

SPACEX

PERSONAS



Natascha Kompoft
20 years old
Whole Foods Cashier

Environmentally aware.
Recognizes SpaceX and
Tesla as environmentally
conscious companies.
Wants to be informed
about the decisions
made by the company.



Ray Servetto
45 years old
Civil Engineer

Fascinated by the re-
usability of the rockets
of SpaceX and wants
to learn more about
the engineering work
behind the launches.



Tim Barrens
30 years old
Software Engineer

Interested in all modern
tech. Likes to read blog-
posts and articles to
keep up to date on
current events.

TARGET AUDIENCE

- Males age 18 - 55
- STEM field students/re-
searchers
- Tech/IT Professionals