

Project Exam - Week 2

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Target Audience

To define the target audience I used some websites for research and for analyzing.

The websites that I used to define the target audience for the SpaceX microsite:

- **To analyze the SpaceX website:**

<https://www.similarweb.com/website/spacex.com>

Traffic overview by countries, referrals, search overview, audience interests

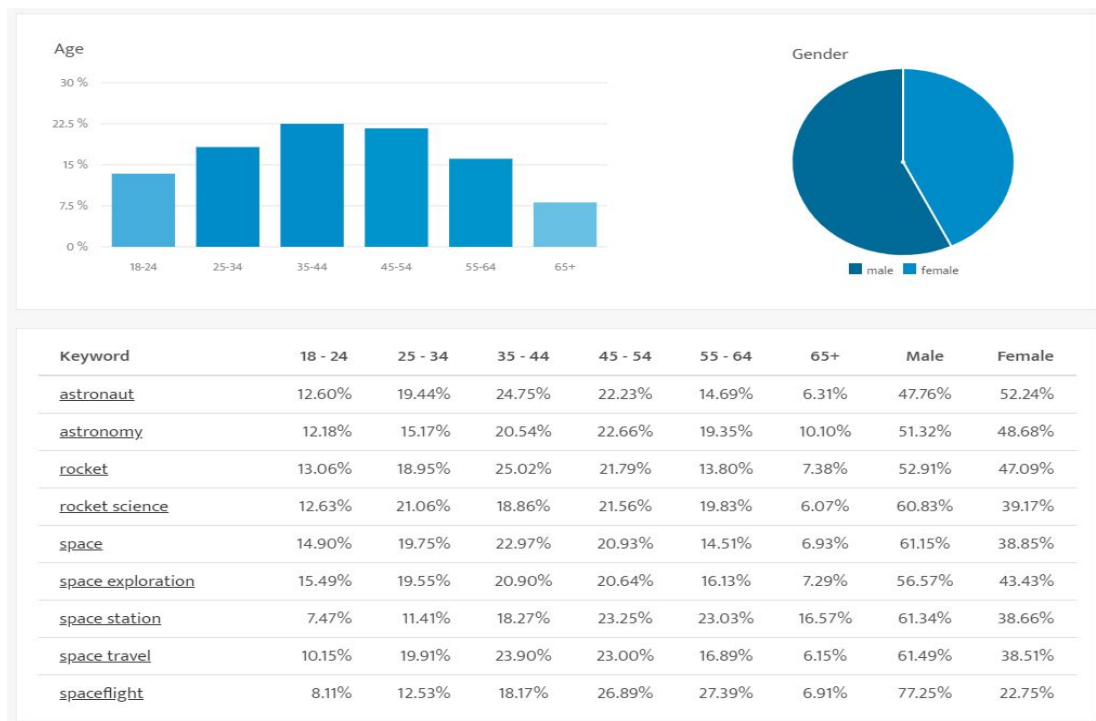
- **How to define the target audience:**

<https://coschedule.com/blog/how-to-find-your-target-audience/>

- **To find the demographics of relevant keywords:**

<https://demographics.io/>

Important factors for defining the target audience: the purpose of the microsite, the results from the demographics website mentioned above (picture below), the traffic overview by countries and audience interests.



Based on my research these are the people who are most likely to use the website:

- Space Enthusiasts. Male. Age: 35-44.
- Rocket Enthusiasts. Male. Age: 25-34.
- Interest in becoming an astronaut. Female. Age: 18-24.


The SpaceX microsite will create content to inform and update people of different ages about the space activity that is happening around the world. And also include ideas surrounding the topic.

On the next pages you will find personas and storyboards based on the target audience.

Project Exam - Week 2

Personas

Emma Schmidt



Age: 20 y/o
Work: Student
Status: Single
Location: Germany
Character: Adventurous

Goals:

- To follow the news of space travels around the world
- To become an astronaut

Bio:

Emma is a young girl with big dreams of becoming an astronaut. She likes to read about rockets and to follow the adventures of the astronauts all over the world.

Concerns/Dislikes:


- Not being able to fulfill her big dream
- Difficult technology

Skill level in technology:

● ● ● ○ ○

"I want to learn everything there is to know about spacetravel and the life of an astronaut!"

Liam Miller



Age: 36 y/o
Work: Software Engineer
Status: Married
Location: USA
Character: Tech Savvy

Goals:

- To follow the news of rocket launches
- To follow the latest in space technology

Bio:

Liam is a family guy and a tech geek. He likes to follow the newest in space technology and is a real space enthusiast.

Concerns/Dislikes:


- Poor design
- Slow internet connection

Skill level in technology:

● ● ● ● ●

"I always follow the upcoming launches so I can watch them with my 2 sons."

Oliver Tremblay



Age: 27 y/o
Work: Intern
Status: Single
Location: Canada
Character: Practical

Goals:

- To follow the news of rockets and space travels
- To become a top-notch aerospace engineer

Bio:

Oliver is working as an intern to become an aerospace engineer. He likes to read about the different rockets that exist and to follow up on upcoming launches.

Concerns/Dislikes:

- Not being able to keep track of the newest in rocket technology
- Not working with his hands

Skill level in technology:

● ● ● ● ○

"I have always been a real rocket enthusiast. I love those intricate machines!"

Storyboards

Using the launch schedule



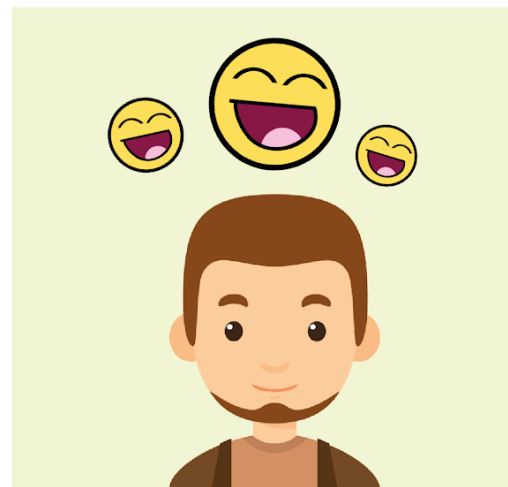
Liam wants to watch the next rocket launch with his sons. But he doesn't know when it is.



Liam knows that the SpaceX microsite has a launch schedule. So he enters the website.



Liam finds the information he needs by using the list of upcoming launches.



Liam is happy to find this information and is looking forward to watch the next launch with his sons!

Sending in a question



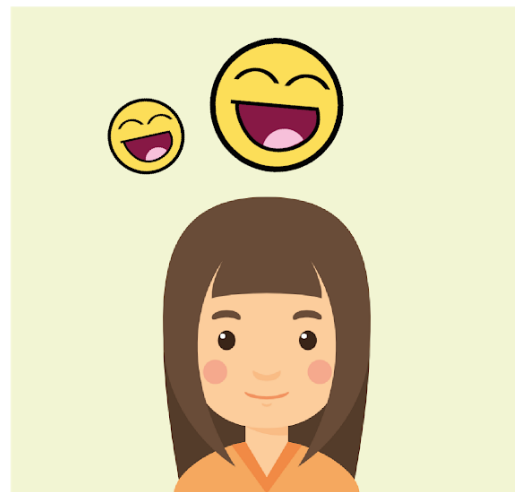
As an aspiring astronaut Emma has some questions she would like to ask a professional.



Emma enters the SpaceX microsite.



Emma finds her way to the contact page and writes her questions down in the form.



Emma is now waiting excitedly for the answers to her questions.

Functional Specifications: System Must Haves

The microsite for SpaceX must have:

- A modern, clean and organized design
- An organized information architecture for everyone to understand and use
- An “Home page”
 - ◆ With a countdown/live feed of the next launch, pictures of their rockets
- Launch schedule of upcoming and past launches
 - ◆ Including: mission name, date, rocket name and launch site
- Page for the SpaceX rockets
 - ◆ Including: links to more information on the rockets, pictures
- An “About page”
 - ◆ Including: Google Maps (location of SpaceX headquarters), information about the company, launch facilities
- An HTML5 contact form on its own “Contact page”
 - ◆ With JavaScript validation
 - ◆ The system must allow the user to input text
 - ◆ Easy to see where to fill in information
- Responsiveness - to function well on a variety of platforms
- Use of JavaScript
- Links to other relevant information
 - ◆ Including: social media, SpaceX website etc.

Link to Prototype:

<https://xd.adobe.com/view/8457e5ed-32a3-4032-5687-bf9b324cfd85-f266/>