

#### Short pitch:

The website introduces the features of the products which are made from traveler's company and shows the real user experience by customers.

#### Long pitch:

The website mainly lists all collections from traveler's company, including notebook, writing paper sheet and other accessories. Besides that, it also illustrates how people get to use their products by some posts that the customers share on the social network. Additionally, it emphasizes the strong relation between travelers and recording tools. The purpose of the website establishment is to make the public know about traveler's company better and attract more potential customers.

#### Personas:

Travelers

Regulars of traveler's company who intends to update their tools

Collectors

#### Comp:

Moleskin [www.moleskin.com](http://www.moleskin.com)

Hightide [hightide.co.jp](http://hightide.co.jp)