

# **PROJECT PLANNING DOCUMENT**

## **Purpose/ Description :**

Create a microsite for SpaceX / NASA that focuses on space technology to raise awareness about space program activity around the world. On the website the target audience is able to find info of the Rovers on Mars, find information of upcoming launches and watch past launches. The microsite will also provide links to external sites for more information.

## **Milestones :**

01. Project Planning Document with functional specification, Gantt chart.
02. Personae, storyboards, wireframe, prototype.
03. Report with link to microsite, all files compressed to ZIP.

<b>UC-1</b>	<b>A site you can visit to be updated on launches, watch past launches and learn about the Rovers on Mars.</b>
<b>Primary Actor(s)</b>	Scientists
<b>Stakeholders and Interest</b>	NASA / SpaceX
<b>Trigger</b>	Create a microsite of Rovers on Mars
<b>Pre-conditions</b>	Microsite does not exist
<b>Post-conditions</b>	URL of microsite to exist
<b>Main Success Scenario</b>	<ol style="list-style-type: none"><li>1. Be updated on upcoming launches.</li><li>2. Watch previous launches.</li><li>3. The target audience is able to get adequate info of the Rovers on Mars.</li><li>4. The target audience have all of their goals met.</li></ol>
<b>Extensions</b>	If URL does not work, try google search for RoversOnMars
<b>Priority</b>	High
<b>Special Requirements</b>	A domain name and host to exist
<b>Open Questions</b>	<Notes and questions>

## 01. Planning

Choosing relevant API : **Mars Rover Photos** ([api.nasa.gov/index.html](https://api.nasa.gov/index.html))

Make a Gantt chart in Numbers.

Make a project planning document in pages.  
Sketch a mock-up in notes on iPad.

## 02. Research

Create 3 personas and write them on paper cards. One persona on each card.  
Target audience : Write an explanation of the personas that follow.  
Scenario : Make a couple of scenarios so it is easier to make storyboards later.

Create storyboards on paper.

Research different websites for inspiration, content strategy and to find bookmarks for your personas.

## 03. Design

### Styling and Design

Front-end tools I will use.

	Description	Comments
1	H1, H2, H3: font-family: ? Fallback, serif; / color: #E36822	Have not decided the typeface yet.
2	Body: font-family: sans-serif; / color: white, background-color: black	Have not decided the typeface yet.
3	Atom	Editor
4	Illustrator	
5	Google Fonts	Typeface
6	Adobe XD	Prototype
7	Notes on Ipad	Wireframe
8	MacBook	Hardware

9	JavaScript	Form validation
10	HTML5	Form validation
11	Adobe Capture on iPhone and Adobe colour on MacBook	Color Palett

## Affordances and Persuasion :

### Affordances

#### *Hidden affordance :*

(Hidden by default and revealed only on hover.)

01. Color changes on my search field on hover so the user knows it can continue to interact.

#### *Metaphorical Affordance :*

01. An envelope icon (affords sending an email.)

02. A house icon (affords going "home".)

03. A handset icon (affords making a phone call.)

### Persuasion

01. Social Proofing : "users currently on site" counters.

02. Reciprocity : free space exhibition tickets.

## 04. Programming

### Search Engine Optimisation (SEO) :

How can this website be one of the most favourable sites and be listed on the front page of google?

	Description	Comments
1	headlines, meta tags, and navigational elements	
2	Google ad words	

## WCAG STANDARDS :

	Description	Comments
1	<a href="https://www.toptal.com/designers/colorfilter">https://www.toptal.com/designers/colorfilter</a>	Colorblind Web Page Filter
2		

## 05. Report

Template provided.

## Functional Specifications

### USE CASE FOR THE LAUNCHES PAGE :

User clicks the navigation for the launches page, user scrolls down the page to the section of past launches, user clicks on the video it wants to see, user presses play, system presenting the video of the past launch the user wants to see, after the video is watched the user clicks on a link beside the video, user is redirected to NASA's home page where it can find more information about this launch, the system presents an alert box for the user that the person is leaving the site.

## Mock-up

A simple drawing of the functionality :

