to do everything from the website like requesting a refill to looking up the side effects of medications, or searching for their doctor’s information to looking up a list of the doctors by their specialty. If we can make the customer’s experience easier, we can draw in more customers thus generating more profit.

**Responses**

1. I first gave the pitch to my wife who actually works with me at our pharmacy. Her reaction was excitement because she has wanted us to build a website for a long time. It opened the conversation for more ideas and how I can design the website.
2. Next I gave the pitch to a neighbor who is 77 years old and hates computers. I wanted to see what her thoughts were if she were easily able to search a website for things that she needs. She was excited about the idea. Her suggestion was to make sure that I make the buttons stand out and label them precisely.
3. Next I gave the pitch to a friend who owns his own pharmacy also, and needs a website himself. It was really cool to see his eyes light up as he listened to the pitch. He quickly said, “This is exactly what I have been needing. How do we make it happen?” He then started writing down all of his ideas and how we can make it better.
4. Lastly, I gave the pitch to my father who owns the pharmacy. He is 79 years old and does not own a cell phone. I have been trying to get him to let us build a website for a while, but to no avail. This time seemed different though. His response was, “If you make a mock up and I can understand how to use it without any help, I will sit down and have a real conversation about it.” Just by simplifying the idea of the website was all that was needed to spark curiosity in him.