

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.

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

01. Planning

Choosing relevant API : **Mars Rover Photos** (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.
Find my target audience for the microsite.

Create a storyboard on paper.

Research different websites for inspiration and content strategy.

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	
6	Adobe XD	Prototype
7	Notes on Ipad	Wireframe
8	MacBook	Hardware
9	JavaScript	Form validation
10	HTML5	
11	Adobe Capture on iPhone and Adobe colour on MacBook	Color Palett

Affordances and Persuasion :

Affordances

Hidden affordance :

- 01. Hidden by default and revealed only on hover.
- 02. 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 e-books.

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	https://www.toptal.com/designers/colorfilter	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 :

