

# ONE-PAGER PROCESS

## Short elevator pitch:

Pinspire is a creation to allow people to share inspiring words with other.

## Long elevator pitch:

The website's main focus is to inspire people individually through words of encouragement. The object is for individuals to provide their choice of a phrase or saying that they believe will inspire others. Their name will be directly linked with that phrase and a pin number will be associated with that phrase. The provider of those words can purchase a pin that shows the specific pin number. (same as the project brief because it's an accurately representation of the pitch for Pinspire)

## Personas:

- people that have experienced life altering events
- people that have managed to capture a motivational phrase
- people looking for inspiration

## Comparable:

