



PRE-LAUNCH

GOTHAM SPACE AGENCY



GOTHAM SPACE AGENCY, A NONPROFIT ORGANIZATION WANTS TO BRING SPACE TO KIDS TO INSPIRE THE STEAM LEARNING.

This project aims to create an entire online Gotham Space Agency User Experience for the pre launch page. Project will focus on incorporating all the Pre-launch preparations:

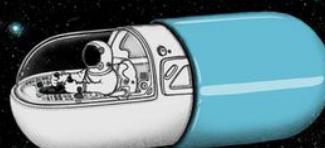
Key tasks:

1. Gaining project Interest
2. Project Fundraising
3. Integrating Social Media
4. Recruiting the Gotham Space Audience (educators, students, kids, supporters, and donors)

Suggested project features:

1. Visual storytelling
2. Providing updates and constantly engaging the audience
3. Clear project Information
4. Ability to get involved and join the community of Gotham Space Agency
5. Integration with Pre Launch + Mission + Post Launch web apps.

OVERVIEW



For ideas on how to cover all the features of pre launch page, we divided the work into many parts.

First, we began with brainstorming sessions where we narrowed down on our Minimum Viable Product (MVP).

Our MVP has three major goals :

Business goals - Goals to get funding, educate kids about stem, inspire next generation;

Brand goals - Space exploration - Science and Tech for Kids, establishing the educational role of Gotham Space Agency;

User goals - Learn more on STEAM in all aspects, encourage to join and get involved with the Gotham Space community.

All these three goals focused on one major goal, that is to "Get the funds needed to educate kids" and to accomplish this goal we started with the research.

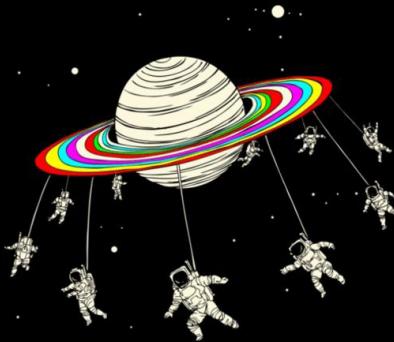
Our Research Process is divided it into two major groups:

Advertising the Launch - This section of research will be focusing on attracting the funders and keeping the website more professional.

Telling the Story - This section of research will focus on keeping the website clean, interactive, simple and attractive for kids, parents and teachers.

After the research process, we selected some websites fulfilling our research criteria and did a Competitive Analysis. After figuring out what is important and what isn't, we came up with a tentative site map for the website and started with the wireframes.

Overall, we have tested our designs on about 20 users.



WHAT IS LOON? HOW LOON WORKS WHERE LOON IS GOING

Loon for all

BALLOON-POWERED INTERNET FOR EVERYONE

INTRO CONTEXT WHAT WE KNOW OUR AWARD WINNERS SOCIAL IMPACT THE FUTURE

DEVELOPING YOUNG SOCIAL ENTREPRENEURS

PROJECT LOON

Simple and clean interface.

Smooth and easy to navigate through the site.

Great visuals to represent different aspects of the project.

Background works perfectly for the theme of the project.

Great information hearty - is clear and easy to read.

Continuous scroll is smooth and helps tell the story.

LIVE TO CHANGE

Fun and interactive landing page with clear indicator to continue scrolling.

Goals and mission of the project are immediately addressed.

“About” the company is the first thing that is shown to users.

Shows what the company does and how you can benefit by joining.

Clear and visually pleasing, with heavy use of images and icons.

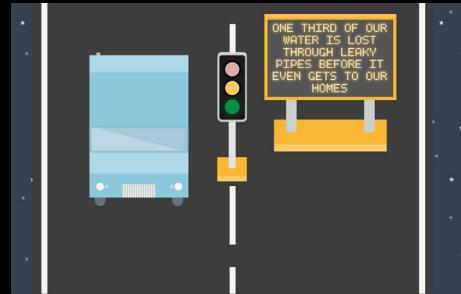
COMPETITIVE ANALYSIS



DEUTSER

- Attractive Animation
- Clear logo identification
- Clean grid use of showing team members
- Nice hover features for each image

The interactive video background changes between each page is fun and engaging



EVERY LAST DROP

- Engaging storytelling.
- Users will be more attracted to the page because of the interactions
- Simple and short blurbs that catch users' attention.
- Gamification of the learning process.

**Hi!**

We are the first Brooklynites
to launch satellite
into space.
[Join](#) the spacewalk!

Highlighted Navigation „JOIN“ + Direct link on the homepage.

MADE IN BROOKLYN

We are a group dedicated to exploring the frontier of space and inspiring the next generation of citizen scientists, The Agency's first mission is the launch of Brooklyn's first-ever "manned" satellite into space, in partnership with MIT and NASA.

[Read more](#)



Expanding descriptions for quick skimming

FINAL I

[ABOUT](#)[NEWS](#)[TEAM](#)[JOIN](#)

The Gotham Space Agency (GSA) was founded in 2015 in Brooklyn, New York City is a non-profit organization dedicated to furthering STEAM education through exploration of space. GSA will utilize a 2U Cubesat deployment with a crew of 3d printed characters to educate kids about space and scientific experimentation in the space environment. In addition to building and deploying the CubeSat, GSA will develop a curriculum in partnership with NYC educational institutions.



And for more in-depth analysis.

[ABOUT](#)[NEWS](#)[TEAM](#)[JOIN](#)

JOIN THE COMMUNITY

Join the community of tinkerers and space enthusiasts.

A white input field with a placeholder text "Enter Your Email".[JOIN US](#)

Simplified email signup form makes it even easier to join.

FOLLOW GOTHAM SPACE AGENCY

Check out our media wall for updates on the project and exciting intergalactical news!

[FOLLOW US](#)

Uniform language of calls to action.

OUR COLLABORATORS

Making the space travel dreams come true, together.

**Buzz
Feed**

**The
New York
Times**



TechCrunch

Mashable

Media collaborations gallery - an easy way to maintain the brand.

FINAL II

GOTHAM
SPACE AGENCY

ABOUT NEWS TEAM **JOIN**

MEET THE TEAM

Our backgrounds are diverse: from award-winning illustrators and Public School teachers to former NASA navigators and pasta making hobbyists.

Andre Dua
Founder

Nigel Snoad
Founder

Ingrid Beerer
Chief Navigation Officer

Patrick Zeltouni
Lead Spaceship Engineer

Samuel Cole
Head of Education and Student Outreach

Expanded team information, highlighting diversity of talent.

GOTHAM
SPACE AGENCY

INTERGALACTICAL MEDIA WALL

• ALL • NEWS • SOCIAL

MUSK & BRANSON'S ROADBLOCKS ON THE WAY TO MARS.

It's not just science fiction. Humans really could colonize Mars.

Source: CNBC.com

NASA CONFIRMS: WATER ON MARS!

"Our quest on Mars has been to 'follow the water,' in our search for life in the universe, and now we have convincing science that validates what we've long suspected," said John Grunsfeld, astronaut and associate administrator of NASA's Science Mission Directorate in Washington. "This is a significant development, as it appears to confirm that water -- albeit briny -- is flowing today on the surface of Mars."

Source: Nasa.com

GOTHAM SPACE
@gothamspace - 3 hours

IMAGE

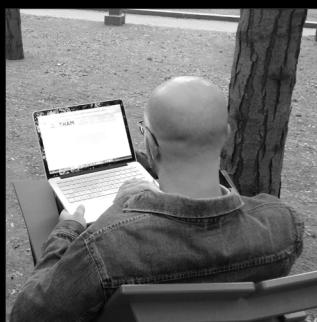
2000 VS. NOW: 15 YEARS OF HUMANS ON SPACE STATION.

Humans have been living in space aboard the ISS 24-7-365 since Nov. 2, 2000. That's 15 Thanksgivings, New Years, and holiday seasons astronauts have spent away from their families...

Source: Nasa.com

SPACE FAN

Dynamic content media wall with featured cards that are easy to filter.



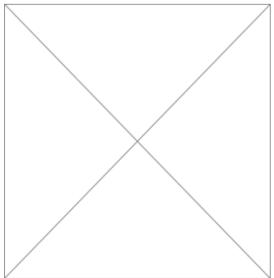
USER FEEDBACK



IN ORDER TO TRUST A PROJECT, I NEED TO GET AS MUCH INFORMATION AS POSSIBLE, AS FAST AS POSSIBLE. HOWEVER, THE PAGE SHOULD NOT BE BLAND - I WILL SIMPLY FORGET. VISUALS ARE BETTER THAN TEXT, BUT DO NOT TURN THE EXPERIENCE INTO THE GAME. KEEP ME ENGAGED - SPACE IS COOL!*

FEEDBACK- POWERED CHANGES:

1. Simplified navigation + made overall language more approachable and friendly.
2. Designed a special section for news and social media updates.
3. Clear call to action buttons for users to Join & Follow.
4. Created overall positive and fun experience for visitors while being informative.



Hi!
We are the first Brooklynites to
launch a satellite into space.
Join the spacewalk!

Removed confusing clip art, added copy.

GOTHAM
SPACE AGENCY

ABOUT NEWS TEAM JOIN AVATAR LAUNCH EDU

FOLLOW GOTHAM NEWS

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT. AENEAN EUISMOD BIBENDUM LAOREET. PROIN GRAVIDA DOLOR SIT AMET LACUS ACCUMSAN ET VIVERA JUSTO COMMODO. PROIN SODALES PULVINAR TEMPOR.



[FOLLOW](#)

Included a specific section for news off the homepage.

MAKEOVER

GOTHAM
SPACE AGENCY

ABOUT NEWS TEAM JOIN AVATAR LAUNCH EDU

Join the Community

Join the community of tinkerers and space enthusiasts.
Insert more cool text here

- **Supporter** Enter basic description here
- **Teacher** Enter basic description here
- **Student** Enter basic description here
- **Other** Enter basic description here

Enter Your Email

Made it feel more community-like + added email forms.

GOTHAM

GOTHAM NEWS

NEWS SOCIAL MEDIA

Gotham News @gothaminstgram11 - 8 hours

NASA found water in mars!!



Project Progress! Check our 3d printed model!



Twitter Gotham @gotham_twitter - 10 hours

Life in another planet? See what Nasa has to say about it! [@gotham](https://t.co/v34MR)

Andre Gotham @andre_gotham - 10 hours

Have fun playing Gotham Universe! @gotham. #gotham #fun



Andre Gotham @andre_gotham - 10 hours

Checkout out our new satellite! #gotham <https://t.co/vKMR>

Andre Gotham @andre_gotham - 10 hours

Checkout out our new satellite! #gotham <https://t.co/vKMR>

Added a “Media & Social” wall with button filters.

Ray Simons

-INVESTOR



"Don't give me fluff"

He always accomplishes the best results in the shortest possible time with as little friction as possible. Besides, he enjoys a varied job and lots of opportunities to quickly expand his knowledge, experience and professional network. Also, he never stops learning and has a passion for the latest knowledge. As a high-earning fund manager, the fund has to sell stuff, including shares, in order to return money to their shareholders. However, this pressure is tough on management teams. As the result, the single most important thing for him to invest an enterprise is about people in the team. In his opinion, an experienced team with professional and insightful knowledge is required to create a successful organization.

Age: 58 years old.
Harvard Graduate
A.Loom Price hedge fund Manager

Wants:

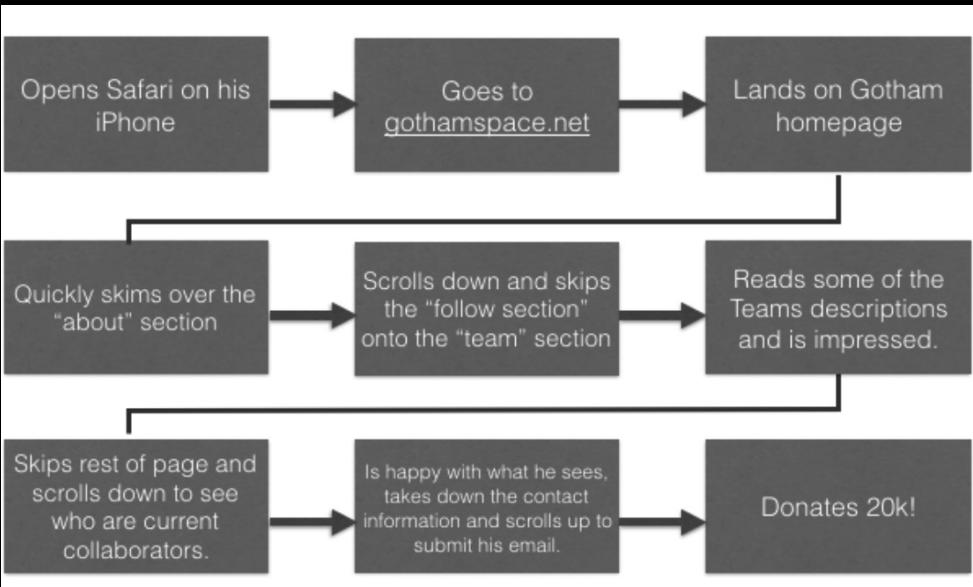
- Usually invest in publicly traded companies.
- Interested in new unicorns.
- Interested in understanding how to begin allocating capital to impact investments.
- Needs to be assured his money is going to a good cause.

Pain points:

- Very busy person without patient, give me short short short!!!
- Hate indistinct and quixotic business model without vision
- Hate to work with people without integrity and commitment
- Readily bail when the values of their funds go down, will take out their money whenever they want

Ray's Channels:

- Can't go anywhere without his iPhone 6+
- His Macbook Pro
- Google Chrome is his favorite browser



PERSONAS

Dana Pearson -PARENT



"Who says moms can't be cool?"

Dana is a mother of two, Daniel who is 10 years old and Sammy who is 13 years old. She is a stay at home mom and often spends her day reading surfing the web for cool and hip games for her kids. She buys her kids "smart toys" and loves getting them involved with anything that is related to science and engineering. She doesn't like when STEM things are targeted for boys as her daughter is a science lover herself. Dana does plenty of research herself on the products and learning about it more before introducing her kids to it.

Age: 28 years old.
Stay at Home Mom
Volunteers at Day Care Center

Wants:

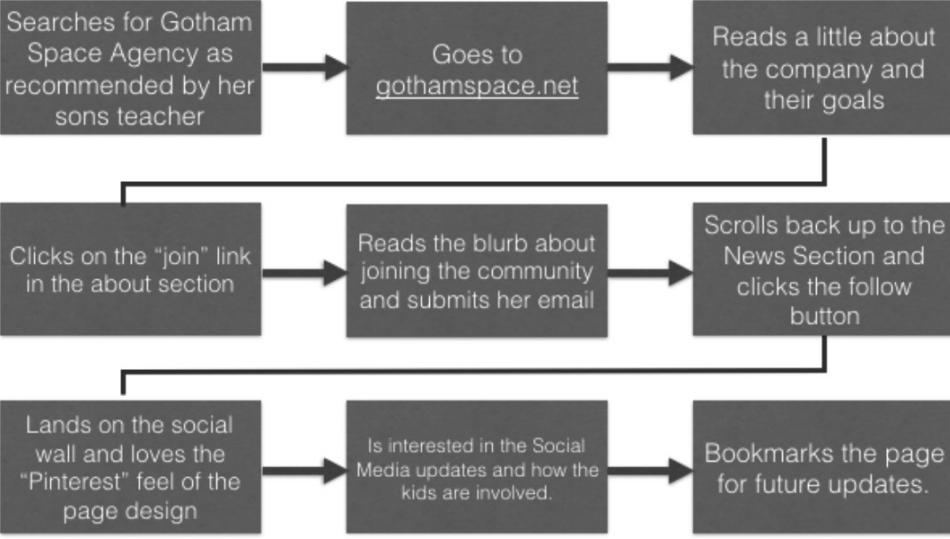
- To plenty of information on how her children will learn or benefit from products
- Likes to see blogs/forums of people sharing their experiences
- Things that are affordable for a middle class family
- Fun but educational features for her kids

Pain points:

- Gender specific products
- Lack of information and details on products
- Products that are only "good for the moment"
- Too many advertisements on websites - especially false advertisement

Dana's Channels:

- Spends most of her time on her iMac
- Ipad
- iPhone



PERSONAS

Jane Calculus -TEACHER



Age: 36 years old.
Teacher at Private school in NY

"It's important to feed their minds early on"

Jane Calculus is a science class teacher in a prominent New York school and is a mom of a 7-year old girl. She works long hours and is trying to pay off her student loans. She is well-loved by the kids. Her goal is to advance her teaching career while maintaining a trusting relationship with students. She thinks that it's key to be able to influence them positively in the future. She tries to get her daughter and students involved in science studies and is looking for ways to incorporate astronomy studies into her lessons.

Wants:

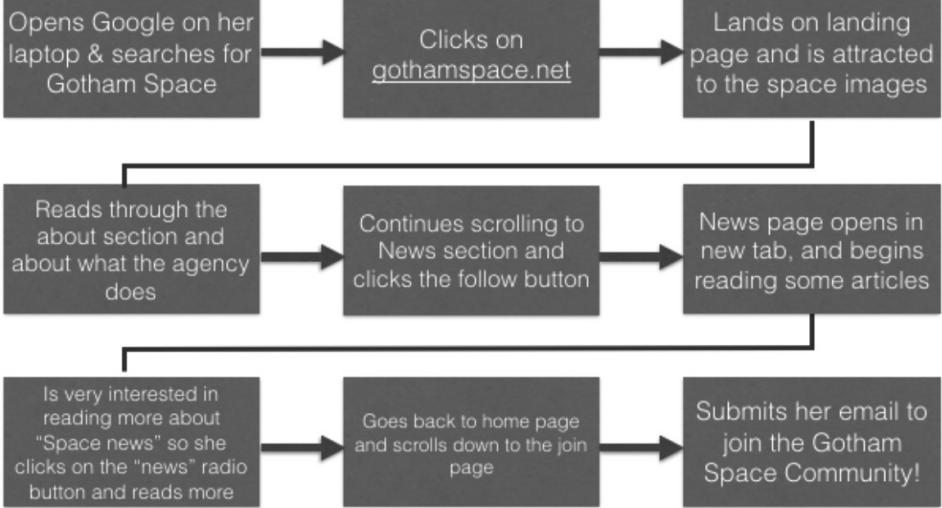
- To stand out as a teacher
- Seeks creative and engaging learning
- Needs fun yet useful information
- Good for you and good-tasting.
- Easy access to information

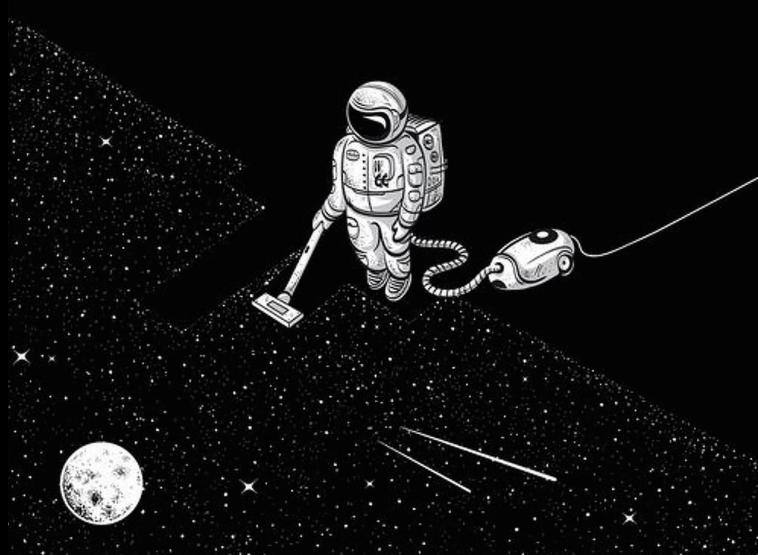
Pain points:

- Hates ugly interfaces
- Hard to find study materials
- Finds it hard to keep students engaged and motivated
- Doesn't like hype driven "awareness" projects
- Finds it hard to find pop culture examples to engage girls in the subject

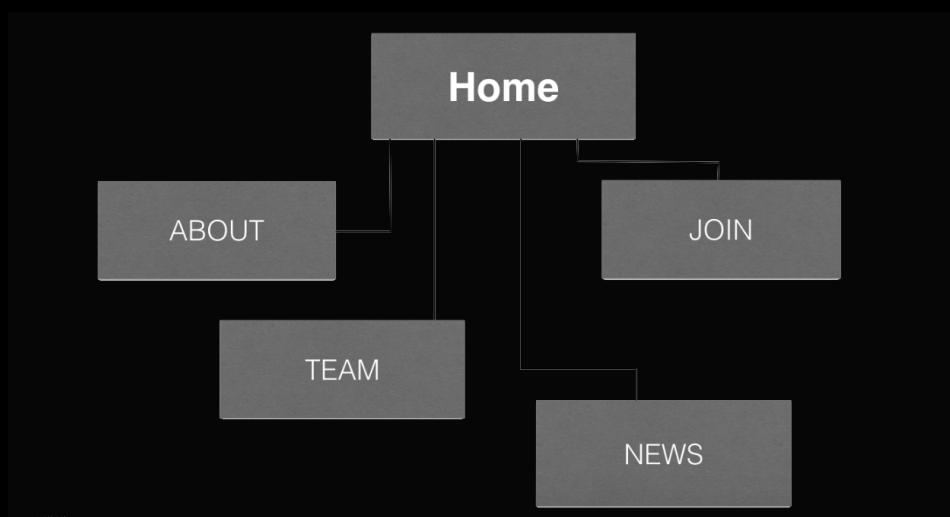
Jane's Channels:

- Her smartphone - preferred communication is always emails
- Her laptop

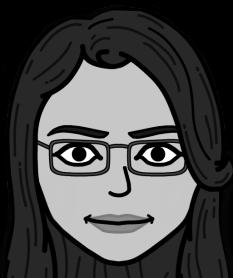




SITEMAPS V.1 + V.2



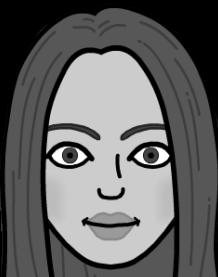
TEAM CONTACTS



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