



David

Age: 10

Occupation: Primary School Pupil

Location: Northern Ireland

Education: Primary School

Status: Male

Bio

He is a primary 7 school pupil in Northern Ireland. He already knows that Neil Armstrong was the first man on the moon. He is eager to find out more information.

Interests

He is interested in finding out more information about Neil Armstrong and the Apollo Mission

Influences

- parents
- Teachers
- Family
- Friends
- Nasa
- Movies
- Tv

Needs & Expectations

- Main important details about Apollo 11, it's journey and Lanuch, fuel used
- photos of rocket
- Photos of people
- Video of takeoff, landing and return

Goals

- Easy to find information
- Can navigatve with no issues
- Interesting content and
- Images
- See Videos of event

Motivations

- More Images
- Less writing
- Big Writing
- Clear and relastic Photos
- Colourful
- Easy to understand
- Good use of content

Pain Points / Frustrations

- Too much information
- Not too Complicated words for young people
- Irrelvant info
- Doesn't like whole long paragraphs