

**Short elevator pitch:**

The website is designed to give several travel tips for people want to travel to Beijing.

**Long elevator pitch:**

Beijing is a metropolis of China contains a lot of modern element as well as historical culture. This website is basically travel tips of places, foods ,shopping etc. The site will also contains useful links for user to book flight, visa, routing advice, culture introduction, transportation.

**Personas:**

U.S. People who want to travel to Beijing and are looking for tips.

People want to know about Beijing culture.

**Comparables:**

<http://www.tour-beijing.com/> — a similar website contains most of same things as my project.

<http://www.cntraveler.com/> — It's a website of a famous magazine "Traveler". I like the feel and design and I think it's helpful for me to design my own site.