

Project Exam 1 – Week 2

26.05.19 - By: Nina Wiik

Target audience

The target group that the SpaceX microsite will appeal to is young adults, but it will also be easy to navigate for younger people, as well as older. The persons that will enjoy this site, like it simple and wants to read about the latest space launches, and find useful information about SpaceX's rockets. It will be detailed information, but presented in a good and none-complicated way. The website will be good illustrated, and will have a good design that will draw people with a good sense in simple design.

Personas

Jack

Jack is an IT employee that is, more than the average person, interested in space technology. He is always looking to expand his knowledge in the latest technology. He loves to check out different space sites like SpaceX and Nasa to follow on the latest information about the different space launches.	About: <ul style="list-style-type: none">• Age 30• College graduate• In a relationship• Works as a IT employee• Very technical• Male
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Lilly

Lilly is a high school student that is interested in space technology, and choose SpaceX to make a school project about. She searches the web for information about the different rockets, and looks for funny and interesting facts that she can represent for the rest of the class when she is having her oral presentation about SpaceX.	About <ul style="list-style-type: none">• Age 17• High school student• Single• Female
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Clark

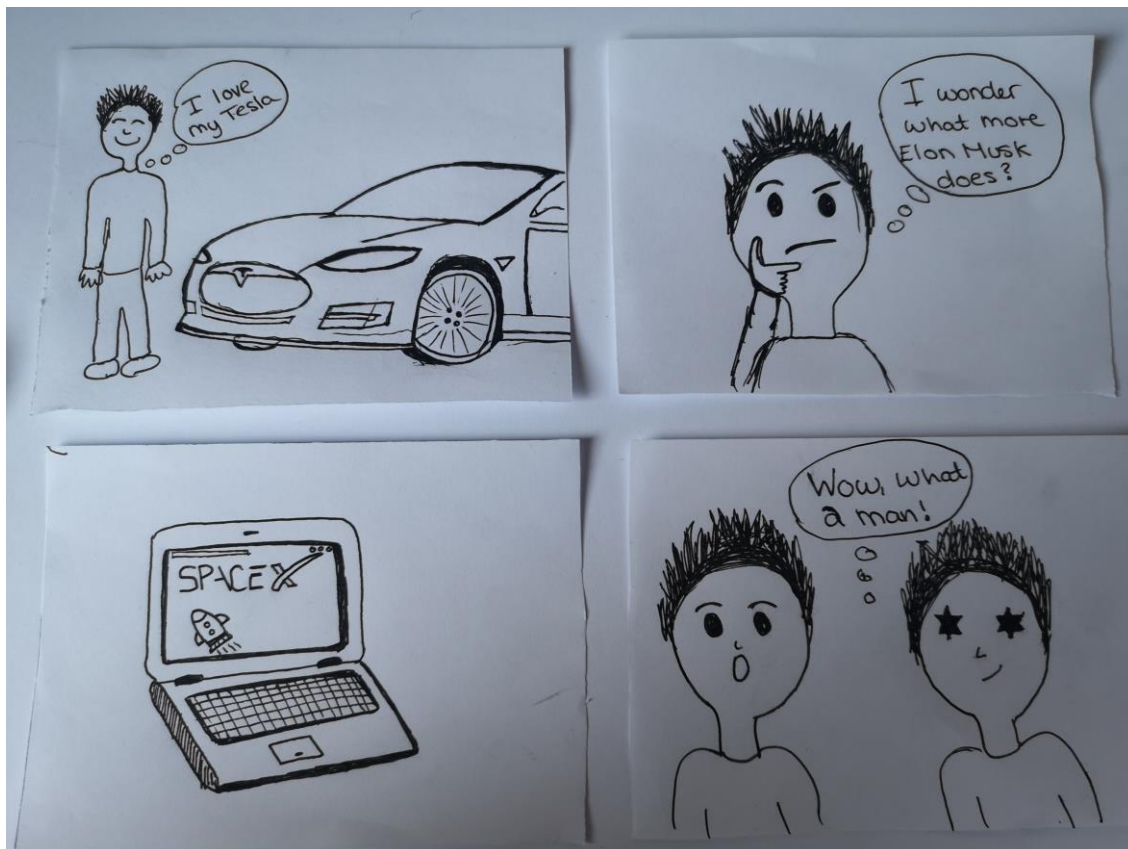
Clark is a retired engineer that has been working in the industry for many years. After he retired, he still likes to keep himself updated on the latest space technologies. He loves to see pictures and videos of the newest space launches and is so excited every time the space program has successful launches and landings both on earth and in space. He is also a fan of Elon Musk, and owns a Tesla.	About: <ul style="list-style-type: none">• Age 67• Retired space engineer• Married• Technical for a man of his age• Male
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Storyboards

Storyboard 1



Storyboard 2



Storyboard 3

