Dr. Ken Graham, PhD.
55, Houston TX
Aerospace Engineer at NASA for the International
Space Station at the Johnson Space Centre

Technical Proficiency: Dr. Ken uses personal laptop in his home office, he believes only laptops "can give him the full experience" because of the large screen size. He occasionally uses his phone to read shorter articles.

Likes: Dr. Ken likes being up to date with all things space, he signs up for newsletters and space blogs. He gets very involved with every detail and explanation in the content, as he is a veteran in the field. He is very interested in being led to similar content and recommendations and likes to spend a lot of time reading articles and pages.

Dislikes: He does not like when content is dumbed down. Absence of search frustrates him. He does not like to read long articles on the phone and would like to come back to the same content easily on the laptop. Lack of social media integration is irritating to him.

Goals:
· Read in depth about SpaceX technology and access same content easily between phone and laptop
· Share what he has read on Twitter, Facebook and Linkedin
· Quickly scan new content

Story:
He opens the SpaceX website on his laptop by clicking the link from his bookmarks bar. He scans all the titles and images on the homepage, and clicks through to page he likes. After reading all the content on the page, he shares the article by clicking the **social media icons** on the bottom of the page. He then scans all related content for anything interesting for further browsing. He then clicks the **Pocket icon** at the end of the article to tag and save the article for later.

When he receives the special **SpaceX Pro newsletter**, he opens it on the mail app on his iPhone, and skims the headlines. He then simply taps to Pocket icon to save all the links to his Pocket.

On his laptop, he uses Pocket that automatically shows him the newly saved links from his email. He chooses the most recent article and scans through it. He shares the article by clicking the social icons on the bottom.

Feature list:
· Pocket integration: Have a dedicated Pocket button on all pages to save easily without depending on the plugin etc. Button will also allow new users to create a pocket account.
· Social media integration: Links and buttons to seamlessly transition from one page to another
· SpaceX Pro: Specialized newsletter for professionals with more detailed information

Janet Green
12, Middle Schooler, Fort Lauderdale, Florida

Technical Proficiency: Uses her school issued iPad for all things online, takes many screenshots of the images on the website.

Likes: Janet is a part of her school's model rocket club and wants to be an astronaut when she grows up. Janet would love to go to Mars someday, and believes SpaceX will take her there. Though she doesn't understand all the details of the technology she finds the images and videos inspiring. She likes to watch videos of their launches and landings.

Dislikes: She does not like when content is too technical and there is no overview. She is not interested in sharing on social media. She does not like it when information is meant only for grownups and there is no "kids version" for her to read. She does not like it when her interest is not taken seriously.

Goals:
· Research SpaceX technology for a project
· Watch inspiring and interesting videos of the vehicles
· Get updates about new technology and special events for students

Story:
Janet searches for the SpaceX website by typing the name into Google search on the chrome app on her iPad and clicking on the first link she sees. She uses the main navigation to jump to the first page and scans through the page. She pauses to look at the **images** and plays all the **videos** in full screen. She scrolls back to the main navigation to go to the next page and cycles through all the pages scanning the condensed text to understand the technology. She copies and pastes all the information that she thinks will be useful for her school project. On the homepage, Janet sees the special **SpaceX.edu newsletter** for students and signs up with her school email to receive updates.

Janet checks the **'about' page** to find a link to SpaceX's YouTube channel to see all their videos in one place, she also looks for their Flickr account to find images. She opens the links in new tabs and saves the images she likes.
When Janet gets the newsletter she opens it on the Gmail app and scans through it, she then chooses an article and opens it on chrome to read. She takes screenshots of the browser window to show her teacher about what she read.

Feature list:
· Condensed information: Having smaller parts with condensed and more palatable information
· SpaceX.edu newsletter: A student-focused newsletter that features content from the SpaceX website and other content creators like waitbutwhy.com, ASAP Science, Minute Physics etc.
· About page: A comprehensive page with simple links to all social media portals, in addition to other information.