

User Personas

Josh

Personal Background:

Age: 55

Status: Divorced father of two

Education: Author

User Environment:

Location: His home

Devices: His desktop and copywriter

End Goals:

Find inspirations he can use for the novel book series that he's creating. So that he can write about an interesting topic that few people know about, and be as truthful to the source as possible by perhaps asking questions to the people working at SpaceX.

Professional Background:

Occupation: Flexible time at his home. But need to finish book within 2 years to the publisher.

Income: Average this far is 60 000 a year.

Psychographics:

- Tell me something fascinating about space that very few know about
- Easy Access to unique information
- Ability to post question, and see other questions and comments

Scenario:

"I'm trying to find good source material for my novels. I roughly know what the topic should be about, but I would like to learn more about space and space exploration. I would hope I can post questions on there and that I could also read other question other people have posted on there. They should be replied by competent people working there."

Catelyn

Personal Background:

Age: 32

Status: Single

Education: Software Engineer

User Environment:

Location: Office Google

Devices: Desktop and tablet

End Goals:

Find inspirations he can use for the novel book series that he's creating. So that he can write about an interesting topic that few people know about and be as truthful to the source as possible by perhaps asking questions to the people working at SpaceX.

Professional Background:

Occupation: Googleplex

Income: 130 000 a year.

Psychographics:

- Tell me something fascinating about space that very few know about
- Easy Access to unique information
- Ability to post question, and see other questions and comments

Scenario:

"I'm trying to find good source material for my novels. I roughly know what the topic should be about, but I would like to learn more about space and space exploration. I would hope I can post questions on there and that I could also read other question other people have posted on there. They should be replied by competent people working there."

Sophie

Personal Background:

Age: 22

Status: Single

Education: None

User Environment:

Location: Office Google

Devices: Desktop and tablet

End Goals:

Find inspirations he can use for the novel book series that he's creating. So that he can write about an interesting topic that few people know about and be as truthful to the source as possible by perhaps asking questions to the people working at SpaceX.

Professional Background:

Occupation: Googleplex

Income: 130 000 a year.

Psychographics:

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Target Audience

I aim to the audience that consists of employees at SpaceX, customers, and general explorers of the web who are curious about SpaceX. I want the customer to spend their money on the website. I will try to inspire web explorers who doesn't know much about space exploration and make them want to make humans on Earth into a multi-planetary species.