BLUE ORIGIN

CLUB FOR THE FUTURE

MISSION DEBRIEF:

IMPROVE CLUB FOR THE FUTURE'S DIGITAL POSTCARD CREATION EXPERIENCE.

OVERVIEW

/OBJECTIVE

Redesign Blue Origin's digital postcard platform — bring down barriers for K-12 creators, lower postcard abandonment, equip institutional partners.

/TARGET

PRIMARY:
Children (AGE 8-12)

SECONDARY:
Museum Educators, Classroom Teacher

/SPONSOR DIRECTIVE

A cross-platform experience — web+ museum kiosk — with deep partner customization for schools & museums.

FLIGHT LOGISTICS

00 RESEARCH SYNTHESIS

4 SWOT ANALYSIS
2 LITERATURE STUDIES
2 EXPERT INTERVIEWS

412 POSTCARDS ANALYZED

01 IDEATION

5 PERSONAS
USER JOURNEY MAP
4 STORYBOARDS

02 DESIGN

03 MID-FIDELITY USABILITY TEST

4 FORMATIVE USABILITY TESTS

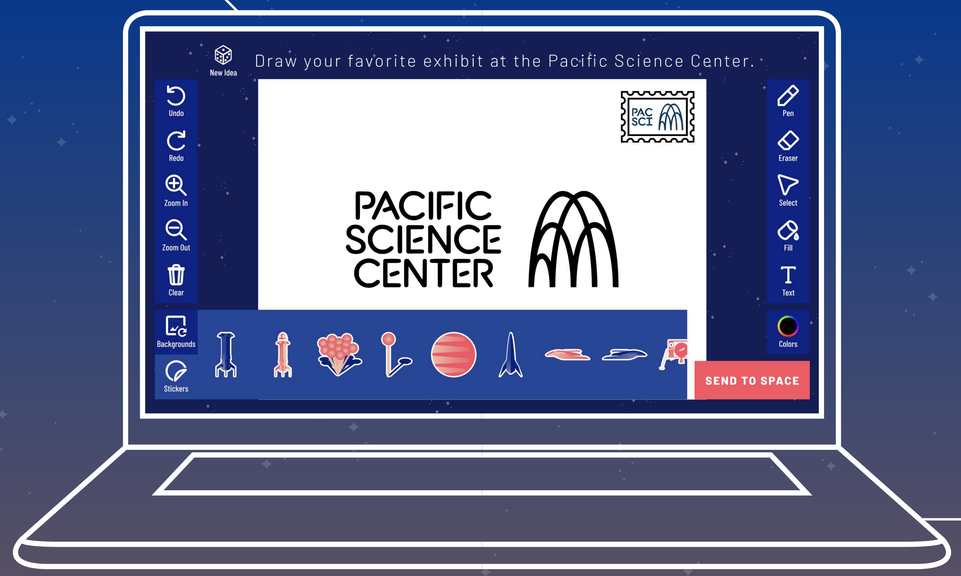
+100 ARTICLES OF FEEDBACK COLLECTED

04 HIGH-FIDELITY PROTOTYPE

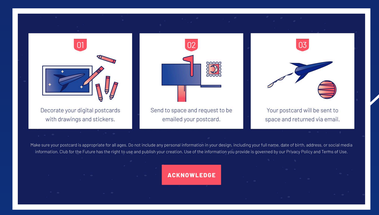
2 USABILITY EVALUATIONS

CO-BRANDING

Each partner location gets a co-branded postcard stamp that doubles as a memento.

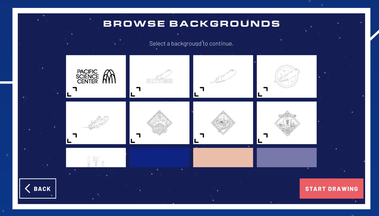


SHIPPED PAYLOAD



VISUAL-FIRST ONBOARDING

Replaced text-heavy onboarding with colorized illustrations and bigger visual cues.

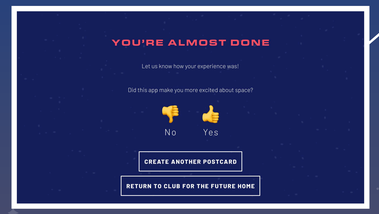


BACKGROUND TEMPLATES

Curated backgrounds and stickers seed the most-drawn space motifs.

INFLIGHT FUN-FACTS

Surfaces real mission facts about the rocket carrying their postcard.



ENGAGEMENT SURVEY

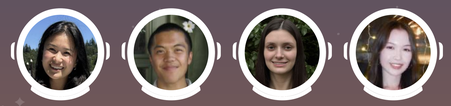
Provides Blue Origin a real engagement signal that kids will actually answer.

CANVAS TOOLBOX REBUILD

CLUB FOR THE FUTURE

2026 B.S. HCDE CAPSTONE

CREW-MATES



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SCAN TO VISIT THE LIVE SITE @CLUBFORFUTURE.ORG