Noroff
School of technology and digital media

Technical Report

Project – Exam 1
Space X Microsite

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Word count
Summary: 250 | Main text:500

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2. Body

2.1. Introduction

The assignment was to build a microsite for SpaceX or NASA with a focus on space technology and awareness about space program activity around the world. The site needed to appeal to a specific target audience, be responsive, accessible and easy to use. It needed to use CSS styling and JavaScript to provide a live feed of launches with dynamic data from an API, and contact form validation.

I do research first for these two company I look for their website and see what I can improve and how they deliver to audience and their impact.

I found out that Space X has more interested because of their succeeding company who can deliver and cargo and I watch their spaceships who landed simultaneously. It seems I watching the sentinel Era.

I choose to design Space X website giving a more information about their history and their Dragon capsule who is more interesting because of delivering Cargo to outer Space.
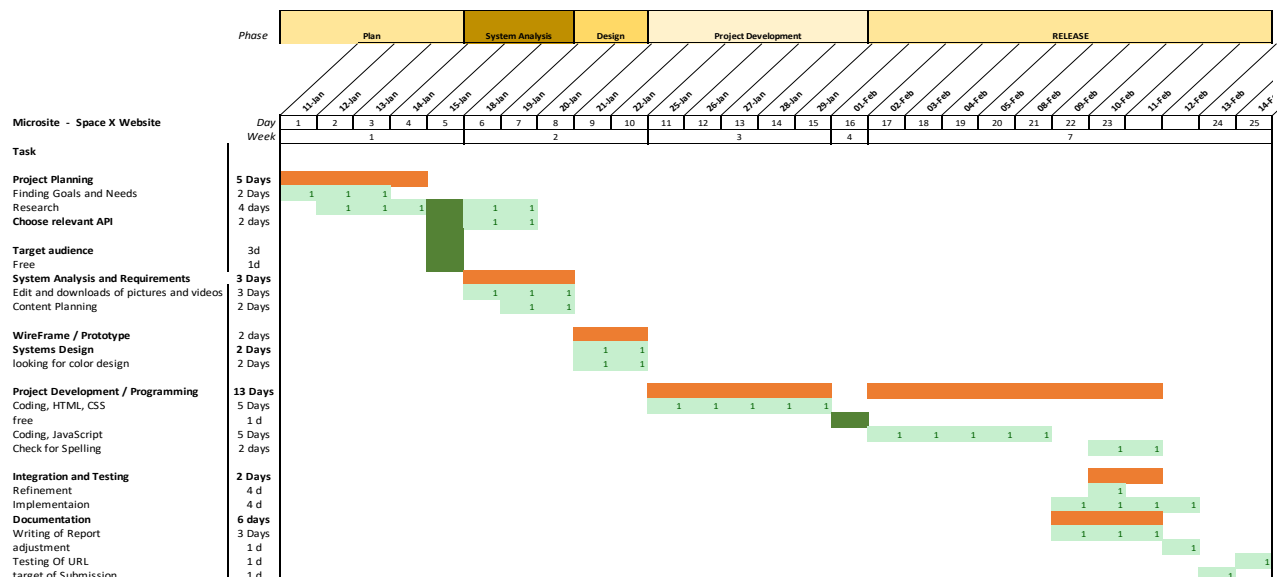
I made this Report that will express how I made this microsite Space X website. It will reflect the planning of the project and how I do research, the phase, interaction Design and development process of the website.

2.2. Main section of report

Planning phase

Gannt Chart

Microsite - Space X Website

Phase	Plan	System Analysis	Design	Project Development	RELEASE

Day: 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25
Dates: 11-Jan 12-Jan 13-Jan 14-Jan 15-Jan 18-Jan 19-Jan 20-Jan 21-Jan 22-Jan 25-Jan 26-Jan 27-Jan 28-Jan 29-Jan 01-Feb 02-Feb 03-Feb 04-Feb 05-Feb 08-Feb 09-Feb 10-Feb 11-Feb 12-Feb 13-Feb 14-F...
Week: 1, 2, 3, 4, 7

Task	Duration
Project Planning	**5 Days**
Finding Goals and Needs	2 Days
Research	4 days
Choose relevant API	2 days
Target audience	3d
Free	1d
System Analysis and Requirements	**3 Days**
Edit and downloads of pictures and videos	3 Days
Content Planning	2 Days
WireFrame / Prototype	2 days
Systems Design	**2 Days**
looking for color design	2 Days
Project Development / Programming	**13 Days**
Coding, HTML, CSS	5 Days
free	1 d
Coding, JavaScript	5 Days
Check for Spelling	2 days
Integration and Testing	**2 Days**
Refinement	4 d
Implementaion	4 d
Documentation	**6 days**
Writing of Report	3 Days
adjustment	1 d
Testing Of URL	1 d
target of Submission	1 d

As part of this project we given task to make a gantt-Chart. From this it will help my overview of my project what has done and I need to give more time.

The project has given of five weeks from then my gantt-chart was divided to five weeks.

My first week was project planning which I make this gannt-chart and research of the said topic Space X. From here my plan is to reseach and choose relevant API to my Microsite.
I planning to do Free from this week just to make to think deeper from my Project exam.

My second week plan is to find my target audience, and download and edit images and videos that related to my website. From these week I should start making my content or what should I write in website.

In the third week my plan is staring wireframming and prototype which my plan is to find the color fonts and System Design.

Then after that I should start as soon as possible the project development which included the Coding HTML and CSS and from between of that I plann to make a free. This task is longest week or putting more time because of editing and adjustment of the project.

In the mid of forth week my plan is to check the speling. After this I should start refinement which in coding the HTML, CSS, and Javascripts was all clear.

Then four to five days my plan is to start writing my documentation. Including my from these weeks a adjustment, testing a URL and the last day Is submission.

Research

As a part of my plan I do research on a two given company. First I do research the NASA what are they function and company background. I go to their website and found out the NASA website is quite not such a easy to read.

The second choice is Space X when I visit their website it was so clear the images are very clear and videos are lively.

The Space X websites gives strong attention to me because of their rockets and animation that I can used and download. I find their website is more clean and have a appealing than NASA.

Space X is most popular rigth now beacause of their modern technology and because of their Dreams and goals and because of achivements they became popular and people will find more interesting to this company.
I decided to present their content to the people, more inexperienced audience with a greater focus on their plans and mission, and achivements who can buils a modern aerospace vehicle and newly technology in a more simplified language.

Target Audience

The target audience are young people who are ages 12-20 and ordinary people who are ages 20-40. Of all gendres student and some people to aware to Space X modern technology. They have little and avarage knowledge about the company and what are the modern technology of space X. their interest in the subject range from none to very interested. Rigth now most of the people prefer to look for their phone and search in the web. I see rigth now they learn to used the internet which when it comes to research they do not want to go to library instead they just used the internet.

My target audience are interested in modern technology and and aerospace and who believes that that there is life in Mars. They have stronger influence on each other than older people and authority figures have on them. They are at a stage where they are constantly changing and exploring new interests and goals in life. Some of them may already have decided on a career path while others have not. Their motivations can be based on social status, achievements/education, happiness and money.

The purpose of the microsite is give more information of the Space X and awareness of modern technology. The sites must be modern and has impact to their interest and work well in different platform.

Interviews

I conduct a interviews and ask some of people that I knew and ask them for their little time and it is possible to partipipate. I have to persona that need to interview seems it not easy to interview by face to face I do ask them by chat in Facebook messenger. I used the Contextual inquiry method.

Goals :

- What they know about Space X ?
- How aware they on aerospace ?
- Who builds the Space X ?
- How are they aware on Spaceships of Space X ?

Motivations

- What website are they looking for in regarding on Company of Space X ?
- How Much interested in Space X ?
- Did They Know how many people working in Space X?

Concerns

- What are their Concern ?
- What are they see. How difficult to them find their goals?
- What can they say. What they can help to improve more the website.

I asked them to browse in their phone, tablet or computer about NASA and Space X. I onserved them how they experience in these to website. I see their own pattern how they browse and look for these to website. And I do start the interview. After the interview I gladly gave them a simple token. I saved my notes and used it to create an experience map to get a better overview of website goals.

My first persona is a student of medicine her name is Lilliana Garcia at ages 20. She has a good knowledge in computer and modern technology. She usually stuying prague but because of Covid She stying in their home in Bergen.

The Second Persona is Jasel a regular worker as a Nurse his age is 36. Who are interested in New technology that helps him to find out what is going up in his stocks exchange.
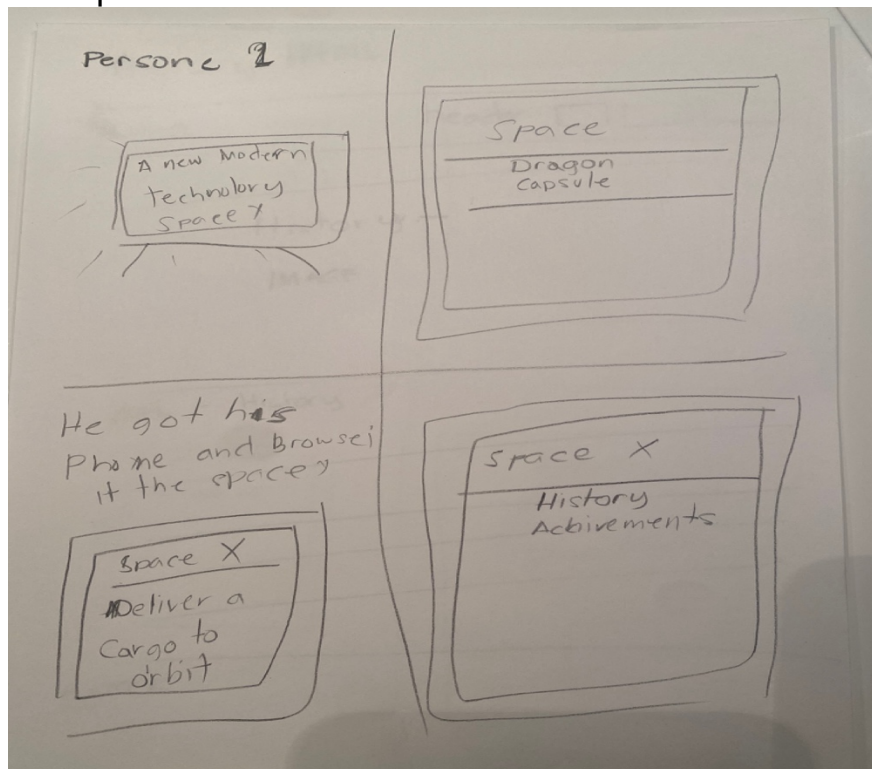
Persona and Story Boards.

My First persona was given a assigntment on regarding in History of modern technology. She browsing in internet and she found that Space X has a new modern technology that can deliver in cargo in outerspace.
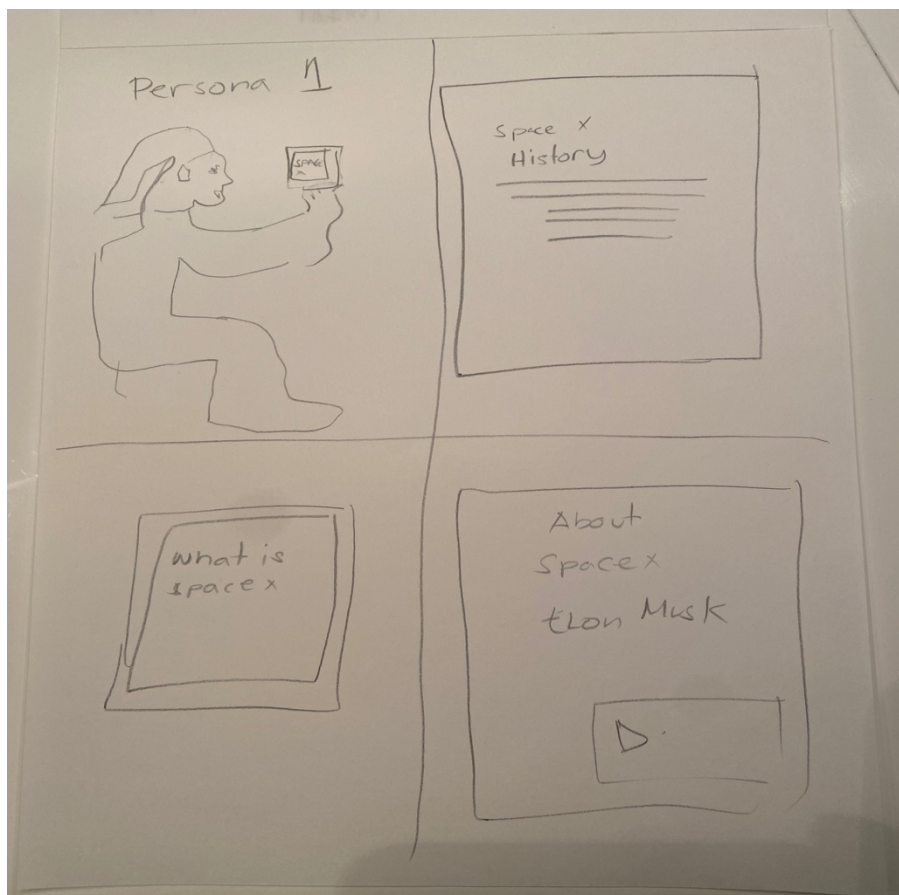
She looking also for the background of the company who is builds this Space X? how they became popular. She started to takes notes what is space X. What is funtion of their vehicle.

The Second persona is Jasel who are watching the News and he heard that Space is a modern technology that can deliver Cargo and Sattalite in outerspace.

Jasel is the person very active when it comes in internet. He invest a lot of his savings and money to stocks exchange.
Now he became double his investment got a lot of fortune for this.

By this two storyboards and personas I keep it my minds to builds a website based on their goals. This helps me to inspire and builds a better interactive design based on their experience.
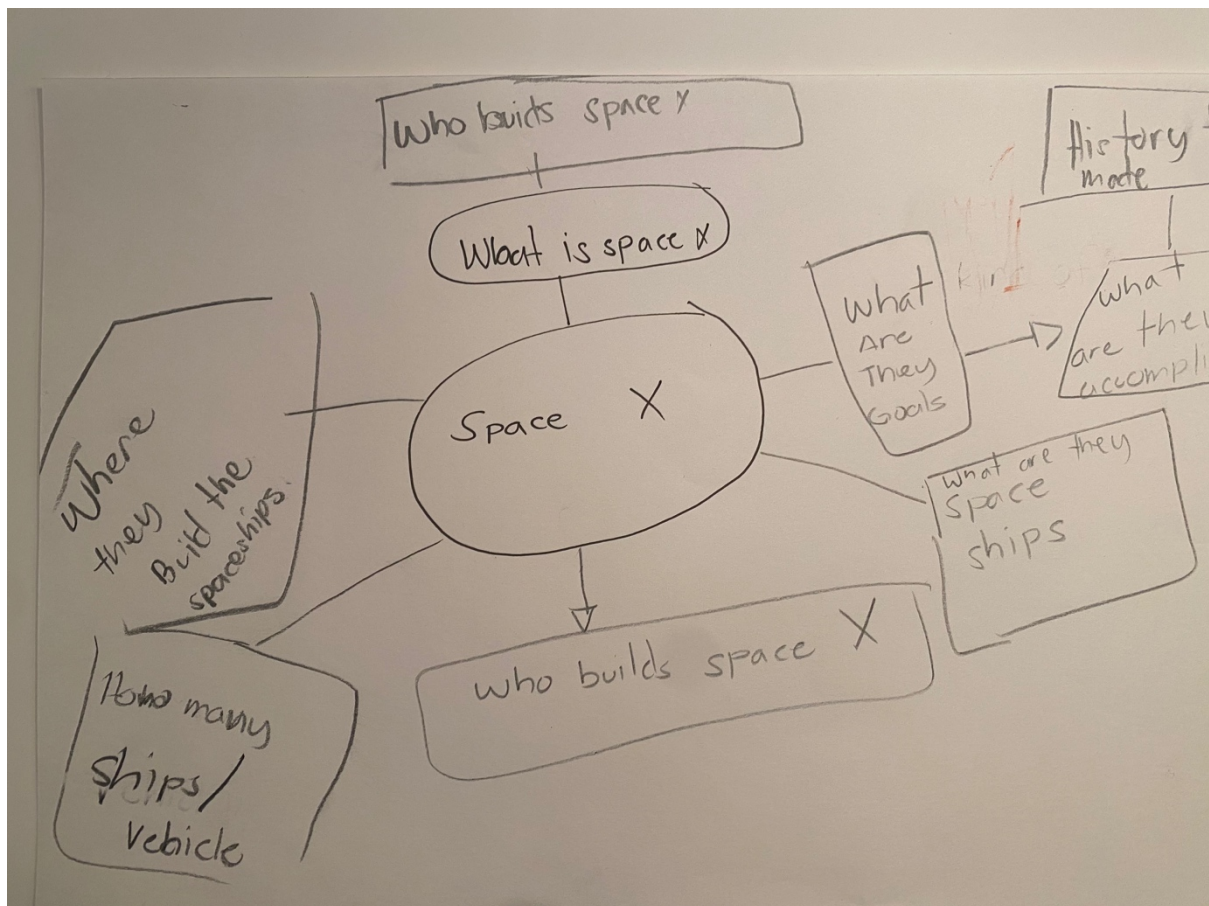
Design and Development

Thoughts for the design

I created a mind map to get ideas for what the design should communicate. SpaceX is a big company with big goals and dreams who travels to the big space. To reflect that, the design can use big images and big surfaces. The text should not be in large chunks, it should only state the most important in an easy-to-read way, with typography and icons creating a good reader experience.
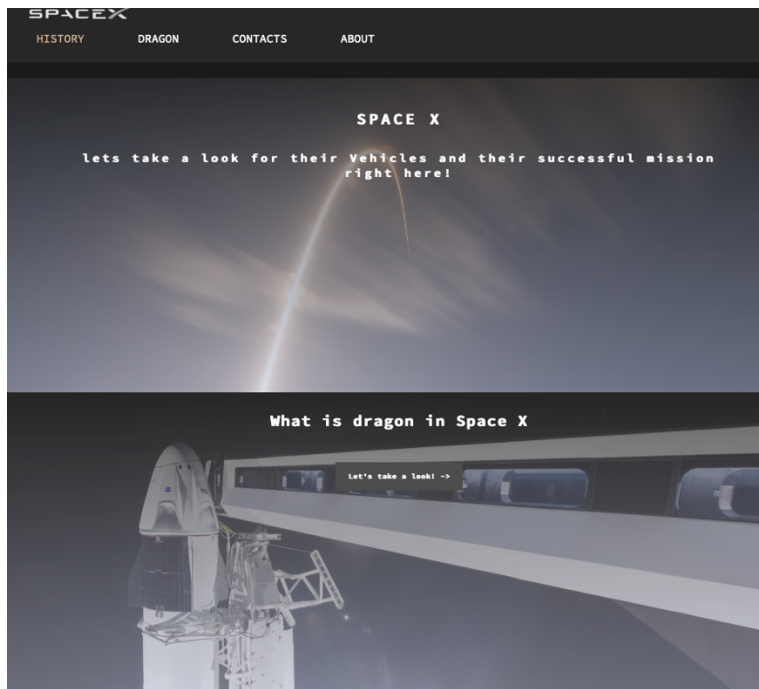
Wireframe and phototype

I Create a wireframe i draw a sample homepage which is part of my interaction development.
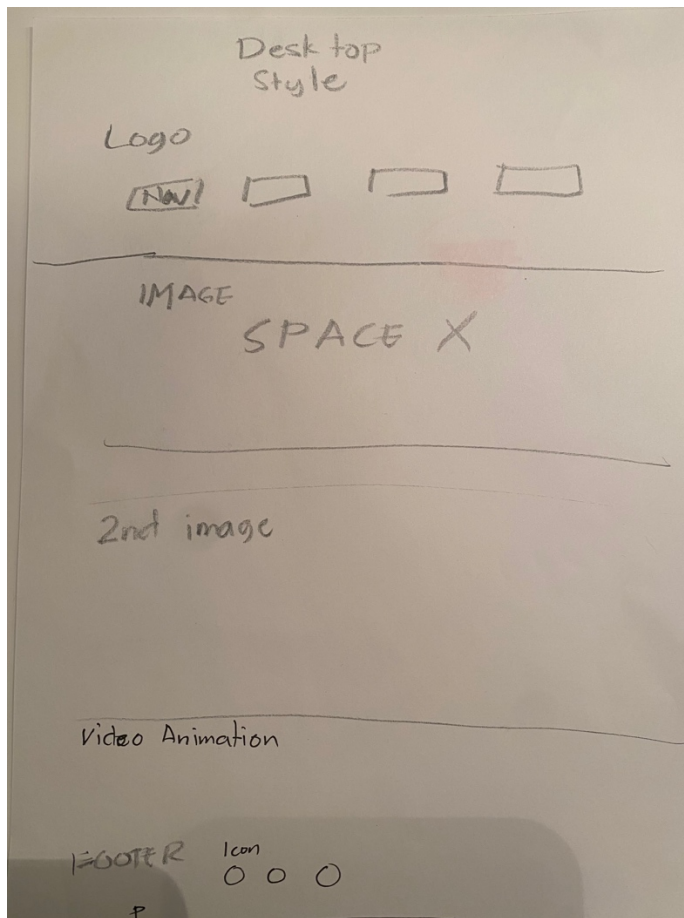
As I learned in my past assignment and project website it helps a lot for me to build a simple design that I code in HTML and CSS.

My plan is to keep it similar from my wireframe and easy to code. Then I need to choose of images, fonts and colors related to my websites.

Typography and color

As I learned to this course I can get free different design fonts in fonts.google.com which I can choose the best Souce code pro, Monospace body of HTML
And color for this white just to to easy to read when I used the background of Black. Because I remember

Icons

I used to register online in the fontawesome.com for free onlice icon.

I used the link of Tweeter icon for the connection and tweeter of the company and tweet to Elon Musk which is million of followers. And the youtube icon for link directly to youtube space X Channel to see the different videos and live video in their headquarters And last different launches and landing live.

Facebook is for social media link to get my audience in connected in Space X social media.

I get an Icon of reddit which I put in my footer. I created a link directly to the discussion and the feednews what happened to Space X.

In Reddit there is a latest news and you can join the discussion of the latest happening in Space X.

HTML / CSS Coding

As I started Coding in HTML I do in semantic way, using H1 is a most important or headlines, h2 for second headlines, P for long paragraph.

I used to work in Flex as I leaned in the past project. It is easy and can works in small width like mobile and a larger desktop.

Images and links has title, alt tags to create a better experience for screen readers.

Video and Animation.

I download a short videos of Elon Musk which he explained how happy he was when landing a rocket right to correct spot. I was so amazed to the website of space X in this vidoes which two Rockets was landed simultaneously. From here you can see how Space X creates modern Technology. I like animation in success pages I link the videos of planned how lauches a falcon rockets in plannet Mars.

When I designing I started in small width or for mobile styles min-width of 200px and max-width 480px up to Tablet and to max width Desktop.

Javascipts coding

I looked for API that related to my content Strategy from here I see the history API which tells Successful mission and when this happened and the direct link to news.

I create this to get the results of history happened in Space X.
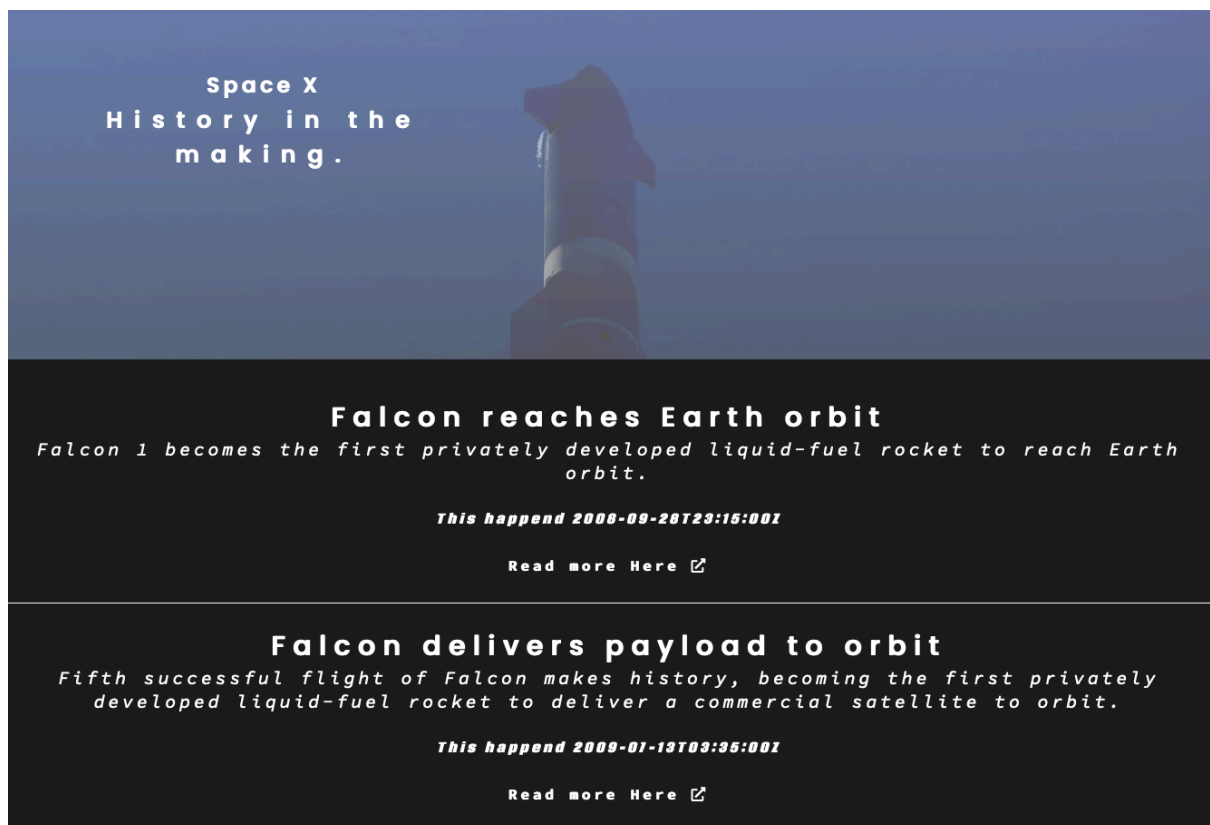
I showed here achivements history of the Falcon rockets.

The second is the About pages. I Choose the API of company which shows the results in Postman of the Name of the CEO, Founder and COO of the company how many workers they have and their headquartes address.

In my About pages I showed in results of JS the company Background.
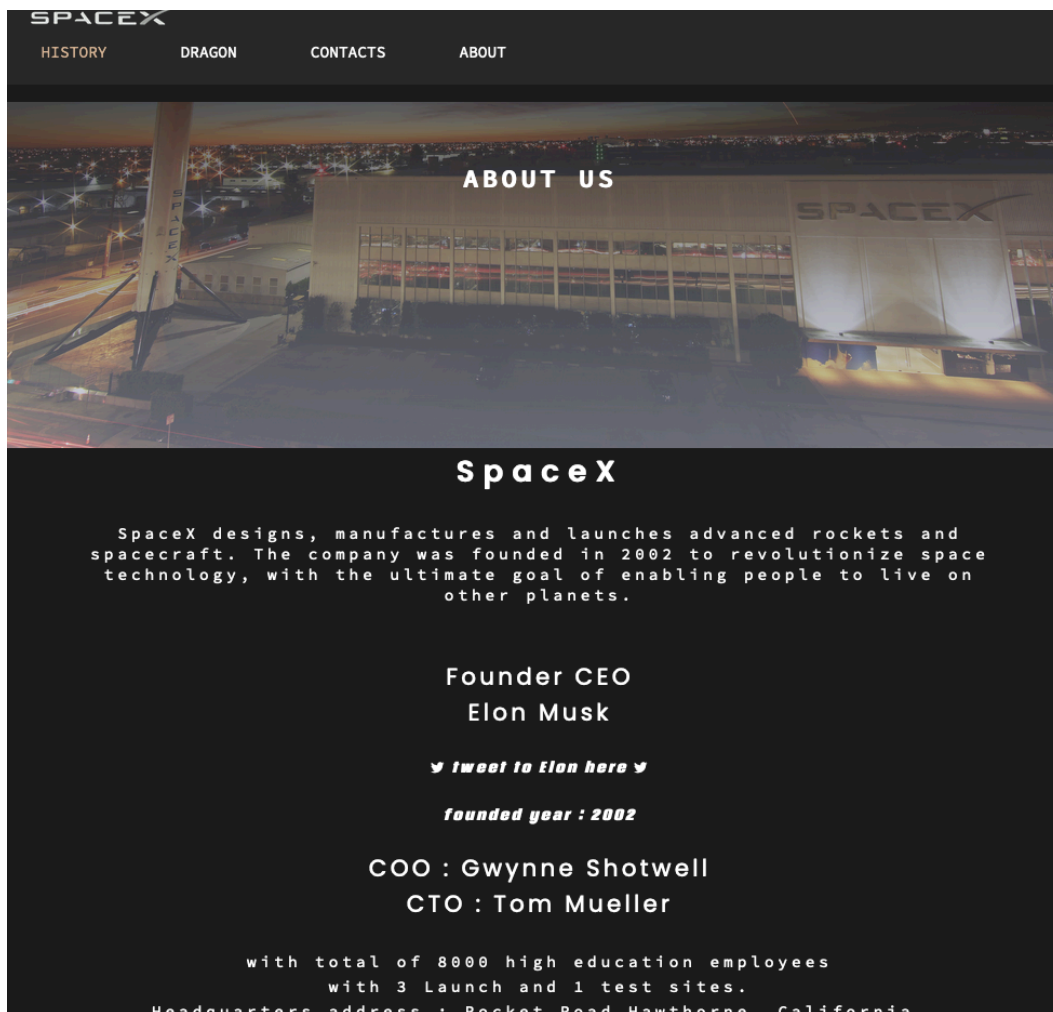
In my Dragon pages I do worked in Javascipts and shows the results of the images and what dragon Capsule function in Space X. In this page I used the results of the size of the capsule with trunk and without trunk. The images of the Dragon Capsule.
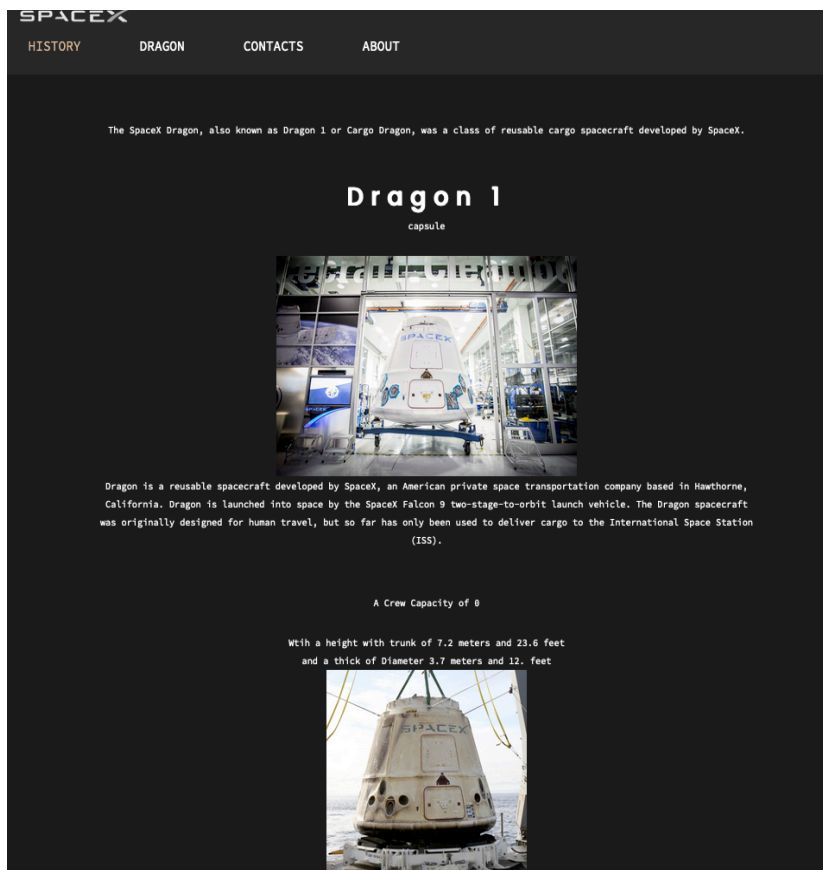
All of these three pages was used of Space API that get the results from their directly concrete information.

Content Strategy

In order to appeal to the target audience I consider my personas and their storyboars when creating content fo the microsite Space X website.

The homepages is to tells what is interested content in my pages likes in I got a question "what is going up and down in Space X and Telling what is the company meaning which helps the audience more interested and finding their goals.
I used to have a background images that gradient to easily reads the content words and headlines.

My second division is the history section which will link to the History pages and easy manage of audience the pages.

The third is division is the Dragon API pages which shows the information about the dragon capsule and funtions of this rockets in Space X.
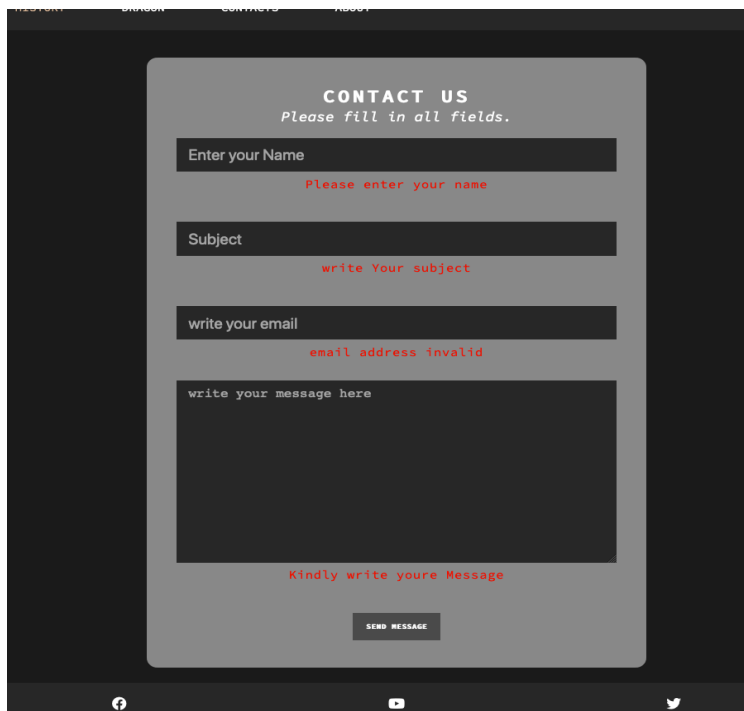
Each of my these has a linear background images to capture the impact to the audience.

Validating form

As part of these I create a contact form which will validate a Name, Subject, and E-mail and the textarea for the messege form.

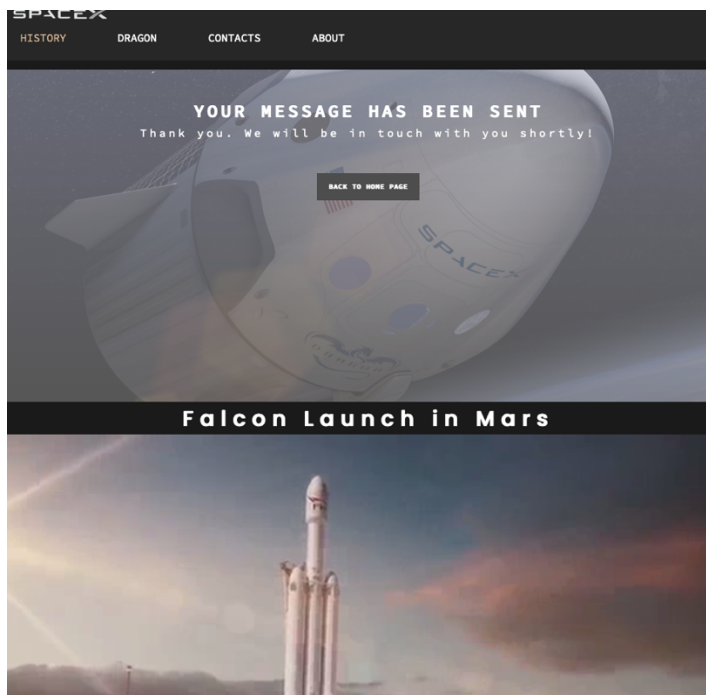If all form was correctly filled in by using Js it will diretcly link to the success html.

From this form they can contact to the space X which telling what can I aimed to the space x.

Success html

From here I creates a word "message has been Sent" and a back to homepage button.

With a small clip of video of lauches of rockets in Mars.

SEO

When creating the content strategy I wrote down a list of potential search words and phra- ses my target audience could type in to reach the website. I included these words in titles and text of the webpage so it would be easier for search engines to pick it up. These words are: Space, technology, SpaceX, History, rockets, Dragon Capsule, space, astronauts, young, news, spacecraft, planets, contact, about SpaceX, future, updates.

WCAG

In order to be accessible and conform to the WCAG standards, the website has the following:

- Alt tags on images and title tags on links for screen readers
- High contrast using white text and dark background
- No conflicting colors in case the user is color blind
- Font is easy to read

It was a challenge to balance good WCAG
with a big visual and stylish design intended for the young and trendy

target audience. I had to carefully consider font sizes and color to make it work, and it is possible that I still could have made other choices, such as more visible accent colors and clearer links. I also expect the target audience to already be quite intuitive when it comes to finding links and navigate the website

Implementation

In the development process I used firefox Developer edition from here I used the consule of there is error and I can easily adjust the output in CSS it was very clear because of the color in themes. I used this to test in different sizes. After these I uploaded in my FTP domain and test again in my phone and laptops.

2.3. Conclusion

The gantt-chart helps me to for my project overview.

In the process of project-exam I was challenge to make a better website my idea and knowledge is gain as a front-end developer.

The target audience gives more motivation and allowed for more creative freedom.
I used their storyboards to create a content.

The research of phase which I do research of API is allowed for me to creates content strategy.

The final design is focused in Space information and history which will allowed the audience be more attractive and because of images and animation helps the visitors not to bored.

The assignment was allowed me to continue to study and be better Front-end Developer.

I Thank you.

3. References

Connor O'Brein
Javascript.

Mj Phiilip
For tutorial.

Space X website.

Github API

4. Acknowledgements

Space X

Jasel Garcia
Lilliana Cruz

5. Appendices

http://jonathanminds.com/proj-exam1-spacexmicro/html/index.html

for my link website.