



Allison Tumas

MI 349

One Pager

27 September 2015

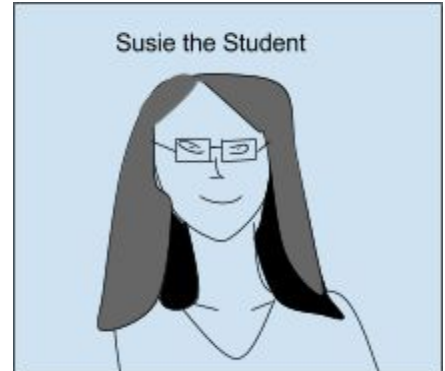
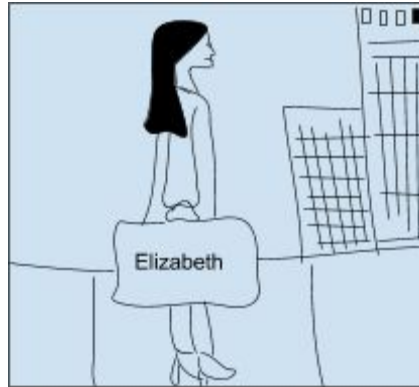
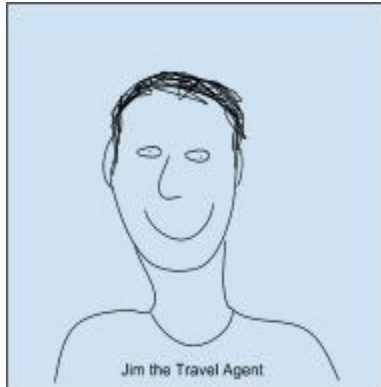
Short Pitch

A website similar to Google Maps with more useful information regarding culture, language, and travel guides in specific regions.

Elevator Pitch

It would be a website in which there is an interactive world map. The idea behind this interactive map is to benefit those who are travelers or plan to travel in the near future in being well-informed and prepared about the place they are going to. The map is interactive because the users can click on a specific region in the map and it gives them a choice: to narrow the region (from continent to country, province, county, city, etc.) or to redirect them to a page that displays all published blogs and images related to that selected region. This is a useful website because it saves the user time from doing multiple google searches on their own.

Personas



I. Jim the Travel Agent

Jim works as a travel agent and is a husband and father of two. He likes to compare and contrast travel destinations for his own love of traveling.

II. Elizabeth the Stylish Blogger

Elizabeth is an editor for a small magazine in New York after graduating from Penn State with a Journalism Degree. She always loved the idea of having her own website and has started to blog about her travels and fashion in different cities.

III. Susie the Student

Susie is a Junior at Wayne State University and majors in International Relations and Economics. She plans to study abroad to Italy this Summer and wants to know about the language and lifestyle there.

Quote:

"I think that education is key to understanding the world around us. I would like to help expand that education."

Who is it:

- 20 years old
- Royal Oak, Michigan
- Student
- Uses Adobe Photoshop and Google Docs, often needs her dad's help to get wifi working again or to fix her router. She downloads music illegally and was pretty upset when pirtatebay.com was closed down.

- Wants to one day go to Law School but before then she wants to travel and maybe write a book about her travels.

Goals:

Wants to go to Law School, travel the world, write a book and hopefully increase intercultural education.

Attitude:

She wants to research Italy and learn a little bit of the language, she also is hoping to find advice on what to pack, she has already went through multiple google searches reading about experiences from others who have traveled throughout the country.

Behavior:

Susie has looked through multiple sites to try to understand what should be worn in Italy but it seems she has find more of tourist sites than real experiences. She doesn't want to be a tourist, she really wants to try to adapt to the culture. She has read wikipedia and a few blogging sites but she really doesn't know which sources are the most trustworthy and is having trouble finding experiences from other students in the country.