

# BLUE ORIGIN: ASTRONAUT EXPERIENCE

DRAFT 1.0

This journey describes an ideal and hypothetical experience of astronauts flying with Blue Origin New Shepard.

	RESEARCH + PLANNING	BOOKING	ONBOARDING	SPACE FLIGHT	POST-FLIGHT					
	Research travel experiences, companies Compare reviews, rates	Sign up Book flight, travel, lodging Make payment Review & confirm	Review Astronaut Guide Travel to Blue Origin site Arrive at Astronaut Lodge Train at Astronaut Centre Receive Astronaut Kit	Security check Travel to launch pad Prepare for flight Begin lift off Report to Mission Control Experience weightlessness Prepare for landing Rest at Astronaut Centre	Celebrate, share Engage in alumni network Plan next flight					
			T-2 DAYS T-1 DAY	T-30 MINUTES LIFT OFF SEPARATION FREE FLIGHT LANDING RECOVERY						
DOING										
THINKING	<p>I'm looking for my next adventure.</p> <p>I'm looking for a unique and once-in-a-lifetime experience.</p> <p>What is the best way to experience space?</p> <p>Is this safe? Which company has the best track record?</p> <p>Traveling to space may change my life.</p> <p>How can I share this experience with others?</p>	<p>How do I sign up?</p> <p>What are the requirements for flying?</p> <p>How can I pay for this flight without breaking the bank?</p> <p>What other activities can I add to my trip?</p> <p>What happens if something goes wrong?</p> <p>Am I sure I want to do this?</p>	<p>How do I make the most of my flight?</p> <p>I am eager to learn more about my flight and outer space</p> <p>I want to be in optimal health for my flight.</p> <p>What do I need to do to prepare?</p> <p>I hope that I can remember all of my training so everything goes smoothly.</p>	<p>Let's do this.</p> <p>Do I have everything I need?</p> <p>I don't want to be late.</p> <p>Getting well wishes from my family means a lot to me.</p>	<p>My heart is racing...</p> <p>I am ready.</p> <p>This is intense.</p> <p>This is testing my body.</p> <p>There's no turning back.</p>	<p>I'm here!</p> <p>I'm in space!</p> <p>I need to report to Mission Control.</p> <p>The view is amazing.</p> <p>I've never had this feeling before.</p> <p>Yikes!</p>	<p>—</p> <p>We made it.</p> <p>This is intense.</p> <p>I'm glad we made it back safely.</p>	<p>That was incredible.</p> <p>I'm still reeling.</p>	<p>I have a new outlook on life.</p> <p>When can I get my photos/videos from my flight?</p> <p>How has this experience changed me?</p> <p>I'd like to stay in touch with my fellow astronauts and do more in outer space.</p>	
FEELING	Curious Excited Inspired Concerned Encouraged	Supported Optimistic Assured Uncertain Relieved	Determined Overwhelmed Nervous Impatient Excited	Nervous Excited Motivated Courageous	Vulnerable Hopeful Nervous Difficulty concentrating	Bewildered In control Fortunate	Astonished Overwhelmed Elated Calm Contemplative	Relieved Vulnerable Clear headed Energized	Grateful Reflective	Proud Appreciative Fulfilled Contemplative Optimistic
OPPORTUNITIES	Connect research, planning and booking on the web Storytelling, from the astronaut's perspective	Help customers identify options for travel to and from Blue Origin site and lodging Offer financing options for payment Visualize planning and booking process	Email outreach in conjunction with App guidance to prepare Astronauts; App integration with Amazon Alexa Wristband for ID/security, captures health metrics Identify and help astronauts achieve space goals Host activities for Astronaut, guests, and general public, including exhibits, education, tours, health and wellness, etc.	Ensure comfortable facilities for Astronaut's guests to witness flight Clear video/photo protocols for flight Simple, clear and accessible capsule signage, protocols 'Storytelling booth' following flight to capture immediate thoughts, reactions	Engage alumni through events, social media, activities, storytelling					

- Service offerings:**
- **Blue Origin Concierge** provides 24/7 customer support and guidance
  - **Astronaut Centre** offers space programming for the general public and exclusive services for Blue Origin Astronauts including training and wellness facilities
  - **Astronaut Guide** offers flight info, status updates, recommendations, reminders, news, link to Concierge, etc. via app, web
  - **Astronaut Lodge** is exclusive accommodation for Astronauts and their guests
  - **Multimedia services** to capture flight memories (video, photos, stories, etc.) for astronauts so they can focus on the flight experience

