

Asha Patel

MI 349-740

Final Project

Short Pitch:

A website devoted to a variety of different forms of creative advertisements in both video and print form.

Long Pitch:

This website will display various forms of advertisements from past and present. Each ad will also come with a review and explanation on why it was chosen to be part of the website. Users can comment on the review and add their own thoughts behind the ad. The users will also have the ability to send a link to their favorite ads.

Personas



Sally Nostalgic

General Interest in puzzles and classic games.



Bobby Little

Kid just beginning to explore the Internet.



Joe Research

Javascript beginner looking at benefits and performance.

Comps



ProProfs.com



FunBrain.com



mypuzzle.org