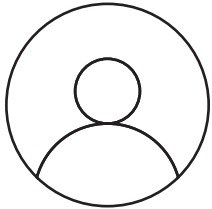


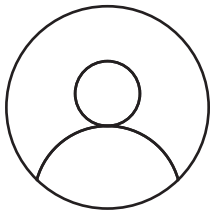
Up North Planner

Up North Planner lets one plan a trip to scenic Northern Michigan.

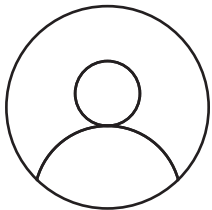
Personas



Metro Detroiters



Vacationers



Nature Junkies

Long Pitch

Up North Planners website enables users to become familiar with the company before they call and plan their trip. The website contains information regarding tourist hot spots all across northern Michigan. People can also share there photos with Up North Planner which gives other users a more visual idea of what destinations they would like to visit. Up North Planner is a small (fake) company ran in Traverse City whose ultimate goal is to publicize what Northern Michigan has to offer. up North Planner makes planning a trip Up North easier making it a more popular place for tourism.

Comparables

<http://mynorth.com/>
-- in terms of content

LinkedIn

https://www.linkedin.com/uas/login?session_redirect=http%3A%2F%2Fhelp.linkedin.com%2Fapp%2Fhome%2Foauth%2Ftrue

-- in terms of background design

<http://imgur.com/>

-- in terms of layout