Target Audience

Project exam 1. Christian Skilbred Larsen Noroff 2020

This document includes my target audience, personas, storyboard, wireframe and link to my adobe XD prototype.

Adobe XD Prototype:

https://xd.adobe.com/view/aa1320d2-66c7-44e3-61cc-d3204477e208-dc22/

This prototype is almost how I imagine it will look like. I will be adding more "animations" to buttons, nav and maybe also to some image or content. Also try to use some gradient with rgba color, if it looks good. For tablet view it will look the same as the desktop view when it comes to the body, but for navigation it will have a drop down, hamburger menu. And the footer will look the same as on mobile. So, you can get a good view on how it will look on tablet. In the prototype I have made for desktop and phone. (the view mobile and desktop button will not be on the finish product, it's just for navigation in XD)

My target audience for this site will ideally be astronauts and employees in the SpaceX program. The site is open for everyone, so will also focus on people between age 25-35/40. The best place for me to find an audience will be people I know are interested, in the space program, or in schools that educates future space employees. Will try my best to find suitable candidates, or worst case I will need to use myself.

Create my audience:

Before I can create content that resonates, it helps to know my audience (as well as who they are not). An audience definition should ideally connect these three things:

- Your product or service
- Your main audience demographic
- Your contents mission

So, to give you an example:

*"**(your brand)** creates content to help and inform **(demographic)** so they can **(action)** better."*

SpaceX microsite creates content to help and inform the user so they can learn and understand better.

"Talk about what your audience cares about (not yourself)"

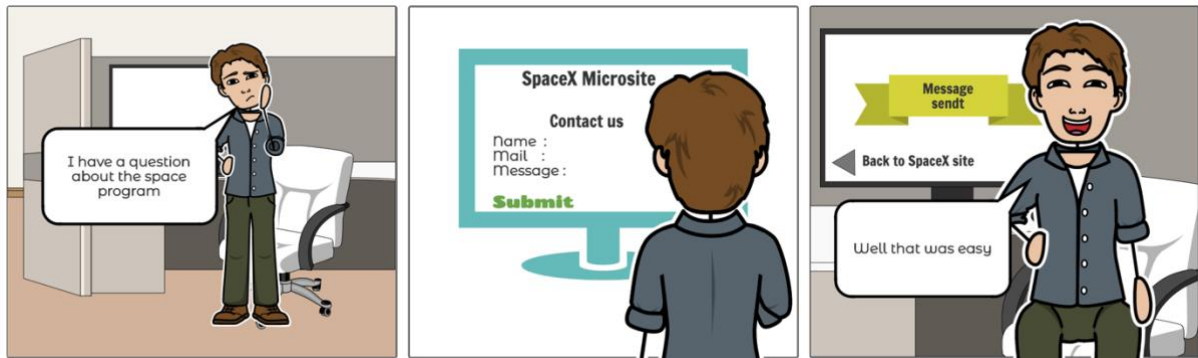**When I have my audience, here is what I need to know:**

- Who – who is you're audience? Who are you to them?
- What – what do they want from your site.
- Why – why do they need this site, or why should they use your site.

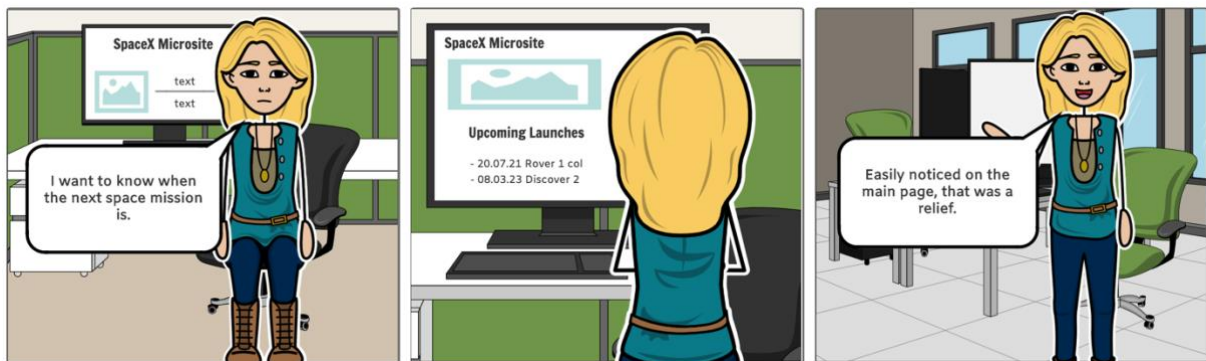**It is also good to get some specific details, this ca be:**

- Gender
- Goals
- Age
- Job title
- Location
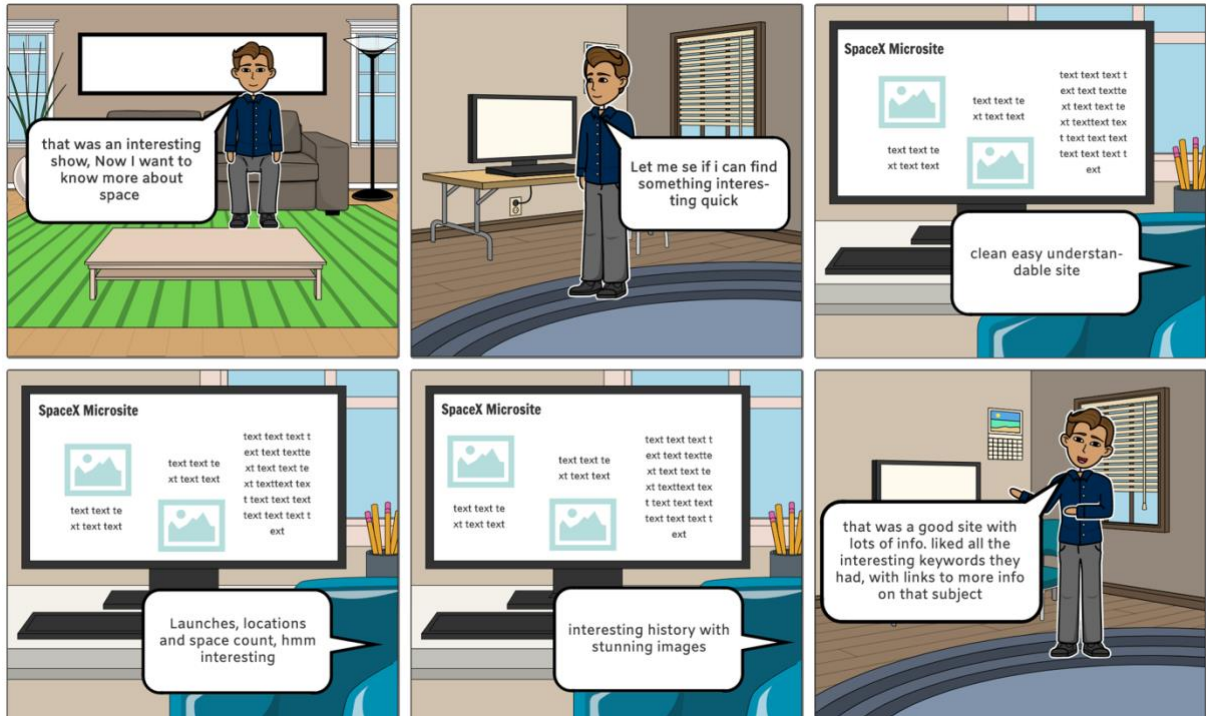- Needs
- Pain points

Storyboards:

Story 1

Story 2

Story 3

Personas:

Bio

Jacob is a happily married man, lives in an old family house with his wife, 2 kids and their dog Pluto.

His work is to explores the makeup of the earth and how the planet works. works in teams usually, and they perform research in the field, collect and analyze data, and do lab testing on collected samples.

interested in how everything works, what is out in space, and what we humans do to explore that field.

Name: Jacob

Age: 37
Marital status: Married
Children: 2
Occupation: Geoscientist
Location: Norway

Goals / Needs

To catch up on new missions, achievements, activities, and all of the future plans for space exploration and space travel.

A good way of getting my questions answered.

Pain points

That there is a lot of information out there, but it is not so much of a god system, that organizes all of the information in a god and straightforwardly way.

Find it hard to get my questions answered if i cant find it on google.

Technology & Information Sources

Familiar with multiple apple devices.

Uses computers and advanced technology at work

Mostly google to find information

Feels like he can handle modern technology quite well.

Bio

Jessica is an office manager in Norway. she graduated 6 years ago, and has been in the same company since graduation.

she loves her job and colleagues, so have never wanted to find another job. se also se herself climbing in that company in the future.

single with no kids, and are living in her own apartment in the big city.

Have a lot of energy, loves hiking and spending time outside and with family, friends. loves sci-fi, space, and new technologies. she even has her own telescope.

Name: Jessica

Age: 28
Marital status: Single
Children: none
Occupation: Office manager
Location: Oslo, Norway

Goals / Needs

To stay updated with the latest news, programs and activities.

To feel like she is a part of something.

Pain points

That she dont know where to look.

That there is no system

And that she feels like there is hard to learn, when its a lot of unfamiliar words used.

Technology & Information Sources

Now she uses NASA and SpaceX websites, youtube and google. wants to have a site where things are more gathered and concentrated.

she has a friend that loves everything about space, so she gets a a lot of information from him as well.

Name: Patrick

Age: 30
Marital status: Single
Children: None
Occupation: Store manager/Student
Location: Norway

Bio

Patrick has been working in a store most of his life, has always been interested in space. now he studies part time to get in to the space program, and hopefully one day become an astronaut.

calls himself a typical geek, likes all kinds of tech, gadget and gaming. lives in the city sentrum with his cat.

Goals / Needs

easy access to new and relevant information.

be signed up for newsletter

Pain points

pages with constant updates on space news.

no newsletter

Technology & Information Sources

familiar with most types of technologies, uses phone, pc and tablet everyday.

have some knowledge of coding and programming.

Wireframe:

Here I have some wireframe that I started with, I then switched to making a prototype when I understood that we did not need to do both. But since I started with the wireframe I will post what I made underneath.

CONTACT US

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SUBMIT

+ Header and Footer as Home Page

PHONE SCREEN

HOME

LOGO Center	Background-img
Hamburger menu ≡	logo ≡

Image
link

Contact us
~~~~
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Activity

Name

email

Image
link

message

Text

Submit

Newsletter | submit

Contact

links

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