(1) Who is your client? Momentumdream Travel is a different kind of travel company that is trying to get people to turn off your phones and start living in real life again.

(2) Why this website? (What is their goal/purpose of this site?) Their purpose is to reach their audience - millennials and younger into unplugging from social media, their phones and technology while on vacation. They want people to get out there and see everything that we only dream of behind our screens.

(3) Who is their target audience 18-35 year olds who are constantly dreaming of going on vacation but are too hesitant to take the plunge. They specialize in first time solo travelers in planning an itinerary that balances social and self-reflection time in interesting places that aren't ridden with tourists traps and queues of people taking pictures solely for social media.

(4) Describe the tone/personality that they need to portray on their site (6 adjectives) The tone and personality is to unplug from technology, relax and experience the world and the people in it while being present and curious to learn and engage again.

adjectives: relax, hip, social, minimalist, non-tourist, unplugged