

Hello, Detroit!

Short Pitch: A website with a focus on art and culture for the City of Detroit through photos.

Long Pitch: hellodetroit.com will showcase the best of Detroit through photos. The site will be a comprehensive guide to all things Detroit. It will feature a variety of art, restaurants, and events happening around the City of Detroit. Hello Detroit will help visitors navigate the many exciting and interesting places to visit. It will shed a positive light on the culture and spirit of the city.

My Example Personas: -Tourists/ Families -Residents/ Community - Photographers

Comps: -awesomemitten.com -detroit.eater.com -visitdetroit.com