User Ethnography Profile: Space Enthusiast Interested in NASA Psyche Project

Demographic Information:

- **Age**: 25-40 (varies based on interests, occupation)
- **Gender**: Male/Female/Non-binary (customizable)
- **Occupation**: Non-scientific profession (e.g., Marketing, Education, Graphic Design, IT)
- **Education**: Bachelor's degree in a non-scientific field (e.g., Liberal Arts, Business, Social Sciences)
- **Location**: Urban or suburban area, follows space-related news and events from a distance
- **Income**: Moderate, depending on career; may spend disposable income on hobbies like stargazing or tech
- **Family Status**: Single or married, possibly with children, interested in sharing the excitement of space exploration with friends or family

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Behavioral Patterns:

- **Daily Routines**: Works in a non-space-related field but dedicates personal time to learning about space exploration, reading news articles, or watching documentaries about NASA missions. May follow NASA updates on social media or subscribe to space-related podcasts. Occasionally attends local astronomy events or participates in online discussions related to space.
- **Technology Use**: Frequently uses smartphones, laptops, or tablets to access space-related news, watch videos, and interact on forums or social media platforms about current space missions. Enjoys following live streams of launches or NASA events.
- **Leisure Activities**: Watches space-themed movies and documentaries, reads science fiction books, and possibly stargazes as a hobby. May belong to online communities focused on space exploration or engage in citizen science projects, like tracking celestial events. Engages in other personal interests unrelated to science, such as music, art, or fitness.

Needs and Goals:

- **Primary Goal**: Stay informed about space exploration, particularly NASA's Psyche mission, which aims to study the metal-rich asteroid Psyche. Wants to feel connected to the broader mission of space exploration without being a professional in the field.
- **Secondary Goals**: Share their enthusiasm for space exploration with others, including family, friends, or online communities. Potentially interested in opportunities to volunteer or contribute to citizen science projects in astronomy or space exploration.

Technological Proficiency:

- **Tech Comfort Level**: Intermediate. Familiar with digital platforms, social media, and apps used to follow space missions or events (e.g., NASA's apps, YouTube, Twitter). Enjoys using online resources like virtual planetarium apps or astronomy websites but has no formal scientific training in physics or astronomy.
- **Preferred Devices**: Primarily uses smartphones and laptops for accessing space-related content. Might own an amateur telescope for stargazing but relies on digital tools for staying up-to-date with space news.
- **Preferred Platforms**: Follows NASA on Twitter, YouTube, or Instagram for updates on missions like Psyche. Engages with popular space websites like Space.com, Reddit's r/space, or follows science communicators on platforms like YouTube or Twitch.

Social and Cultural Influences:

- **Pop-Culture Enthusiasm**: Fascinated by the intersection of space exploration and popular culture, which includes space documentaries, sci-fi movies, and social media influencers who discuss space topics. May have developed an interest in space due to major events like Mars rover landings, SpaceX missions, or high-profile space documentaries.
- **Engaged in Global Science Conversations**: Feels connected to the growing global interest in space exploration and the private space industry. Influenced by public figures like Elon Musk or Neil deGrasse Tyson and engages in conversations around the future of humanity in space.

Challenges and Barriers:

- **Lack of Formal Knowledge**: While highly interested, they may struggle with understanding the more technical aspects of space missions and physics, relying on simplified content and science communicators to stay engaged.
- **Access to Space Events**: Finds it difficult to participate in live, in-person space events due to geographic limitations or lack of financial resources, relying heavily on virtual or streamed content for engagement.
- **Staying Updated**: With limited time, they may miss key moments or breakthroughs in the Psyche mission or other space-related events due to their professional obligations, and rely on curated summaries to catch up.

Quotes or Insights from Interviews:

- "I've always loved space exploration, and the idea of studying a metallic asteroid like Psyche is mind-blowing! I don't work in the field, but I follow NASA updates religiously."
- "The NASA Psyche mission makes me feel like we're on the edge of discovering something big about the solar system. I wish there were more ways for regular people like me to get involved."