

SeniorYearBaby.com

Short Pitch

SeniorYearBaby.com is a comprehensive website that lists all of Apartment 210's memories through pictures, videos, and quotes made throughout senior year.

Long Pitch

SeniorYearBaby.com showcases the daily life and special events held throughout the year. Hannah, Sarah, Kaelan, and Kendyl live in Apartment 210 at Michigan State University and have already begun recording fun activities from the past two months. Over the coming months, the website will stay up to date with funny pictures, interesting stories, and captivating quotes that have come from one of the roommates. Users will be able to connect with us and feel more integrated in the college experience, since a fully in person college adventure is not doable in the time of coronavirus.

Personas

1- College Students

Kelly Greenling; 21; Midwestern college student; Involved in Greek Life; Studies communication; Lives off campus with 8 other girls; Works part time as a bartender

2- Prospective student

Bradley Marsh; 18; Michigan State admitted; Exercise Science student (planned); Wants to live on campus in Shaw; Wants to work part time as a student athlete trainer; Enjoys seeing students at MSU and what they do to have fun

3- Family members

Aunt Jeni; 43; Mom and nurse; graduated 20 years ago but remembers college fondly; 'cool aunt'; likes to stay in touch with her nieces and her friends; laughs seeing the antics posted on the website and remembers similar situations she was in

Competition

<https://www.hercampus.com/> ; Her Campus is a blog for college females

<https://www.barstoolsports.com/shows/57/chicks-at-barstool> ; Good inspiration, Barstool is loved by college students and integrating the fun atmosphere at this company into my site

<https://jessicaslaughter.co/blog/category/college/> ; good advice for surviving college, students would probably like to read this content on my site

