

# Short Pitch:

A website showcasing the activities and events at a new local Community Center

# Long Pitch:

The website will inform the public of recent and upcoming events at the local community center. It will be used to advertise community events, and publicize classes and other offerings at the community center. It will be updated frequently and feature a calendar of upcoming events to keep interested citizens informed. It will also provide general information about regular hours of operation, location, and the goals of the center.

# Personas:

## Nancy Johnson -

Nancy Johnson is a local mother of 3. She is active in the community and regularly attends PTO meetings and chaperones many school events. She has a busy schedule and between working and taking care of 3 young children, she has little time to herself. She is interested in taking art classes. She is not very tech-savvy, but is familiar with the web and has basic computer skills.

## Andrew Wilkington -

Andrew Winkington is a stay at home dad to his 2 young daughters. He is often looking for activities to do with his kids to keep them busy. He is new to the community and does not yet know the type of events the community offers for children. In his free time, Andrew enjoys music and photography, and would someday like to own his own photography business.

# Comparable Sites:

- <http://clarkstoncommunitycenter.org/>

-<http://tchserves.org/>

-<http://www.fentoncommunitycenter.org/>