

NASA “Science Fair” Poster

Goals

Create a multi-functional set of posters that could serve as a display for a conference hall presentation *and then* stand on it's own (without voice over) in the Blink studios.

Team

Megan Greco, visual designer and SME
Quba Michalski, SME

Audience

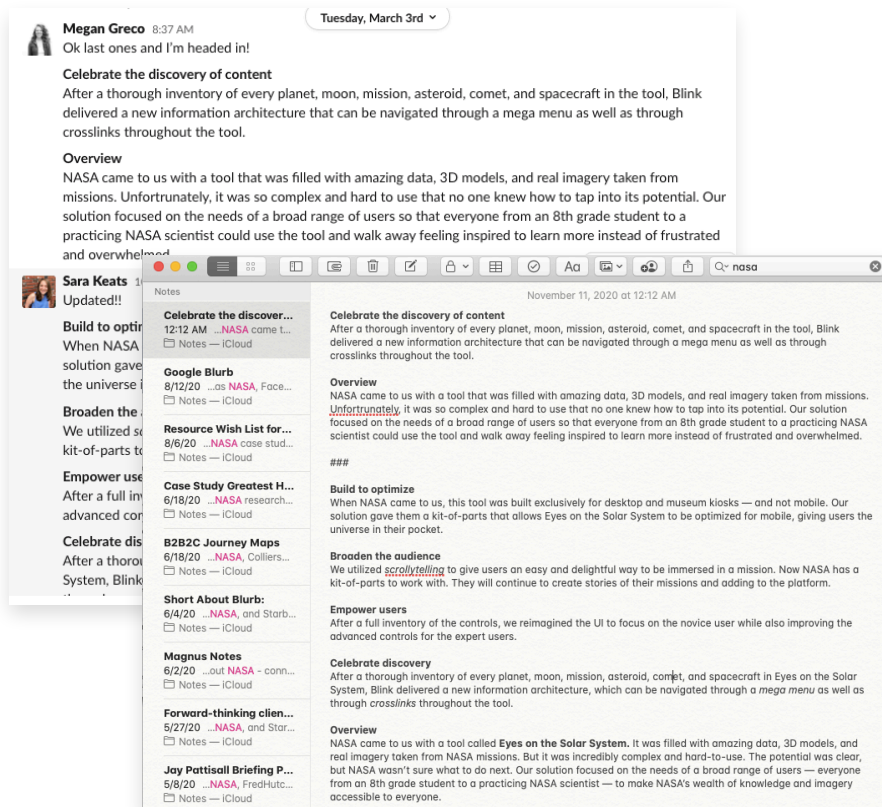
ConveyUX attendees, which includes UX professionals

Timeline

Feb.-Mar. 2020

I worked closely with project subject matter expert and case study presenter Megan Greco on content and visual design for two “science fair”-style posters for the March 2020 ConveyUX conference.

We sketched out a plan together for the shape of the content, then Megan put together a first pass at content. I revised the copy to make it easier to read at-a-glance, better suited for the ConveyUX audience, and more aligned to Blink’s voice and tone.

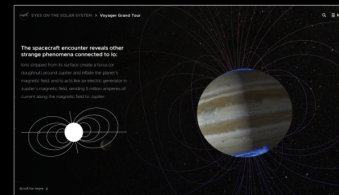


Our Solution



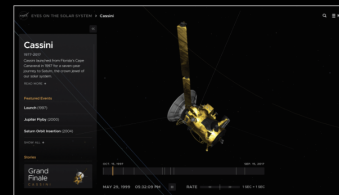
Optimize for each platform

When NASA came to us, their tool was only built for desktop and museum kiosks. Our solution gave them a kit of parts that allows their tool to be optimized for mobile, giving users the universe in their pocket.



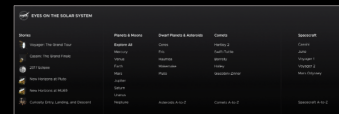
Engage and inspire a broader audience

We utilized *scrollytelling* to give the user an easy and delightful way to be immersed in a mission. For NASA, we gave them a kit of parts so that they will be able to continue creating stories of their missions and adding to the platform.



Give control to the power user

After a full inventory of the controls, we reimaged the UI to focus on the novice user while keeping the advanced controls available and easier to use for the expert users.



Celebrate the discovery of content

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam id tortor ac leo ultrices dapibus vel suscipit enim.

Draft 1

Celebrate the discovery of content

After a thorough inventory of every planet, moon, mission, asteroid, comet, and spacecraft in the tool, Blink delivered a new information architecture that can be navigated through a mega menu as well as through crosslinks throughout the tool.

Overview

NASA came to us with a tool that was filled with amazing data, 3D models, and real imagery taken from missions. Unfortunately, it was so complex and hard to use that no one knew how to tap into its potential. Our solution focused on the needs of a broad range of users so that everyone from an 8th grade student to a practicing NASA scientist could use the tool and walk away feeling inspired to learn more instead of frustrated and overwhelmed.

Final

Overview

NASA came to us with a tool called Eyes on the Solar System. It was filled with amazing data, 3D models, and real imagery taken from NASA missions. But it was incredibly complex and hard-to-use. The potential was clear, but NASA wasn't sure what to do next. Our solution focused on the needs of a broad range of users — everyone from an 8th grade student to a practicing NASA scientist — to make NASA's wealth of knowledge and imagery accessible to everyone.

Designed Responsively

When NASA came to us, this tool was built exclusively for desktop and museum kiosks — and not mobile. Our solution gave them a kit-of-parts that allows Eyes on the Solar System to be optimized for mobile, giving users the universe in their pocket.

Broaden the audience

We utilized *scrollytelling* to give users an easy and delightful way to be immersed in a mission. Now NASA has a kit-of-parts to work with. They will continue to create stories of their missions and adding to the platform.

Empower users

After a full inventory of the controls, we reimagined the UI to focus on the novice user while also improving the advanced controls for the expert users.

Celebrate discovery

After a thorough inventory of every planet, moon, mission, asteroid, comet, and spacecraft in Eyes on the Solar System, Blink delivered a new information architecture, which can be navigated through a mega menu as well as through crosslinks throughout the tool.

Final

Overview

NASA came to us with a tool called **Eyes on the Solar System**. It was filled with amazing data, 3D models, and real imagery taken from NASA missions. But it was incredibly complex and hard-to-use. The potential was clear, but NASA wasn't sure what to do next. Our solution focused on the needs of a broad range of users — everyone from an 8th grade student to a practicing NASA scientist — to make NASA's wealth of knowledge and imagery accessible to everyone.

Short, skimmable, subheadlines made the copy work for different depths of engagement

Highlighting a term the project team created set the presenters up to explain something unique about our process

This phrase was a late-breaking addition from a stakeholder. Copy-wise, I dislike how it parallels the start of the next section, but I see why the content was important in the story of the project

Designed Responsively

When NASA came to us, this tool was built exclusively for desktop and museum kiosks — and not mobile. Our solution gave them a kit-of-parts that allows Eyes on the Solar System to be optimized for mobile, giving users **the universe in their pocket**.

I wanted to underscore that Eyes on the Solar System was the name of tool itself — not just Blink/ NASA project name

The project — and this phrase — tried to evoke the epic grander of space and space exploration by playing with scale

Broaden the audience

We utilized **scrollytelling** to give users an easy and delightful way to be immersed in a mission. Now NASA has a kit-of-parts to work with. They will continue to create stories of their missions and adding to the platform.

Leading with verbs, especially verbs that readers might not expect to see in a UX case study, makes the work engaging even at a glance

Empower users

After a full inventory of the controls, we reimagined the UI to focus on the novice user while also improving the advanced controls for the expert users.

Celebrate discovery

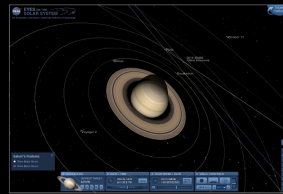
After a thorough inventory of every **planet, moon, mission, asteroid, comet, and spacecraft** in Eyes on the Solar System, Blink delivered a new information architecture, which can be navigated through a mega menu as well as through crosslinks throughout the tool.

The musicality of this list demonstrates the scope of the tool and the enormity of the undertaking

Eyes on the Solar System

Overview

NASA came to us with a tool called Eyes on the Solar System. It was filled with amazing data, 3D models, and real imagery taken from NASA missions. But it was incredibly complex and hard-to-use. The potential was clear, but NASA wasn't sure what to do next. Our solution focused on the needs of a broad range of users — everyone from an 8th grade student to a practicing NASA scientist — to make NASA's wealth of knowledge and imagery accessible to everyone.



The original tool currently available

The Goal

Millions are engaged and inspired by the mission of JPL.

Our Focus

Storytelling

Create an emotional and cinematic experience that celebrates the mission of JPL and captivates users.

Education

Empower the users to learn more by revealing connections and encouraging curiosity.

Wonder

Scale, significance, and beauty are celebrated through interaction, visuals and motion design.

The Blink Team

Peter Shere (Director), Bill Paine (Creative Director), Heidi Adkins (UX Designer), Megan Brubaker (Visual Designer), Qianqian Michael (Motion Designer), Xianxi Clark (Color Relations)

The Users

Novice

Needs an experience that is engaging, entertaining and begins to spark curiosity in space.

Enthusiast

Needs an experience that reveals the breadth of content and inspires further learning.

Expert

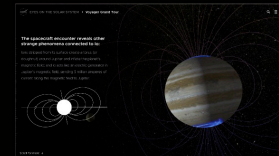
Needs an experience that allows for custom manipulation and sharing out to their community.

Our Solution



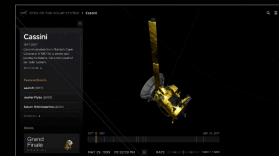
Designed Responsively

When NASA came to us, this tool was built exclusively for desktop and museum kiosks — and not mobile. Our solution gave them a design system that allows Eyes on the Solar System to be optimized for mobile, giving users the universe in their pocket.



Broaden the Audience

We utilized scrollytelling to give users an easy and delightful way to be immersed in a mission. Now NASA has a kit-of-parts to work with. They will continue to create stories of their missions and adding to the platform.



Empower Users

After a full inventory of the controls, we reimagined the UI to focus on the novice user while also improving the advanced controls for the expert users.



Celebrate Discovery

After a thorough inventory of every planet, moon, mission, asteroid, comet, and spacecraft in Eyes on the Solar System, Blink delivered a new information architecture, which can be navigated through a mega menu as well as through crosslinks throughout the tool.

A successful presentation

Pictured here: Megan Greco and our colleague Quba Michalski share their work on Eyes on the Solar System, a new digital experience from NASA, designed by Blink.

