


Target audience:

- *Age 15 and upwards
- *People already invested/interested in spacecrafts and space technology
- *Both men and women

Personas:



Steven


- 47 years Old
- Works for SpaceX (cleaning worker)

Steven has always had a great interest for the universe. He has had a lifelong dream about becoming an astronaut.

Goals: *Wants to learn more about the universe.
*Wants to know more about specific spacecrafts.

Difficulties: Is not very good with computers, needs a web-page that's easy to use.

Personas



Ryan

- 21 years old
- Student (Astronomy)

Ryan's interest in space-launches stems from his love for Star-trek.

Goals: *Wants easy access to live-streamed space-launches
*Wants to know more about space-launches.

Difficulties: *Loses focus a lot, so he does not like pages with too much text.

Storyboard:

