**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

**Personae:**

**Et bilde som inneholder tekst

Automatisk generert beskrivelse**

**Storyboard:**

Et bilde som inneholder tekst

Automatisk generert beskrivelse