

Final Project One Pager

Short Elevator Pitch:

A web experience that will highlight the beauty of Hastings, MI and all that it has to offer as a city.

Long Elevator Pitch:

The website will focus on showing the beautiful images of Hastings, MI as well as the things that the city offers to visitors. This site will not only show the natural beauty of the city but it will show all the things that you can do in Hastings such as going golfing, canoeing down a river, and all of the events that the city puts on. The site will also show all the businesses that operate in the area so that site visitors can have a knowledge of what is available in the city. Visitors of this site will also be able to visit the websites of these businesses through links that will be available on the Hastings site.

Personas:

- Hastings visitor
- People new to the city of Hastings
- Local businesses of Hastings

Comparable:

[Traverse City Website](#)

[Grand Rapids City Website](#)

[Eugene, OR City Website](#)

[Eau Claire, WI City Website](#)