# Pre Launch UX Design

Client Name: **Gotham Space Agency**
Group Size: **Team of 5**
Duration: **6 weeks**

GOTHAM
SPACE AGENCY

# Who are they?

The Gotham Space Agency (GSA) is a nonprofit 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.
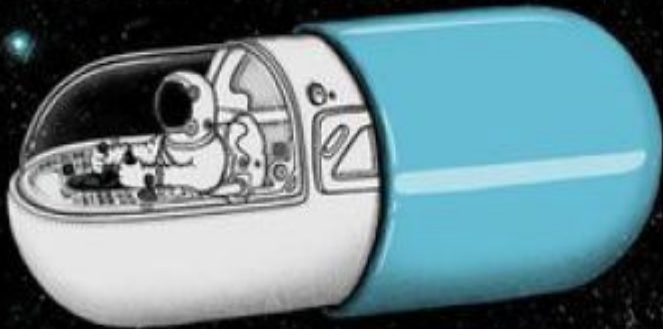
# What they wanted?

To create an entire online Gotham Space Agency User Experience for the pre launch page. The UX pre launch team should help them on gaining project Interest, Project Fundraising, Building Out and Integrating Social Media, Recruiting / Onboarding the Gotham Space Audience that consists of educators, students, kids, supporters, and donors.

# Brainstorming Session

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 had 3 major goals.
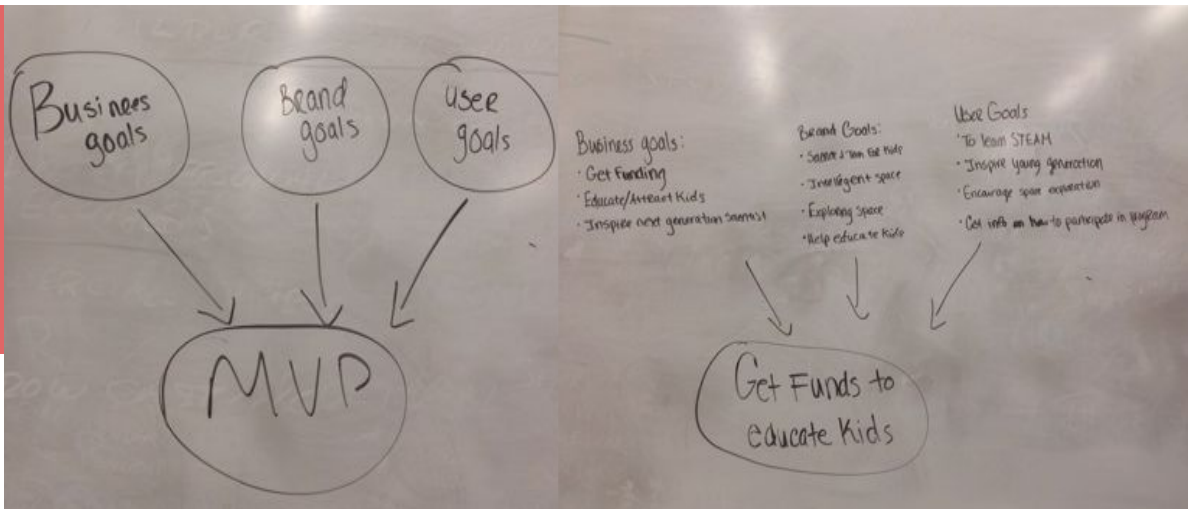
**1** **Business goals** - Goals to get funding, educate kids about stem, inspire next generation.

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

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

All these 3 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. The research process was divided into two major groups :
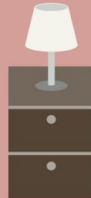**Advertising the Launch** and **Telling the story**

# Competitive Analysis

## 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.

## 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.
- Continuous is scroll is smooth and helps tell the story.

# Competitive Analysis

## LIVE TO CHANGE

- Interactive landing page with clear indicator to continue scrolling.
- Project's goals & mission are immediately addressed.
- "About" the company is the first thing that is shown.
- Clear and visually pleasing, with heavy use of images and icons.

## 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

# User Persona & User Flow

We designed user personas and user flows for each persona based on the audience which clients want to address. Persona's along with the competitive analysis really helped us in deciding the main features, interactions and visual design of the website.
User Personas : **Investor, Teacher,Parent**

## 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.Loem 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:**
- Cant go anywhere without his iPhone 6+
- His Macbook Pro
- Google Chrome is his favorite browser

## User Flow

# User Persona & User Flow

## Jane Calculus -TEACHER

*"Its 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.

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

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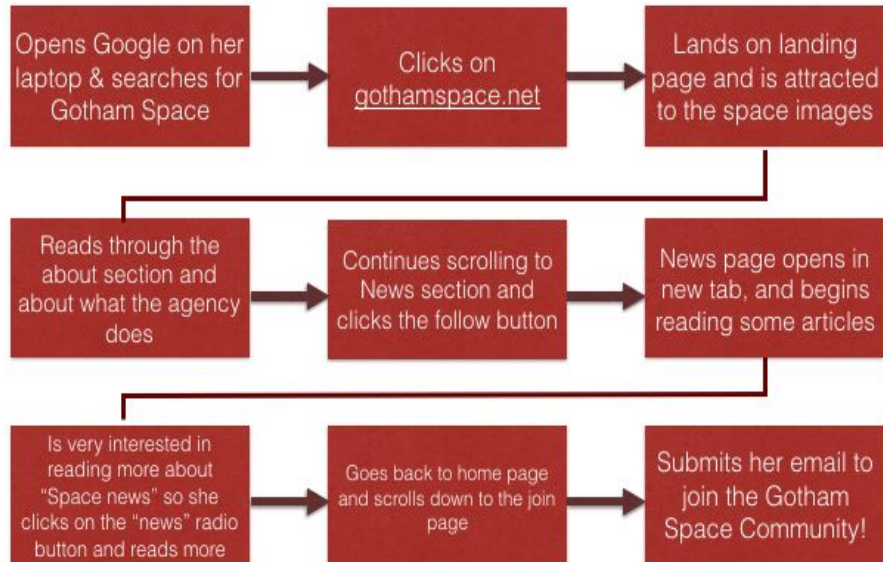• Good for you and good-tasting.
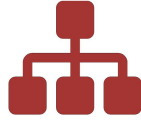• Easy access to information

**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
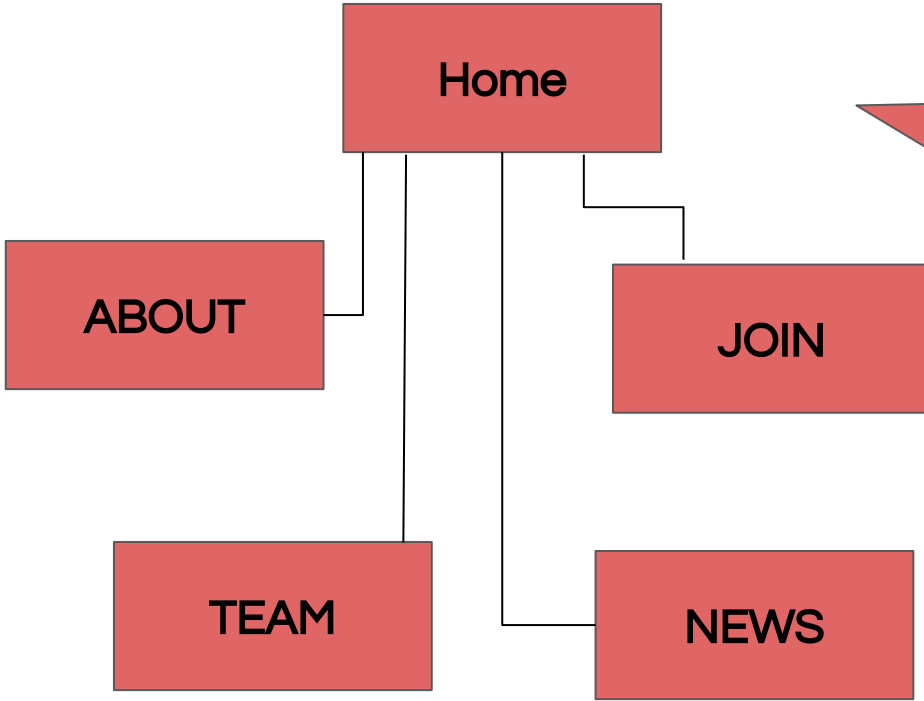• Finds it hard to find pop culture examples to engage girls in the subject

**Jane's Channels:**
• Her smartphone - preferred communication is always emails
• Her laptop

## User Flow

Opens Google on her laptop & searches for Gotham Space → Clicks on gothamspace.net → Lands on landing page and is attracted to the space images

Reads through the about section and about what the agency does → Continues scrolling to News section and clicks the follow button → News page opens in new tab, and begins reading some articles

Is very interested in reading more about "Space news" so she clicks on the "news" radio button and reads more → Goes back to home page and scrolls down to the join page → Submits her email to join the Gotham Space Community!

# Sitemap

**Home**

**ABOUT**

**JOIN**

**TEAM**

**NEWS**

After all these research (brainstorming, competitive analysis) we started with the UX design of the pre launch page. As per the requirements of the project we came up with the sitemap of what the site should primarily contain and on which areas it should focus most. We started with version1 of sitemap and designed all the pages of it.Then on the basis of user testing and feedback we made the changes again and again and finalized this sitemap (as seen on left).

# User Feedback



## Feedback Summary

"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!*"

# User 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.

# Interactive Hi Fi Prototype

**Highlighted CTA (Call To Action) - Join button**

**Sticky Navigation bar with direct link to home page from logo.**

**Another direct link to join page, as it is the mission of the pre launch page.**

*click on the image to see the prototype

# Interactive Hi Fi Prototype



Navigation bar with with current page highlighted and underlined

For quick skimming, we just added a small paragraph

For users, who want more information can go through expandable descriptions and in depth analysis.

# Interactive Hi Fi Prototype

## GOTHAM
### SPACE AGENCY

ABOUT     NEWS     TEAM     JOIN

## JOIN THE COMMUNITY

Join the community of tinkerers and space enthusiasts.

Enter Your Email                    JOIN US

Catchy and small caption to ask users to join gotham space agency

With a simplified email signup form, it will be more easy to join by just entering their email id.

# Interactive Hi Fi Prototype

GOTHAM SPACE — JOIN US

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

"JOIN US" focussed [primary button].
Gotham Space is a link [ secondary button]

Featured cards for the information which is easy to filter.

Dynamic content media wall with options for the user to filter out what he wants to read.