

Project Exam Week 2

Target audience

Since the site is a microsite for NASA or SpaceX, I need to figure out what sort of customers could be interested in their products.

To do this, I need to think about the following questions and find out who is most likely to be interest in the site:

- Male or female?
- Age?
- Hobbies?
- Goals?

Male or female?

For this project, creating a microsite for NASA or SpaceX, both male and female could be highly interested in the products the site offers.

Age?

Finding the age is a bit tricky, because a child could have the same interest in viewing a launch and watch a live feed, as well as a retired person.

The question here is who are most likely to visit the site and knows their way around the web on a computer or on a mobile device? A child could know their way around a computer, but it is more likely that they know this stuff around the age of 15.

The same goes for the retired people. They might also know their way around, but it is more likely that a person by the age of 65 knows their way around better than a person at the age of 85, but also the age 65 is a bit big.

Hobbies?

This part will help narrow the target audience down. Since this is a microsite for NASA or SpaceX, users who have an interest in rockets, launches, spacecraft, space etc. and wants to know more about these things, is most likely to visit this site.

Goals?

Finding the user goals is also an important part to narrow down the target audience. A user who wants to know the launch schedule, watch the live feed and wants to know more about each launch is more likely to visit the site, as it would be easier and faster to find what they are looking for.

Conclusion

Summing up all of these questions, I can easily define my target audience.

Target audience

- Male and Female
- Age between 15 and 60
- Interest in space, spacecraft etc.
- Goals to easily find launch information.

Persona

I decided to create a persona (figure 1.1) based on the target audience. This will help me focus on what the user current state is and the user goal. It also helps to think of it as a life-like person.

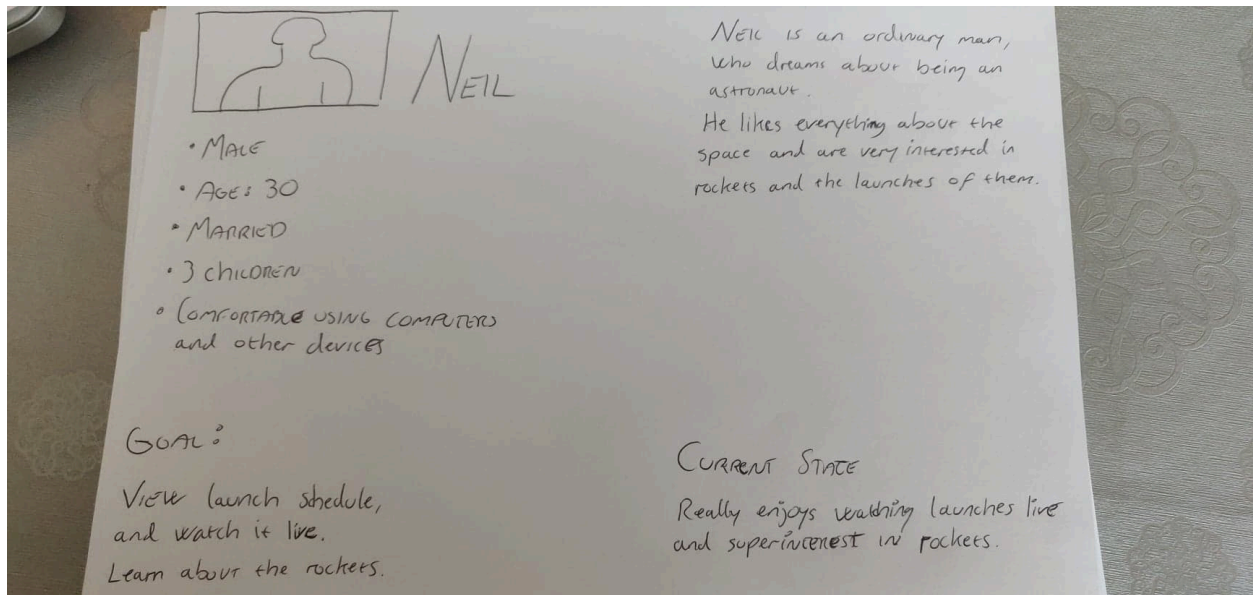


figure 1.1 Persona

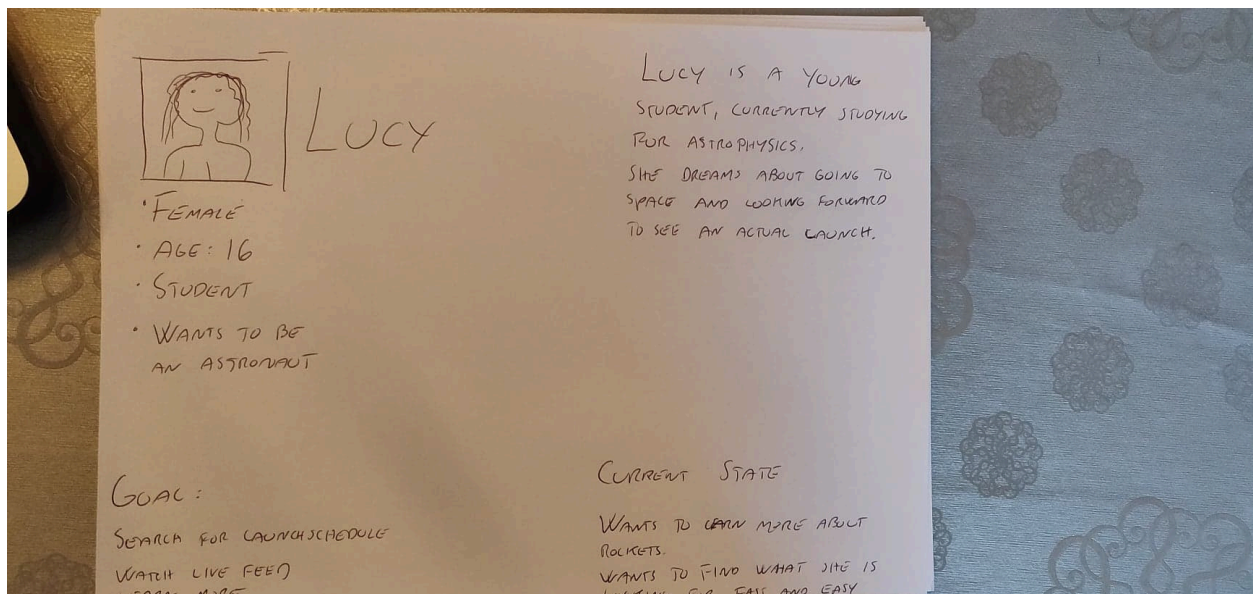


Figure 1.1 Persona

Storyboard

Making a storyboard is a good idea to help my personas "Neil" and "Lucy" reach their goals, and make things more clearly about possible flaws.

Getting "Neil" and "Lucy" to reach their goal is important to make browsing the site a good experience for the user. This will make the user re-visit the site and also recommended it to other people. Starting of with a scenario (figure 1.2) makes it easier to create a storyboard. I also included a possible error that can occur with this site.

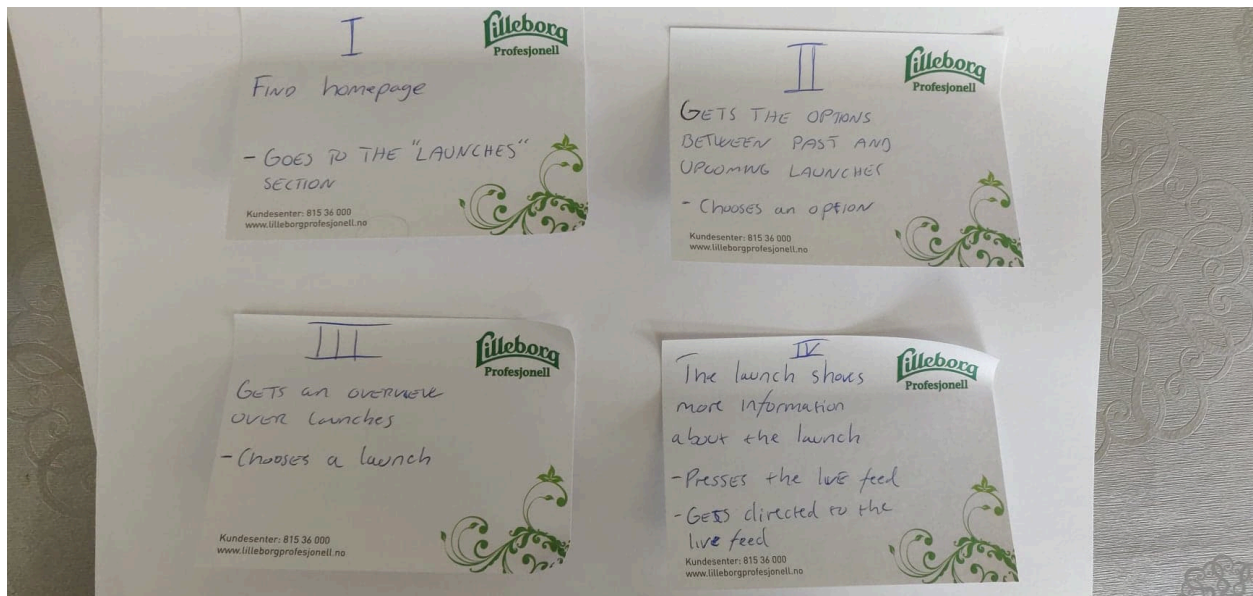


Figure 1.2 Scenarios

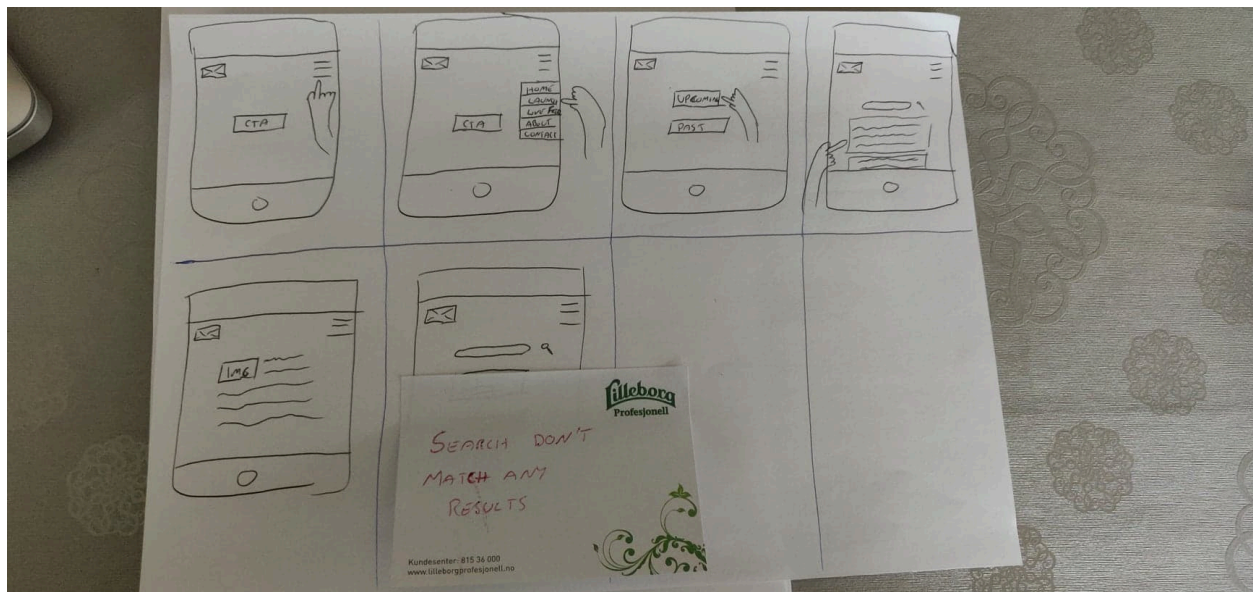


Figure 1.3 Storyboard (with possible error)