



# Journey to the Moon

*Dell Technologies World 2023*

# The Team



**Melody**

Creative Director



**Maria**

UX Designer



**Bryn**

Writer



**Sam**

Multimedia Artist

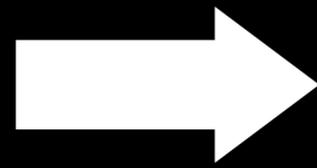


**Ciarra**

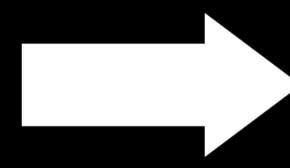
Developer

# Overview of the User Flow

Create Your  
Astronaut Avatar



See Yourself  
Make Change



Shoot For The  
Moon



# Onboarding

1. Take a picture by looking at their reflection in the helmet of a life-size astronaut suit.
2. Take a selfie through the Dell World App



# Categories of Moonshot Goals

Corresponds to activations and installations in the space



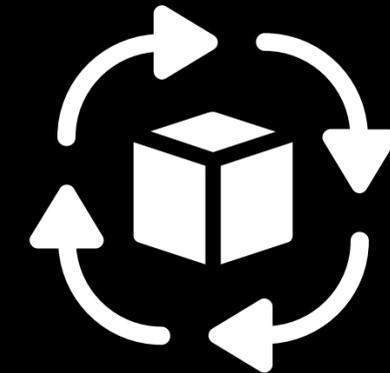
## Planet

Reach Net 0 GHG by 2050  
Reduce GHG by 50% by 2030



## Workplace

Sustainable global workplace  
Drive sustainability into the workplace  
Dell Tech. facilities will source 75% renewable electricity by 2030  
Provide healthy work environments



## Supply chain

Deliver skills development for supply chain workers  
Continue engagement with the people who make our products

# Map of Starship Dell

Video

Computer Anatomy

Seating

Snack Station

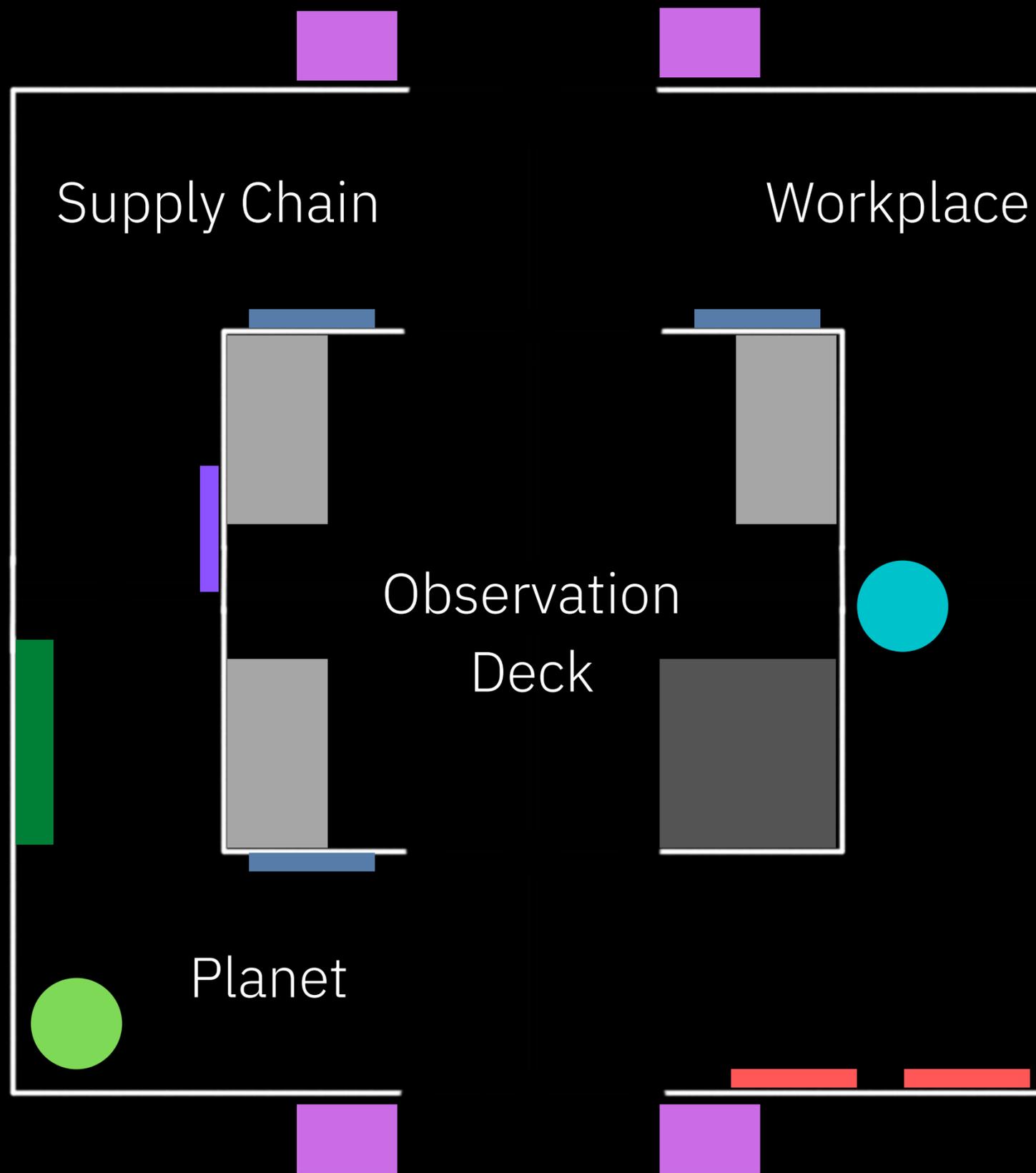
Globe Hologram

Windows

Greenhouse

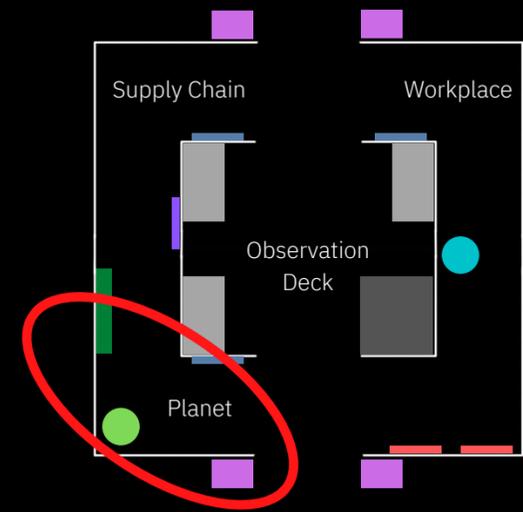
Vapor-Filled Columns

Onboarding: Create Astronaut



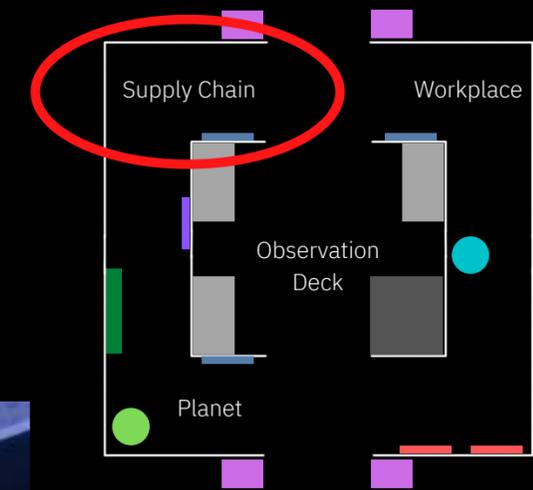
# Planet

Dell is actively working to decrease their carbon footprint



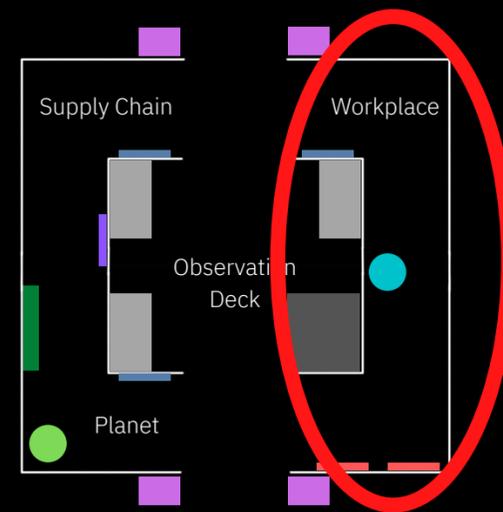
# Supply Chain

Innovative business models allow Dell to build more sustainably



# Workplaces

Dell is transforming their facilities to positively impact people and the planet



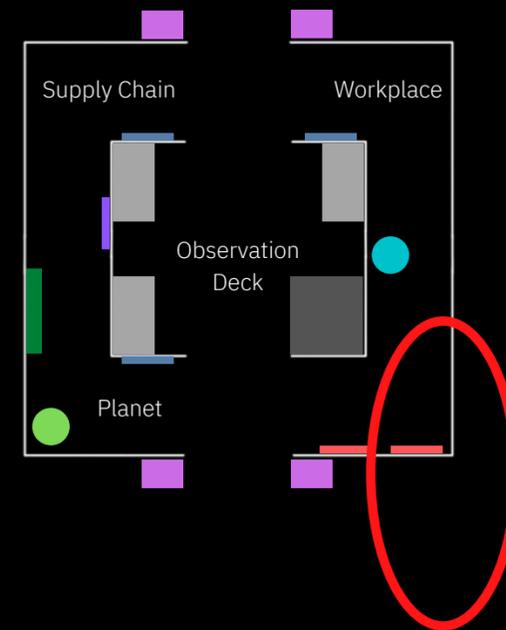
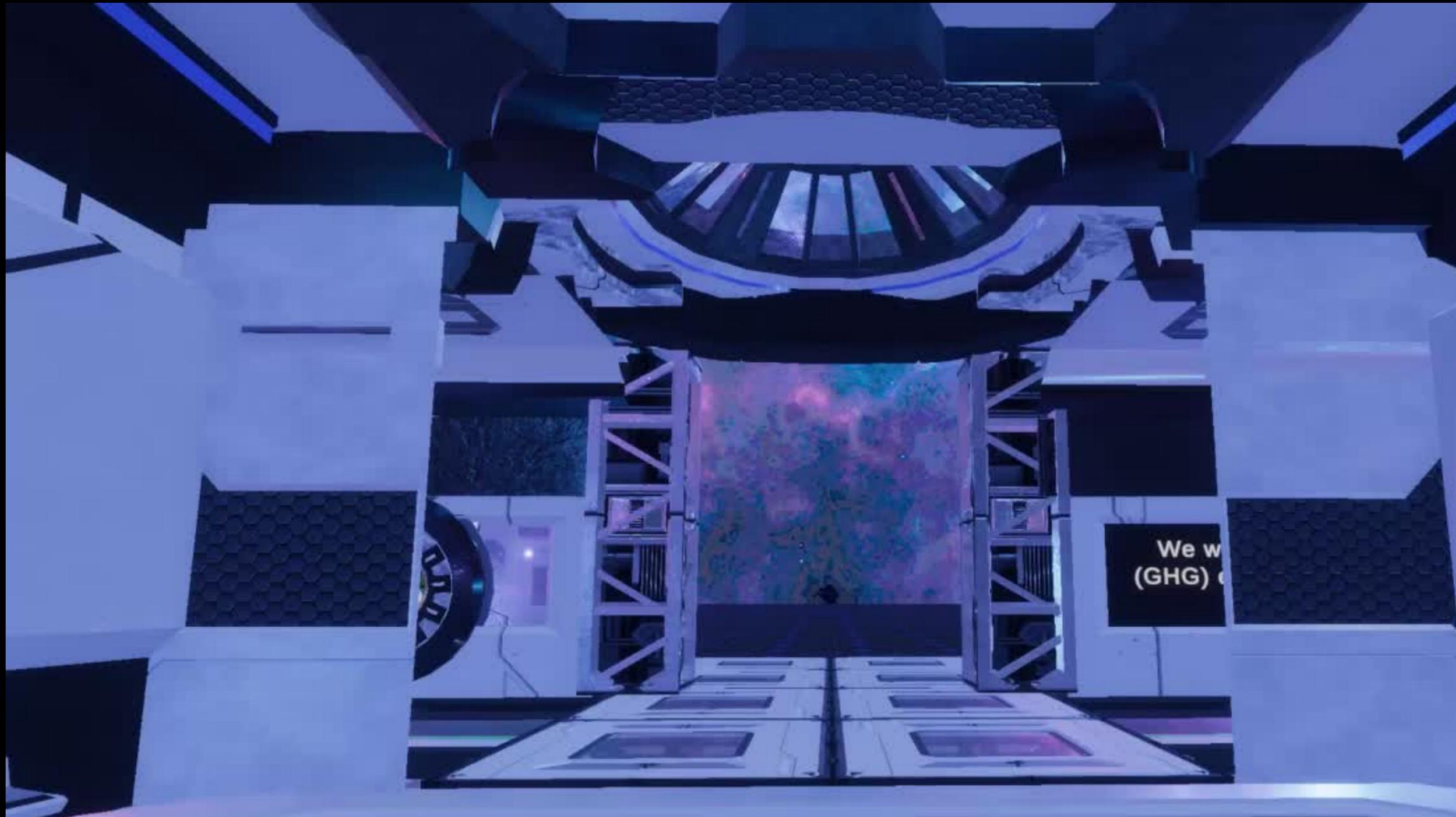
# Observation Deck

Relax and reflect on where we came from and where we're going together



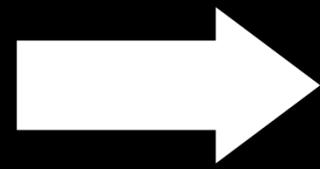
# Offboarding

Send your astronaut to the moon and stay connected

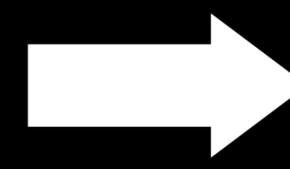


# Mobile Experience

In-App  
Onboarding



See Yourself  
Make Change



Fly Yourself  
The Moon



# Reuse

The ship can be scaled by adding or removing panels.

For larger events, like *SXSW*, panels can be added.

For smaller events, panels or the lounge area can be removed.

# Repurpose

Components are able to be modified depending on the need. This is especially applicable to all signage, plaques, and videos.

Specific recommendations are to change plaques in lounge (to reuse chairs and tables) and to wipe the NFC cards for reuse.

The moon may be donated to a theater troop or a planetarium.

THANK YOU  
Questions?

# Trailer

