

Week 2- Target audience, personae and storyboard

Target audience:

What goals do they have?

- Affordable prices and reusable rockets
- Buy satellites to be put in orbit
- Sending people to other planets

What type of people are they?

- Government
- Military
- Every-day people?

What are their interests?

- Curious about other planets
- Space technology
- Exploring the possibility of life on other planets

Which age group are they?

- Age range from 25-60

Which gender are they?

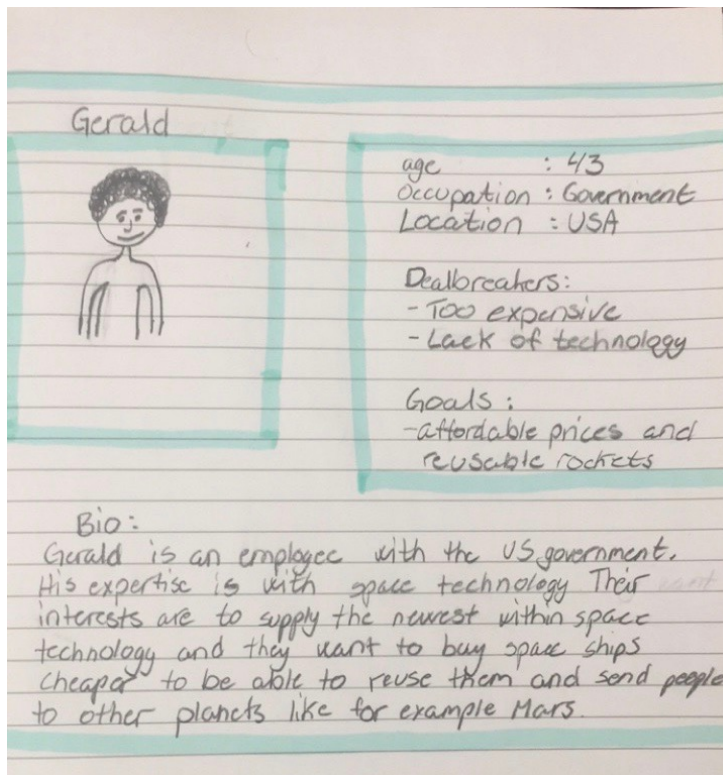
- Men and women

What challenges do they have?

- Too expensive
- Technology to make it reusable

Project exam- week 2

Personae:



Storyboard:

