

Target audience

Lars Lasson

The site will focus on NASA's 2020 Mars mission. The intended audience for this site and the mission will be varied. But will focus on providing information to an audience that's interested in NASA, space exploration and for those interested in advanced technology like a Mars rover or a spacecraft. However, it has to appeal to both grown ups and younger people, but mainly younger people who are interested in the subject as the site will be professional. It also should be understandable and interesting for someone who knows a fair bit about space and NASA from before and others who are un-informed on the subject but looking to learn more. The site will not be too extensive or contain unnecessary content to allow people to look through it in one sitting as a lot of people are easily distracted these days, but it will contain links to other sites or more information to those who are furthered interested.