

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:

