

# RESEARCH

## TARGET AUDIENCE :

To create the personas I got the inspiration from the name of the rovers on Mars; Curiosity, Opportunity and Spirit. The personas reveal that photos, videos and in-depth information is the most important thing for them on the website. Since all of my personas is detail oriented in their own specific way, details will be an important aspect on the page. All of my personas are experienced technically and used to finding information online. They are all men and the range of age are between 20 - 70 years old.

## Randell the Curious

### About Randell :

01. Age 70.
02. USA.
03. Retired astronaut.
04. Married.
05. Grandchildren.
06. Experienced and technical. (Knowledge of digital technology).
07. Detailed oriented.

Randell is a retired astronaut who has worked at NASA for 30 years. Since he no longer can experience space he likes to visit the National Air and Space Museum with his family and grandchildren. The planet Mars is of special interest for Randell since no one has been able to walk there except rovers. He finds the concept of exploring the planet with rovers fascinating.

Randell begins his day searching the web with his desktop and drinking his cup of coffee. He watches both the regular news and space news to be updated on the world. For lunch he meets his other retired colleagues from NASA to share memories and exchange information. In the evening he pours two glasses of red wine for himself and his wife and they both enjoy a documentary from space together.

**Goals:**

Since I can no longer travel to space I like to watch launches online so I can still feel connected to the community and life I so long have been a part of. I also want to be able to read detailed information about every launch so I am up to date.

**Concerns :**

I care about specific details maybe no one else is interested in and it is important for me to stay updated in what NASA is up to and what missions they are planning. I don't want to feel left behind.

**Bookmarks :**

01. NASA's official website.
02. SpaceX official website.
03. National Air and Space Museums website.

**Quotes :**

*“Curiosity makes me get out of bed in the morning and wonder what surprises life will throw at me that day”*

# Terrance the Adventurer

## About Terrance :

01. Age 40.
02. USA.
03. Working astronaut.
04. Divorced.
05. No children.
06. Technical. (Knowledge of digital technology).
07. Detail oriented.

Terrance is a middle age astronaut who has worked for NASA for 10 years. He is quite an adventurer and jumps on every mission he can. He finds meaning in life hanging out with close friends in a tiny spaceship with almost no possessions at all. It is the memories and experiences he collects, and bonding and connection are his values. He consider NASA and everyone who works there to be his family. He has a special interest in the planet Mars and dreams of one day planting his foot on the surface there.

Terrance begins his day eating breakfast outside and with his tablet searching the web for his next adventure. He puts on his trainers and runs in the neighbourhood for an hour. Then he takes a shower, put on some clothes and take a walk to the pub to meet his friends, drink beer and talk. After a few hours they continue the good talk at their local restaurant. In the evening Terrance puts on a sci-fi movie to watch alone.

## Goals:

I dream of one day walking on Mars myself. I also like to be updated on upcoming launches and missions so I am able to take the opportunities that comes my way.

## Concerns :

I care about new information and science that can drive me closer to my goal. It is important for me to stay updated.

## Bookmarks :

01. NASA's official website.
02. Spacex official website.
03. Space news : [space.com](http://space.com)

**Quotes :**

“ Old information is boring information”

## Alessio the Photographer

**About Alessio :**

01. Age 20.
02. Italy.
03. Works in a science exhibition.
04. Studies science.
05. Single.
06. No children.
07. Technical. (Knowledge of digital technology).
08. Detail oriented.

Alessio is a single young and promised scientist with great stamina, spirit and perseverance who juggles a full-time study with work on evenings and weekends on the side. Since he has much on his plate he values his time with quick, fast and easy solutions. He is a big fan of search boxes and tends to go the fastest route in everything he does except when he takes his pictures. He enjoys his work at the science exhibition and tries to find inspiration online to use in his work. He has a special love for the planet Mars and for the rovers who send pictures from there. Rovers can manage to take unusual, special and detailed pictures no one else can manage to do. He dreams of one day getting his own spot at the exhibition where he can

combine his knowledge with science and photos, or opening an exhibition of his own.

Alessio starts his day eating breakfast and using his phone to check his e-mail, the weather, news and space news. He finds out that there will be a big full moon at the night sky tonight. He grabs his camera and walks to the university to study some science. After the science lessons he takes the bus to the space exhibition to work a couple of hours. On his way home he take a walk up the mountain to be closer to the night sky so he could capture some nice pictures of the full moon.

**Goals:**

Taking pictures is my biggest passion in life. Space pictures are of special interest and finding unusual pictures with interesting details is of importance to me. I find the treasure in the details. I am also interested in gaining in-depth information about space travels so I can use as inspiration in the space exhibition at work.

**Concerns :**

Since I am both a student, have a job on the side and worship my hobby of photography, my time is precious and I have to plan it well to manage to do everything I want.

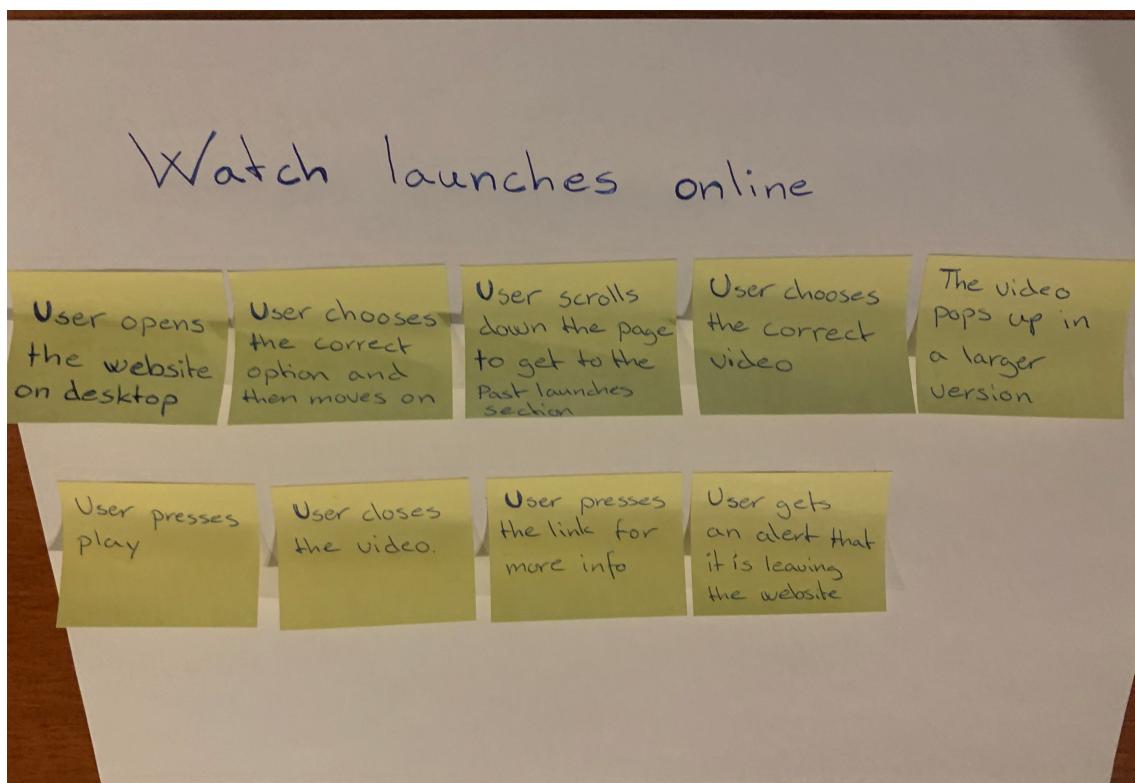
**Bookmarks :**

01. NASA's images.
02. Air and Space homepage.
03. My job.

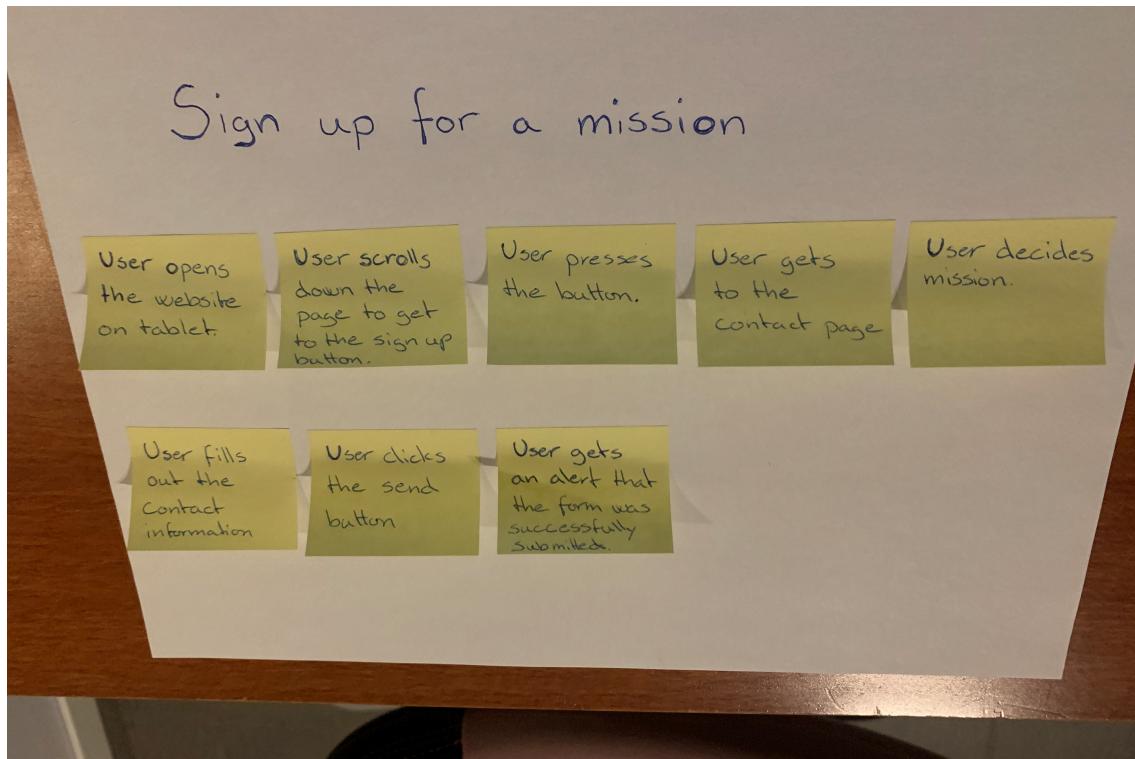
**Quotes :**

“Life is full of beautiful moments”.

## SCENARIOS



### 1. SCENARIO



### 2. SCENARIO

# Finding Space pictures

User opens the website on phone

User presses the hamburger menu.

User chooses the correct option.

User scrolls down the page to find the correct mission

User watches the slideshow.

User presses the download button under the correct Picture.

User gets an alert that the picture was successfully downloaded.

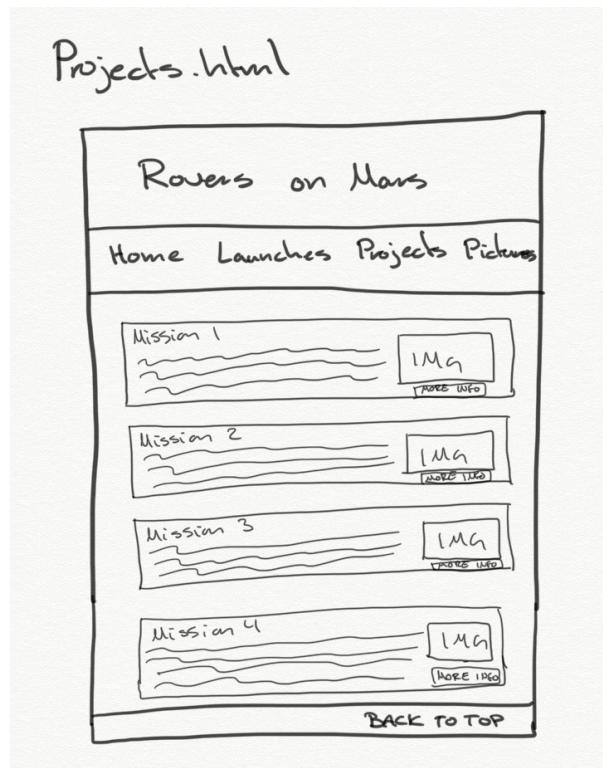
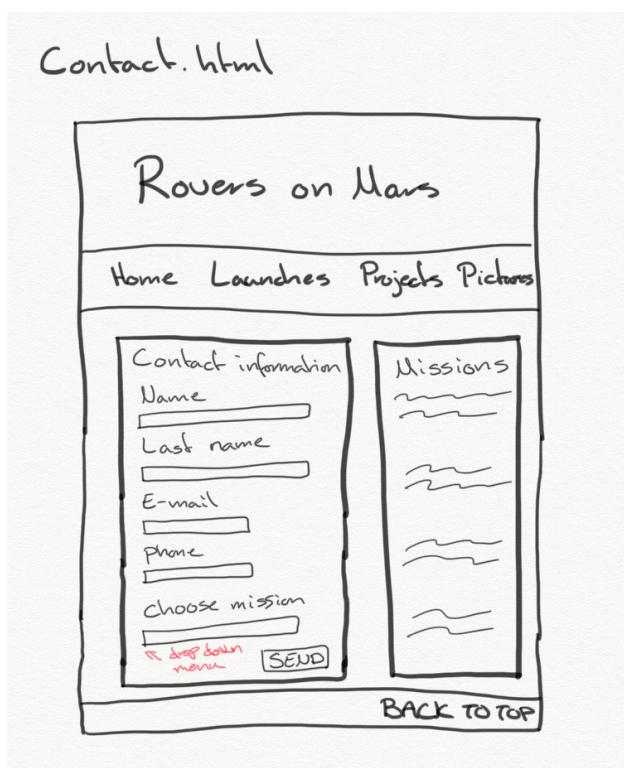
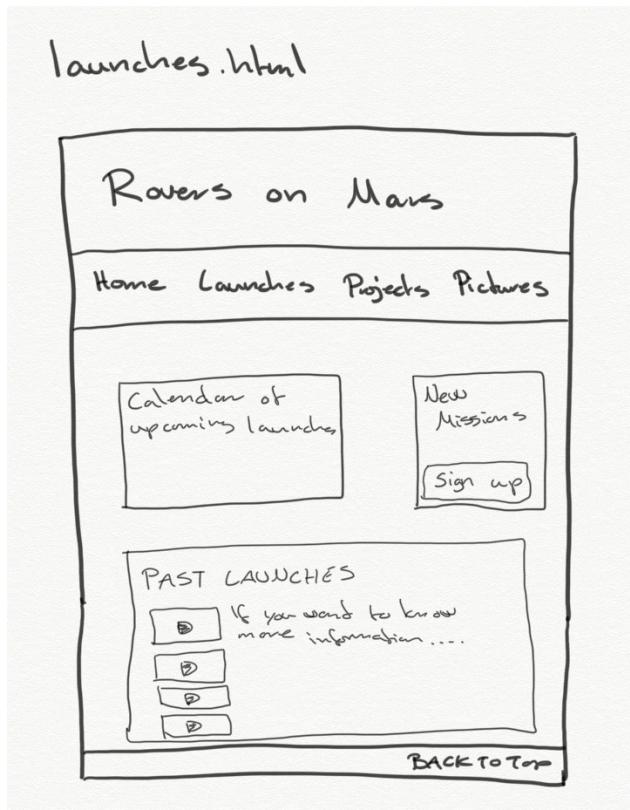
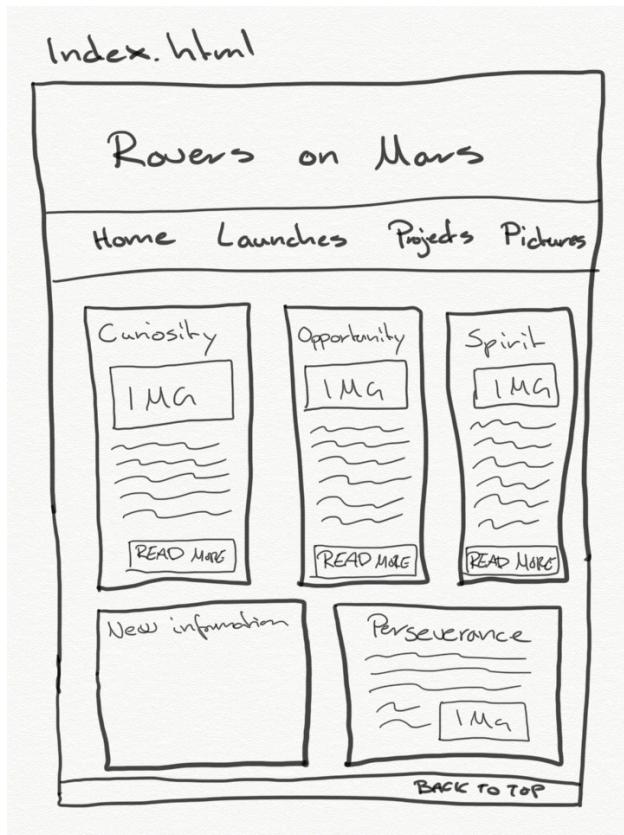
## 3. SCENARIO

## **STORYBOARDS**

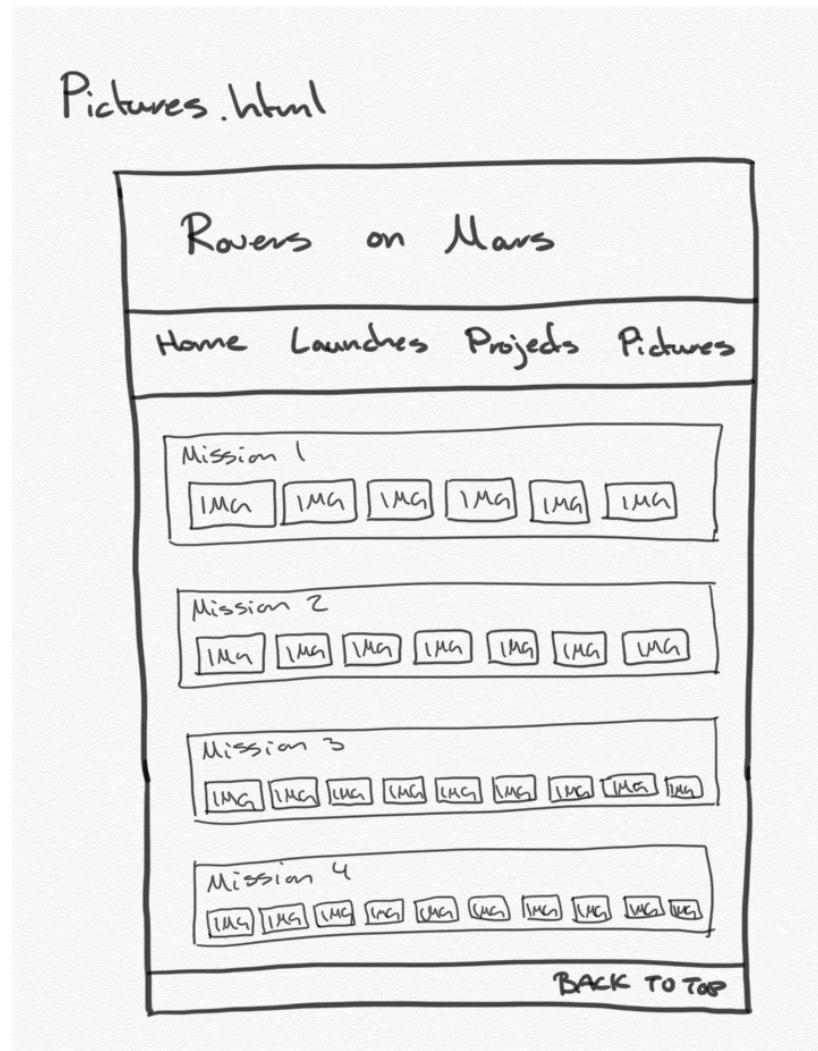
# WIREFRAMES

## Desktop

You can go from the launches page to the contact page via the action button in the “New missions” section.



You can go from the projects page to the pictures page with clicking on the images on the projects page. When you hover over the picture on the projects page there will be an indication on hover (maybe change in background color or a border around the picture) that the picture is clickable.



## Tablet

### Index.html

A hand-drawn wireframe of a tablet screen for the 'Index.html' page. The top navigation bar contains the title 'Rovers on Mars' and links for 'Home', 'Launches', 'Projects', and 'Pictures'. Below this is a section titled 'New information' with a rectangular box. Underneath are four cards, each containing the name of a rover ('Perseverance', 'Curiosity', 'Opportunity', 'Spirit') next to a small image icon labeled 'IMAG'. At the bottom is a 'Sign up for missions' button and a 'BACK TO TOP' link.

Maybe I make the sections so big I cover the whole tablet and place the picture underneath the text.

### Launches.html

A hand-drawn wireframe of a tablet screen for the 'Launches.html' page. The top navigation bar contains the title 'Rovers on Mars' and links for 'Home', 'Launches', 'Projects', and 'Pictures'. Below this is a large box titled 'Calendar of upcoming launches' with several wavy lines representing entries. Underneath is a section titled 'PAST LAUNCHES' with four small rectangular boxes. At the bottom are 'New missions' and 'Sign up' buttons, and a 'BACK TO TOP' link.

Action button goes to the contact page

### Contact.html

A hand-drawn wireframe of a tablet screen for the 'Contact.html' page. The top navigation bar contains the title 'Rovers On Mars' and links for 'Home', 'Launches', 'Projects', and 'Pictures'. Below this is a section titled 'Missions' with a dropdown menu labeled 'choose mission'. Underneath is a 'Contact information' form with fields for 'Name', 'Last name', 'E-mail', and 'phone', and a 'SEND' button. At the bottom is a 'BACK TO TOP' link.

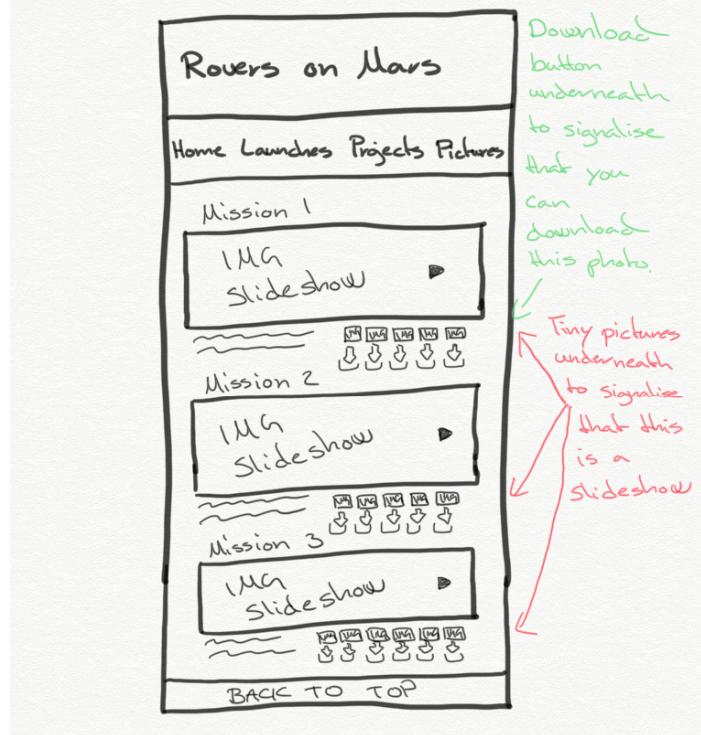
When you click in the fields it will change color so you know you can interact.

### Projects.html

A hand-drawn wireframe of a tablet screen for the 'Projects.html' page. The top navigation bar contains the title 'Rovers on Mars' and links for 'Home', 'Launches', 'Projects', and 'Pictures'. Below this are four boxes, each representing a mission: 'Mission 1' (with 'IMAG' and 'MORE INFO' buttons), 'Mission 2', 'Mission 3', and 'Mission 4'. At the bottom is a 'BACK TO TOP' link.

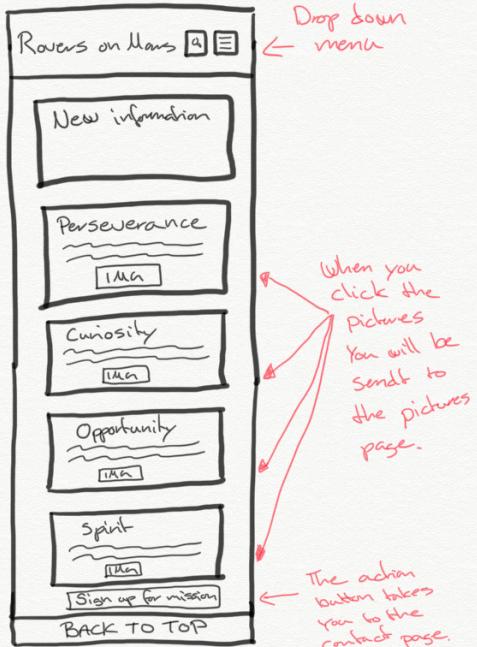
When you click the action button you get up an alert that say You are leaving this website.

# Pictures.html

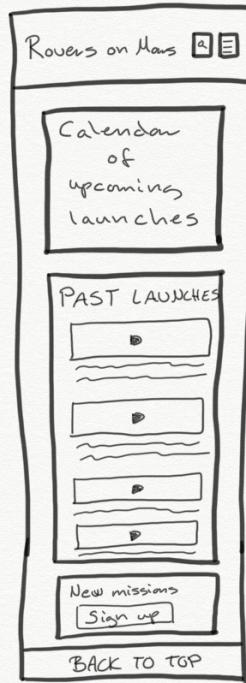


# Mobile

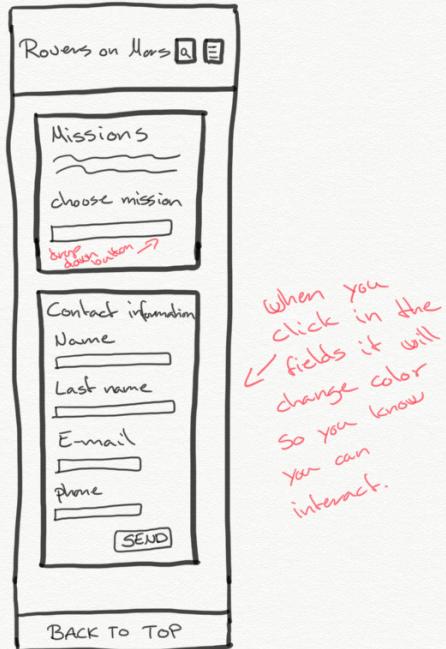
Index.html



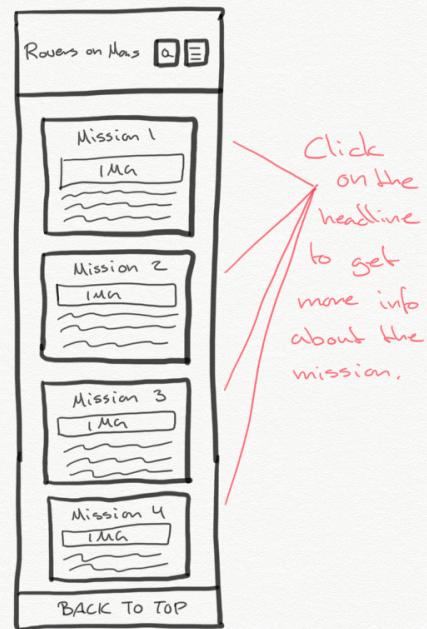
Launches.html



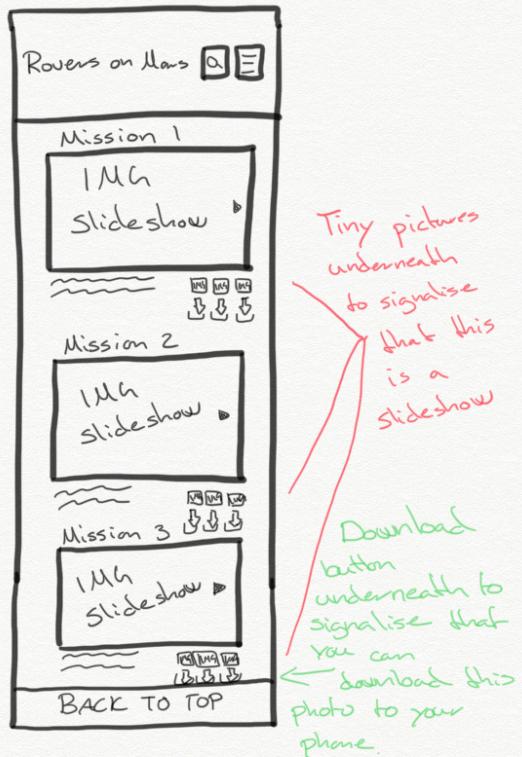
Contact.html



Projects.html



# Pictures.html



Tiny pictures underneath to signalise that this is a slideshow

Download button underneath to signalise that you can download this photo to your phone.