

Short pitch: A website shedding light on stories that often get overlooked in the black community while simultaneously including uplifting activities.

Long pitch: Nomorehashags.com will include but will not be limited to shedding light on stories that are briefly discussed in media about deaths of African Americans at the hands of police. The website will release the unpopular opinion and allow users to provide their input. It will also include various activities and encouragement ranging from self-care tips to natural hair products to local peaceful protests.

Personas: Users I am attempting to reach will be the black college student in undergrad who is eager to read news topics they would have trouble accessing otherwise, black millennials who want to help be the change in the America we live in (those that openly speak about injustice), and the generally curious who would like to receive random tips and tricks when they have time to spare or want to procrastinate.

Comparable: The most competitive site will be BuzzFeed because they are news outlet but their approach makes it relatable to millennials. Their diverse staff allows for content that will appeal to all. Tumblr will be a competitive site because it is a blogging website that serves as a blank slate and users can make a blog dedicated to whatever they desire. Weebly is a competitive website as well, it is similar to Tumblr and gives the format for the user and all they have to do is include their content.