

# MI 349 Pitchboard-The Dog Blog

Short Pitch: A personal website designed to give viewers a brief introduction to both of my dogs, as well as some insight into their personalities and what living with them is like.

Long Pitch: This is a site intended for an audience of fellow dog lovers to view, discuss, and contact me regarding their appreciation of either my dogs or their own. While my dogs may be the primary focus of my site, viewers are given the option to contact me to talk about their own dogs (or any other sorts of pets they may have) as well. Overall, this site is generally centered around my own two pets, but viewers are invited to relate to my life with dogs and discuss their own pet ownership experiences as they please.

Personas:

- Current Pet Owner
  - Able to understand and relate to pet ownership experiences
- Individual Expressing Interest in Buying a Pet
  - Seeking information on what a pet-filled life might entail in an informal setting
- Personal Family/Friends
  - Experienced the dogs personally, interested in what I might report on them

Comparative/Competitive Sites:

- Oh My Dog Blog: <https://ohmydogblog.com/>
- Alfie's Blog: <http://www.alfiesblog.com/>
- Tales and Tails: <http://talesandtails.com/>