

Short Pitch: A website that contains various media and text to motivate users, elevate moods, and encourage positive emotions.

Long Pitch: PositiveChange.com (temporary website name) will offer mainly text-based motivational quotes, photos, and links to videos related to motivation and uplifting thoughts. The website is meant to either change how the user feels or empathize with them. It should not be considered a library for motivational quotes, but rather an experience meant to improve the user's state of mind.

PERSONAS



Joey the Athlete

Plays on his high school basketball team. Wants to train harder and get better.



Felicia the Study Bug

Wants to study harder for her final exams, but always gets distracted.



Toby the Unfortunate

He's going through some tough patches, and hopes to remain optimistic about the future.

COMPS

Motivation.com

Dumblittleman.com

Stereomood.com