

Project Exam

Delivery II

**Target audience, Personae/Storyboards and
Wireframe/Prototype**

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TARGET AUDIENCE

One of the microsite's goals would not only be to wake peoples curiosity about space travel and SpaceX but also try to make the subject fun and engaging to read about.

My idea for the target audience for this SpaceX microsite is mainly people who are looking for an introduction to SpaceX. They might not be familiar with the company at all, but are curious about their goals and missions.

They want to get the information in a entertaining and engaging way. The information will also be basic and "easy-to-get", not very technical and heavy. The audience will however be directed to the main website should they want to delve deeper into SpaceX.

The audience would probably be of all ages, and the majority would probably be young people like teenagers and students. But there would also probably be adults, and older people visiting the site, that is not as highly skilled in computer use as the youth.

Therefore it is also important that the page is easy to navigate through, and user friendly.

PERSONAE/ STORYBOARDS

Leah

"The young student that don't like working on computers."

Name:	Leah
Age:	22
Work:	Student
Technical skills:	Poor
Interests:	Tennis
Goals:	Find facts about Space X and their future missions for an assignment.
Usability needs:	Easy to navigate through the website, and user friendly solutions.
Device:	Computer
Other:	Leah has impaired vision. Her eyes strain when there is to much colors and small text. She is overall not very fond of working on computers, and prefer books.

David

"Father of Howard. He wants to show his son just how cool Space X and spacetravel is."

Name:	David
Age:	37
Work:	Engineer
Technical skills:	Excellent
Interests:	Everything futuristic, airplanes and spacetravel.
Goals:	To share his interests in spacetravel with his son Howard, and get him as enthusiastic about the subject.
Usability needs:	A page with high usability and that is fun and stimulating, and captures the visitor. The information on the site should also be very engaging for kids and adults alike.
Device:	Computer
Other:	He and his son loves gaming and looking at websites and watch/read about stuff on the internet together.

Howard

"Howard loves surfing the web with his Dad; Howard – which he thinks is the coolest dad "

Name:	Howard
Age:	8
Work:	Student
Technical skills:	Good
Interests:	Gaming and attend Boy Scouts.
Goals:	Have fun surfing on the web, and learn new, cool stuff.
Usability needs:	User friendly, fun and engaging. Not too technical and boring.
Device:	Computer
Other:	Is a very smart kid, and loves to learn something new. But he has a somewhat short attention span. He is also completely unfamiliar with SpaceX.

Carol

"The kid dreaming about becoming an astronaut"

Name:	Carol
Age:	17
Work:	Student
Technical skills:	Very good
Interests:	Spacetravel, astro-physics and crossfit.
Goals:	Be kept up to date on when the next Space X launch is. And being able to send her questions to Space X via web.
Usability needs:	Informative, engaging and userfriendly.
Device:	Mobile phone
Other:	Dreams about becoming a astronaut for Space X. She knows what there is to know about their Space Programs, but has some questions on what career path etc. she should choose to reach her goal.

Mark

"SpaceX? What is that?"

Name:	Mark
Age:	32
Work:	Accountant
Technical skills:	Good
Interests:	Paragliding, Hunting and Photography
Goals:	Learn about what SpaceX is, and get an understanding of what they do and what their future plans are, without getting bored while reading about it.
Usability needs:	Informative and entertaining. Responsive, as the user is always on foot and mostly uses his tablet or phone to surf the web.
Device:	Tablet
Other:	People talked about SpaceX at Marks workplace, and he felt hes colleagues thought he was weird that he was completely unfamiliar with SpaceX.

Leah's got an assignment in school where she needs to gather info about SpaceX. Leah prefer books, to computers. But is not able to find any info about SpaceX in her trusted Encyclopedia



Leah also have impaired vision, and hates spending a lot of time searching the web, and browsing trough sites with terrible colours, fonts, text size choices and accessability in general. As this makes her eyes and brain ache.



The page that she found that had the best information, was also what she feared; difficult to read, and messy. She got so annoyed by the non-user friendly design that she used other non-official sources.

In the end she did not get as good grade as she would've had she used the info from this page. She also got some negative associations with the SpaceX brand, as she couldn't understand how such a big company could not follow WCAG standards.

2- Mark



Mark is hearing talk about SpaceX all the time at work, and is not familiar with the company at all. After hearing how weird it is that he does not know anything about it from his co-workers, he decides to educate himself on the subject (IF its entertaining and fun that is).



While out hunting (Marks favorite hobby) he found some time and used his tablet to read about SpaceX. He found an website that was very entertaining, informative and worked well on his tablet. He became a huge fan of SpaceX and looked forward to discuss SpaceX's next mission with his co-workers.

WIREFRAME/PROTOTYPE

Link to Adobe XD prototype:

- <https://xd.adobe.com/view/f6b42a5c-d0dd-4492-68ca-3de1aa5e4567-8085/>

General

Notes to the prototype:

- I will try to implement a type of parallax scrolling on the different pages.
- The info and text in the prototype is not the final text, it's only "filling".
- The NAVbar will maybe be a "sticky" NAVbar.
- Will try to make the timeline animated when scrolling down.
- Not WCAG tested.

Mobile/Tablet (not created yet)

Notes to the mobile/tablet prototype:

- Will keep the parallax effect, if it turns out ok. But will have to make some changes in aspect ratio of the background images.
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