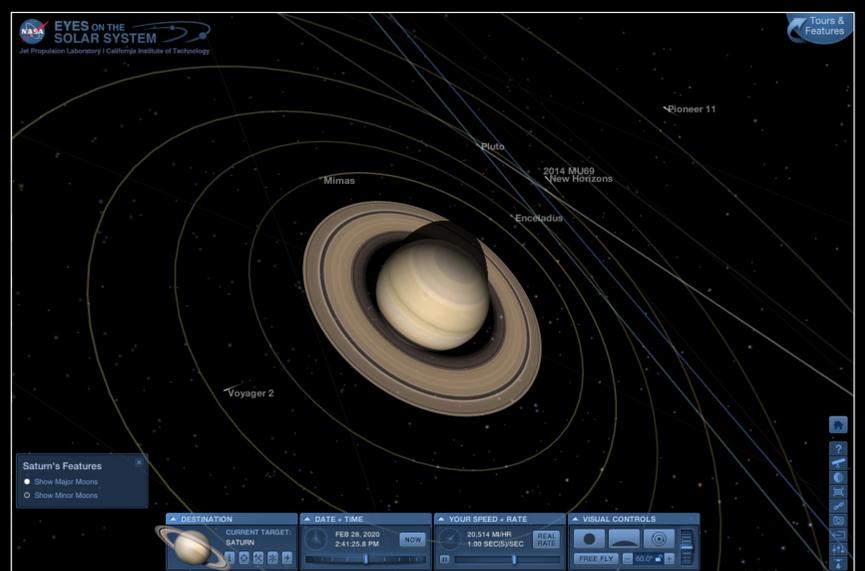


Eyes on the Solar System

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 Stern (Director), Bill Flora (Creative Director), Heidi Adikisson (UX Designer), Megan Ruhlach (Visual Designer), Quba Michalski (Motion Designer), Karen Clark Cole (Client 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

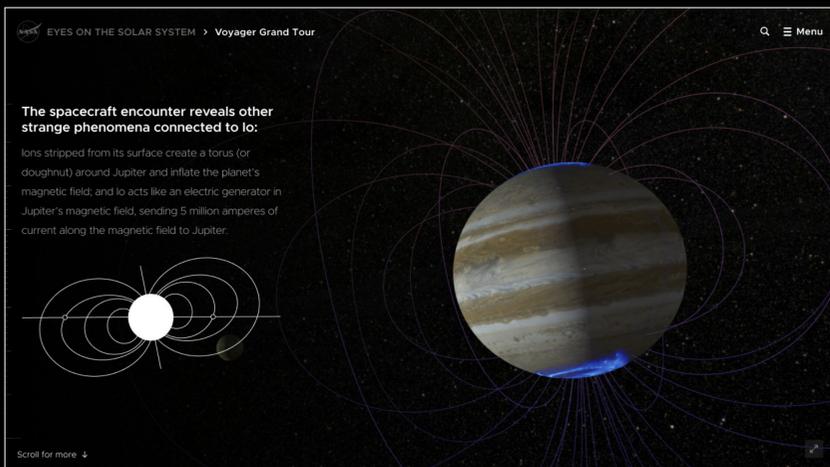
Needs an experience that allows for custom manipulation and sharing out to their community.

Our Solution



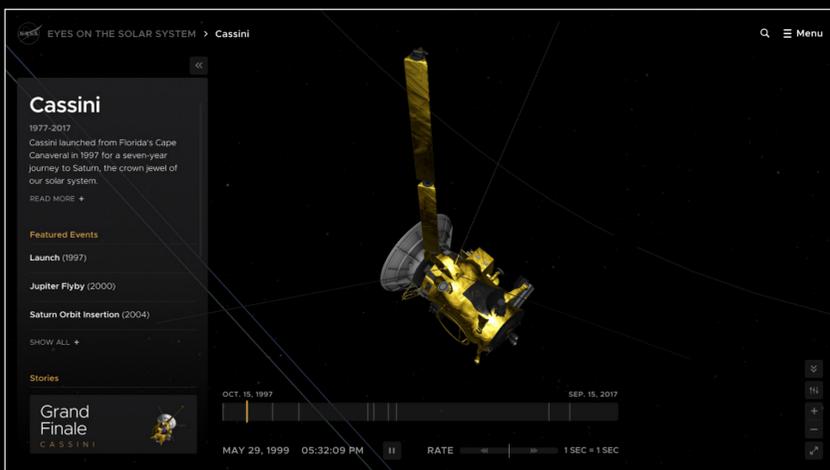
Designed Responsively

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 reimaged 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.