

# Personas & Storyboards

## Personas

Name: John

Age: 24

Gender: Male

Occupation: Student

Knowledge of internet and computers: Has general knowledge over the internet and computers

Bio: John uses the internet for retrieving information and for entertainment purposes, he might need the internet for an assignment, or he just wants to chill.

Attributes: Impatient, skim-reader.

Name: Julia

Age: 21

Gender: Female

Occupation: Barista

Knowledge of internet and computers: Doesn't know much about computers, but has a fair bit of knowledge on the internet

Bio: Julia uses the internet for social media, but her attention is easily captured.

Attributes: Practical, likes easy to access information.

Name: George

Age: 44

Gender: Male

Occupation: Accountant

Knowledge of internet and computers: Knows the very basic of internet and computers because of his profession.

Bio: George uses the internet when he has an unanswered question, he likes the internet because it usually is plain and straightforward.

Attributes: Likes to videos, doesn't mind reading.

Name: Maria

Age: 42

Gender: Female

Occupation: Receptionist

Knowledge of internet and computers: Familiar with the internet, barely any knowledge of the internet

Bio: Maria likes to post pictures on Facebook of her dinner, she loves to spend time with her three cats.

Attributes: Likes to read, low knowledge of the internet, needs everything to be clear.

## Storyboards

### John's storyboard

1. John sees the new Artemis launch and wants to know more
2. John uses google to find the microsite.
3. John want to know more about the Artemis equipment
4. John wants to watch more videos of launches

### Julia's storyboard

1. Julia sees an ad about the Artemis launch on Instagram and is intrigued
2. Julia looks through the main site
3. Julia wants to share the launch to her friends on Instagram

### George's storyboard

1. George heard from her friend that Nasa is going to the moon and want to know more
2. George searches for Artemis launch on google and get directed to the microsite
3. George looks at the videos and pictures
4. George reads information about the launch
5. George wants to share his to Facebook

### Maria's storyboard

1. Maria heard from her husband about the launch and wanted to know more
2. Maria likes that the navigation bar is easy to navigate.
3. Maria wants to contact Nasa to tell them what a good job they are doing.