

# Seven Continent Travels

By Daniel Tan

## Short Pitch

Seven Continent Travels is a new travel platform that offers quick destination guides and recommendations for prospective tourists who wish to travel around the world.

## Long Pitch

Seven Continent Travels has a mission to provide simple and reliable sources of information for prospective tourists who want to travel to some of the world's greatest cities. From San Francisco to Singapore, Seven Continent Travels has guides for various tourist destinations around the world and the selection will continue to grow. Seven Continent Travels also provides insight into the famous attractions and local cuisine for a particular destination. With these small pieces of information, tourists will be able to quickly learn about a destination in order to assist with their travel planning.

## Personas



**Mark**

Mark is a freelance photographer looking for famous cities where he can take professional photos. He wants to find a place with scenic views to add to his portfolio.



**Katie**

Katie along with her husband are looking to treat their two children to a special vacation. She wants to quickly find a travel destination that would be great for her kids.

## Comparable Sites

