**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/>

My target audience for this site will 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:**

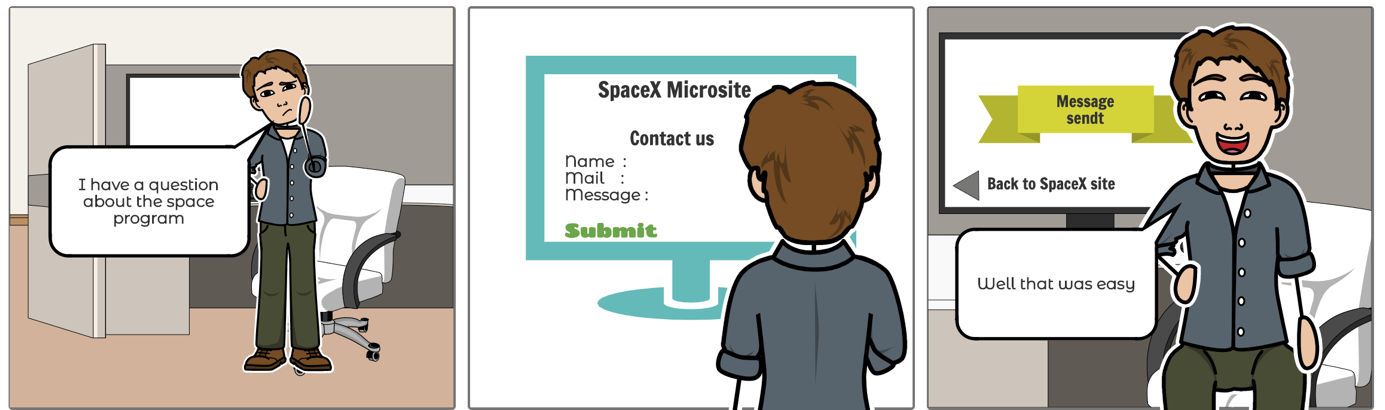
* Who – who is you’re audience? Who are you to them?
* What – what do they want from your site.
* Why – why do they need this site, or why should they use your site.

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

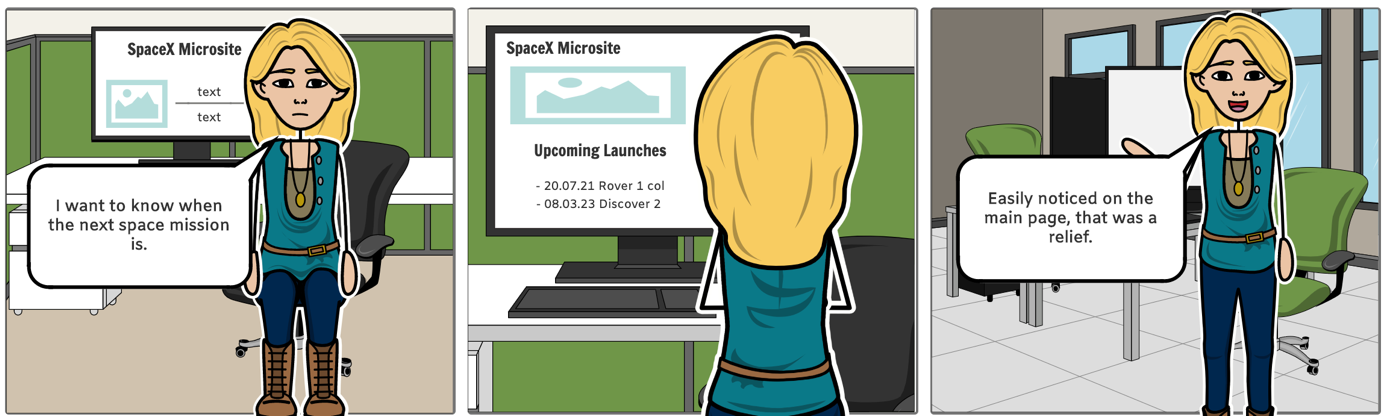
* Gender
* Goals
* Age
* Job title
* Location
* Needs
* Pain points

**Storyboards:**

Story 1

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Story 2

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Story 3

**Et bilde som inneholder skilt, bunt, mange, datamaskin

Automatisk generert beskrivelse**

**Personas:**

**Et bilde som inneholder skjermbilde

Automatisk generert beskrivelse**

**Et bilde som inneholder skjermbilde

Automatisk generert beskrivelse**

**Et bilde som inneholder skjermbilde

Automatisk generert beskrivelse**

**Wireframe:**

**Et bilde som inneholder tekst, tavle

Automatisk generert beskrivelse**

**Et bilde som inneholder baseball, spiller

Automatisk generert beskrivelse**

**Et bilde som inneholder baseball, datamaskin

Automatisk generert beskrivelse**

**Et bilde som inneholder tekst, baseball

Automatisk generert beskrivelse**