

SPACE EDUCATION AND OUTREACH SYMPOSIUM (E1)
New Worlds - Non-Traditional Space Education and Outreach (7)

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ESA INTOUCH - CONCEPTUAL MOBILE APPLICATION DEVELOPED THROUGH CROWD
SOURCING TO INVOLVE THE GENERAL PUBLIC AND FOSTER AN INTEREST IN EUROPEAN
SPACE ACTIVITIES AND THEIR BENEFITS.

Abstract

The presence of ESA's activities in the minds of the European Public is crucial for the acceptance of spending funds on space programs.

A mobile application is developed for novel media devices to present ESA's current missions and future plans to the user. It provides the possibility to observe and interactively access information in a 3D virtual universe.

We define a crowd sourcing approach to involve the end user from the beginning. This approach consists of a public campaign asking people for their input and offering incentives for a successful participation. A multi platform approach is taken to initially ensure that a broad user range is targeted. The app envisages a visually appealing and intuitive appearance to guarantee a satisfying experience to the first time user. At the same time it offers advanced features to continuously entertain and provide comprehensive information. A further key component is the connection of the described missions to the benefits they hold for the general public.

This project is expected to generate a positive response from the tax payers and will help to increase their support for current and future space endeavors.