



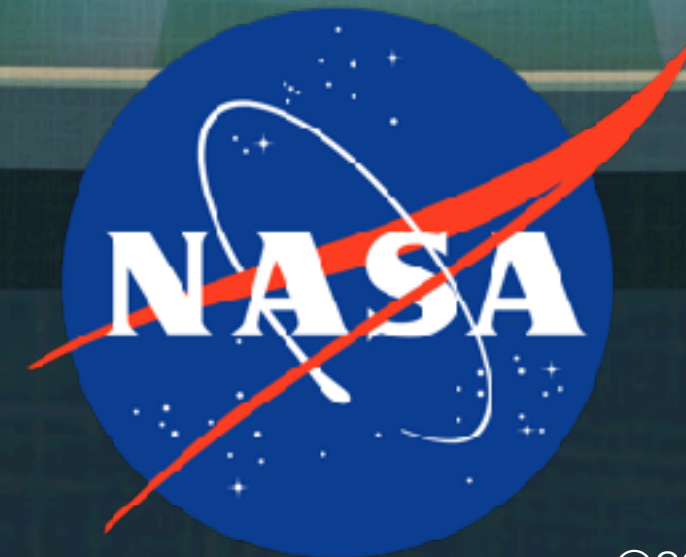
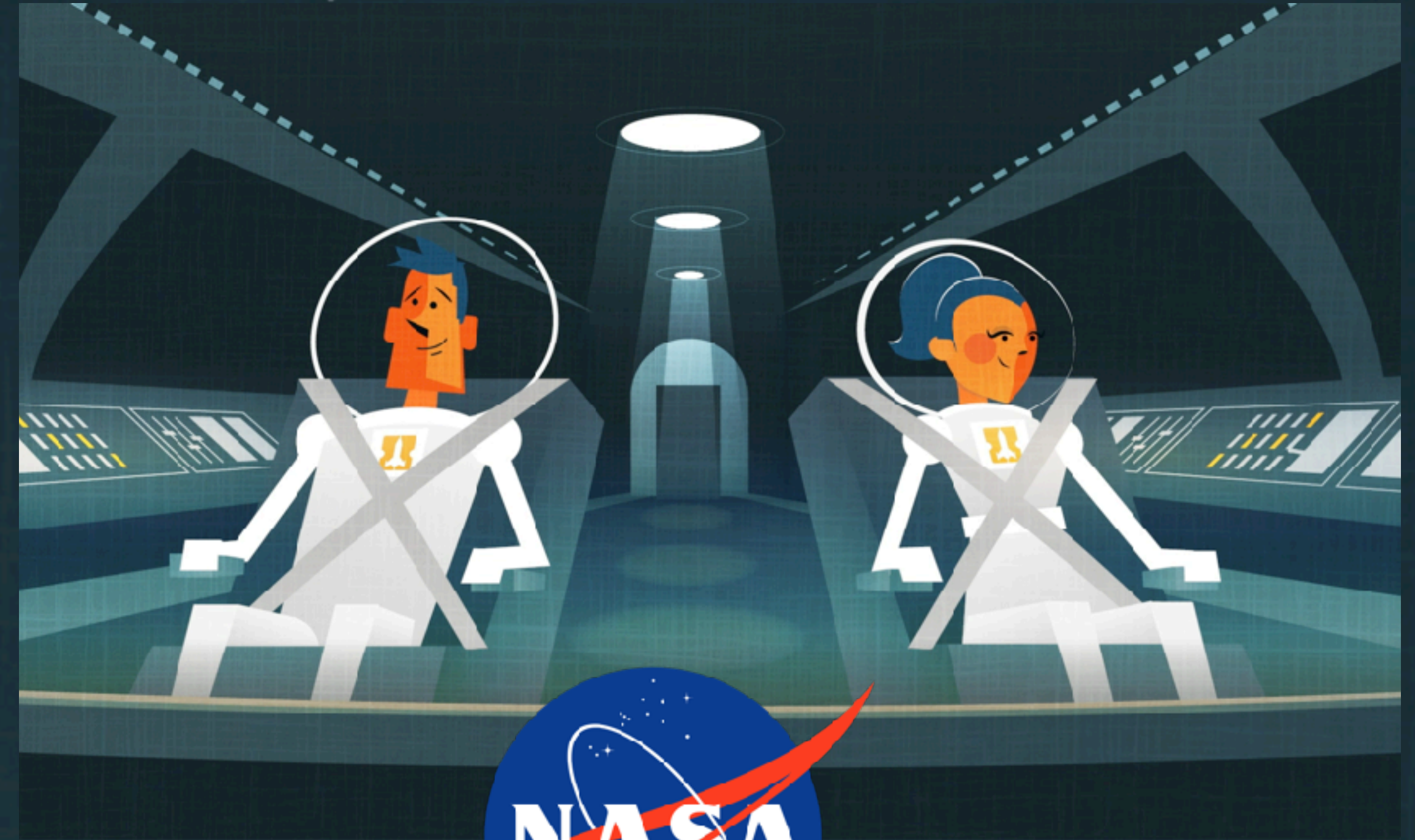
SAVING OUTER SPACE: THE FIRST UX DESIGN SYSTEM FOR OUR NATION'S SATELLITES

Michal Anne Rogondino

CEO, Rocket Communications, Inc.


Military Space is About Satellites

Protecting our Ground and Space Assets



Satellites are Freakin' Important

We Can't Live Without Them

- 
- A 3D rendering of a satellite in orbit above Earth. The satellite is a cylindrical body with a textured, brownish-gold surface and several white rectangular panels. It is positioned in the lower-left foreground, with its solar panels extending outwards. The background shows a vast view of Earth from space, with blue oceans, white clouds, and brown landmasses. A network of faint, glowing lines and nodes is overlaid on the Earth, representing a satellite constellation or communication network. The nodes are small, glowing circles, and the lines connect them, forming a grid-like pattern across the planet's surface.
- Weather Forecasting
 - Internet
 - GPS
 - Ballistic Missile Warning

It's Crazy Congested Up There

Live Satellites, Dead Satellites, Rockets, ISS, Junk/Space Debris

esa

- Thousands of satellites
- Doubling every year
- Space debris
- All tracked by Space Force

Space Seems Cool

Everyone Assumes Space Operations is Like Minority Report



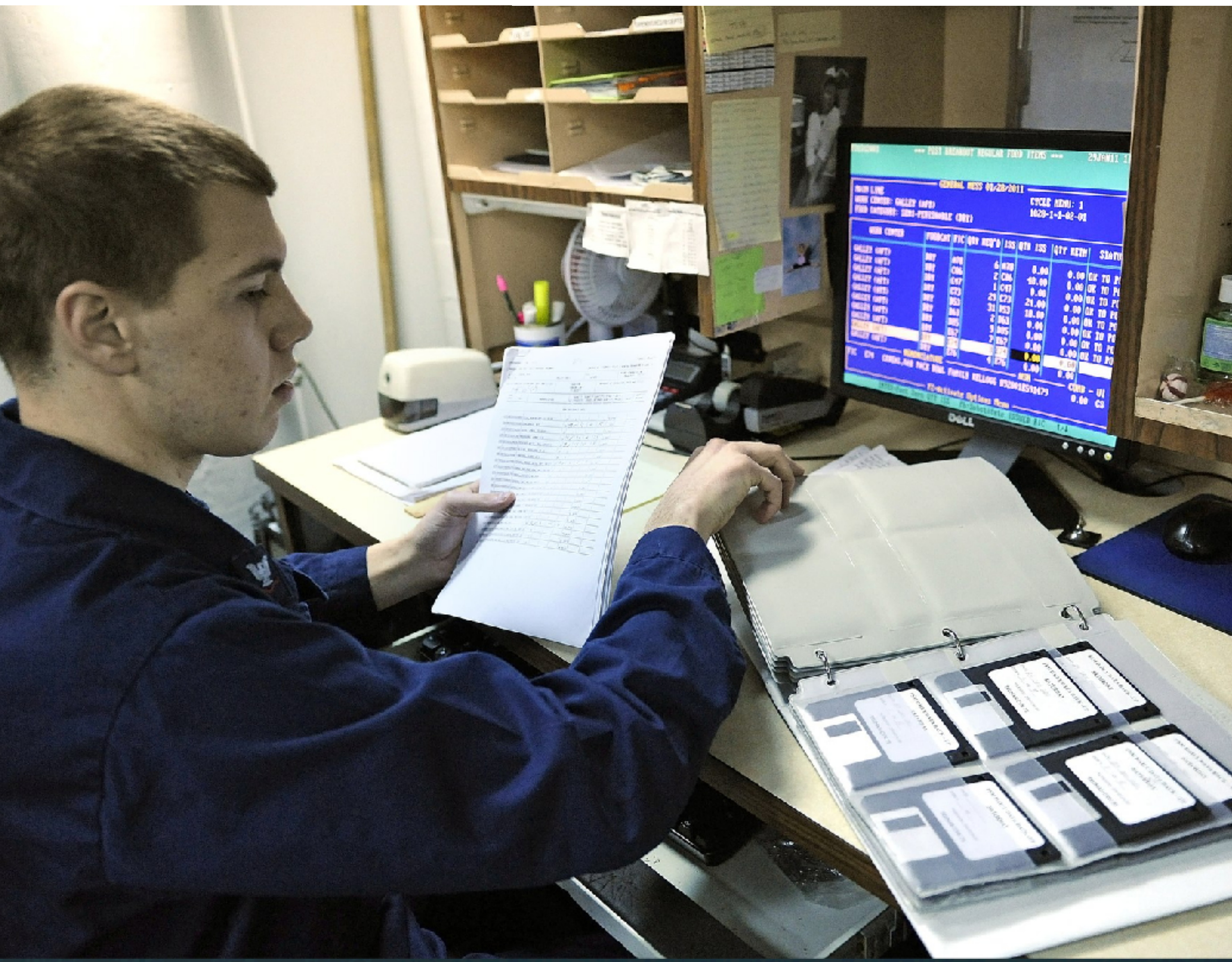
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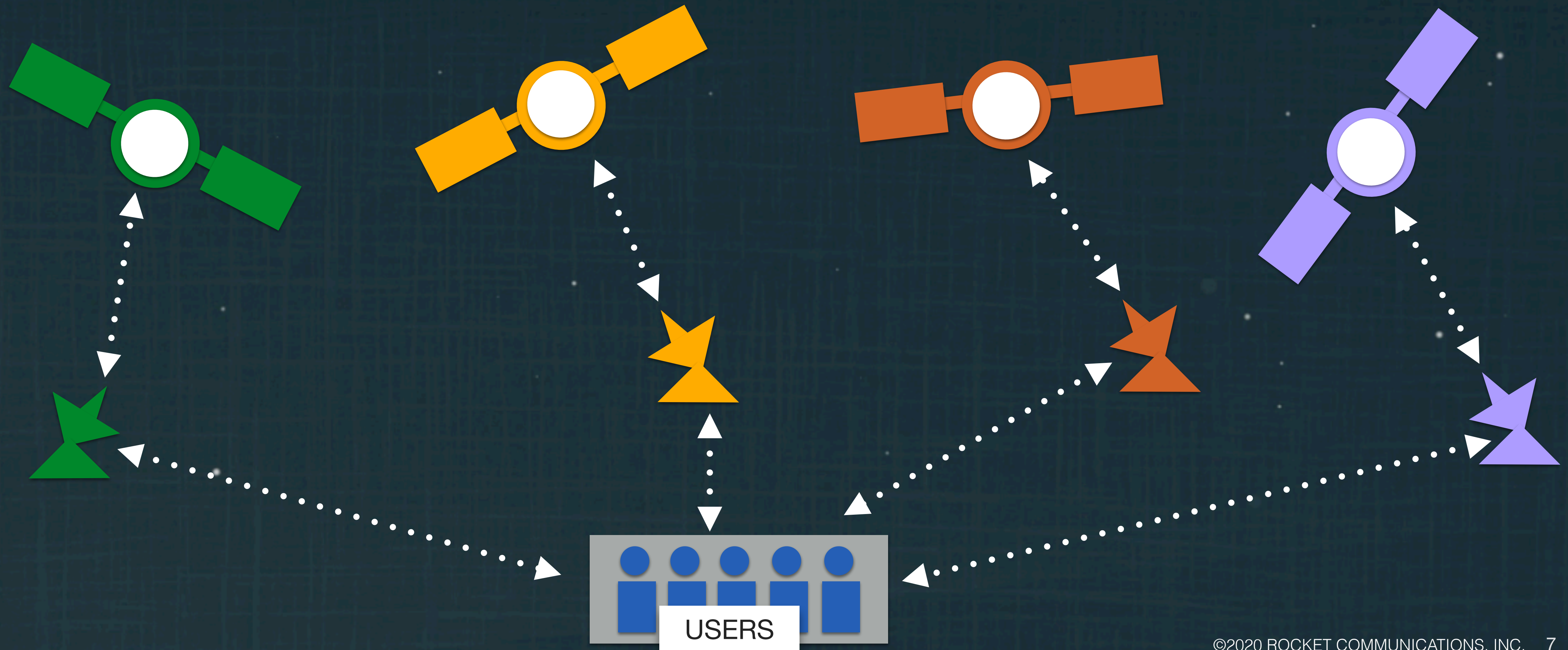
Reality Check!

Apps Designed by Your Grandparents



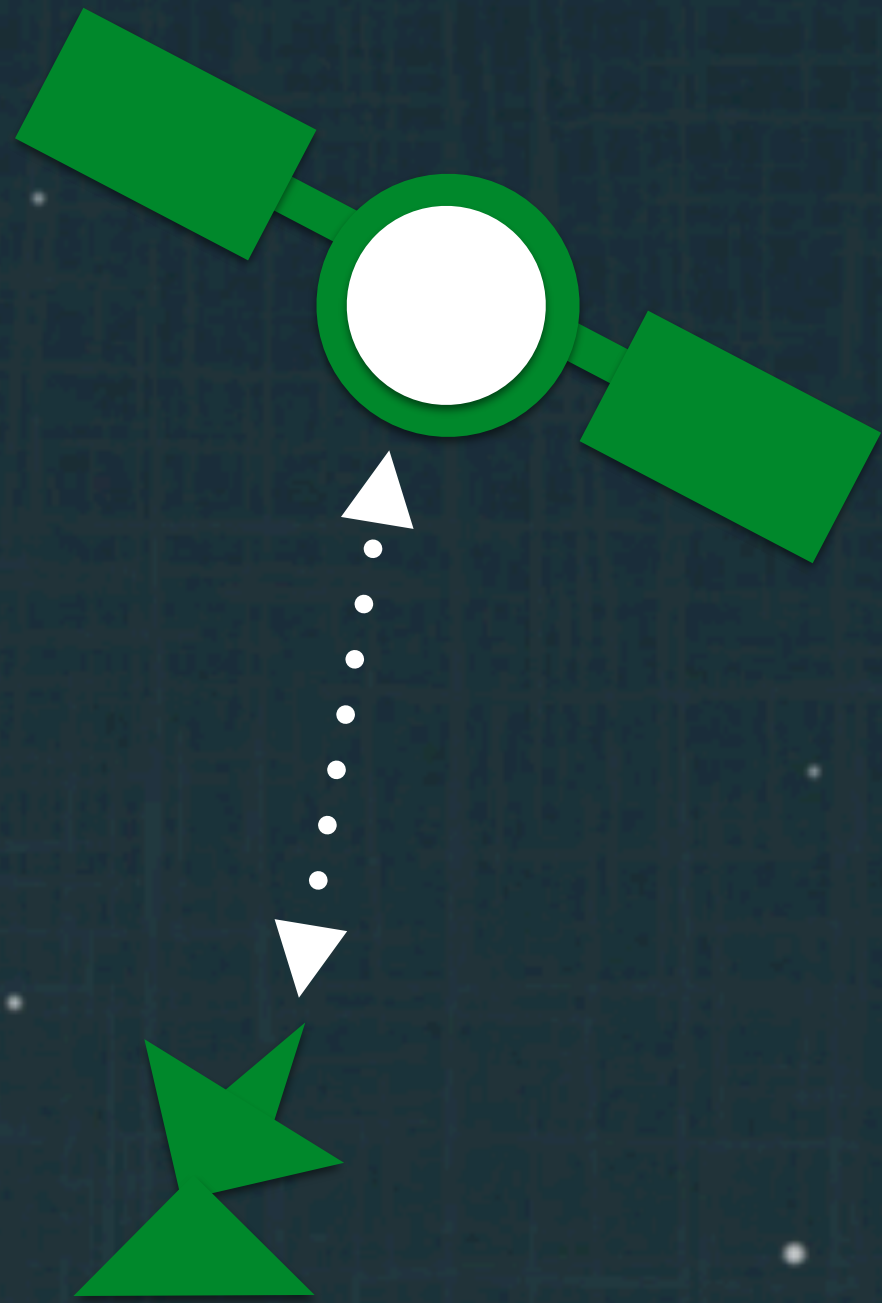
Why It's This Way

Stovepipes & Bureaucracy

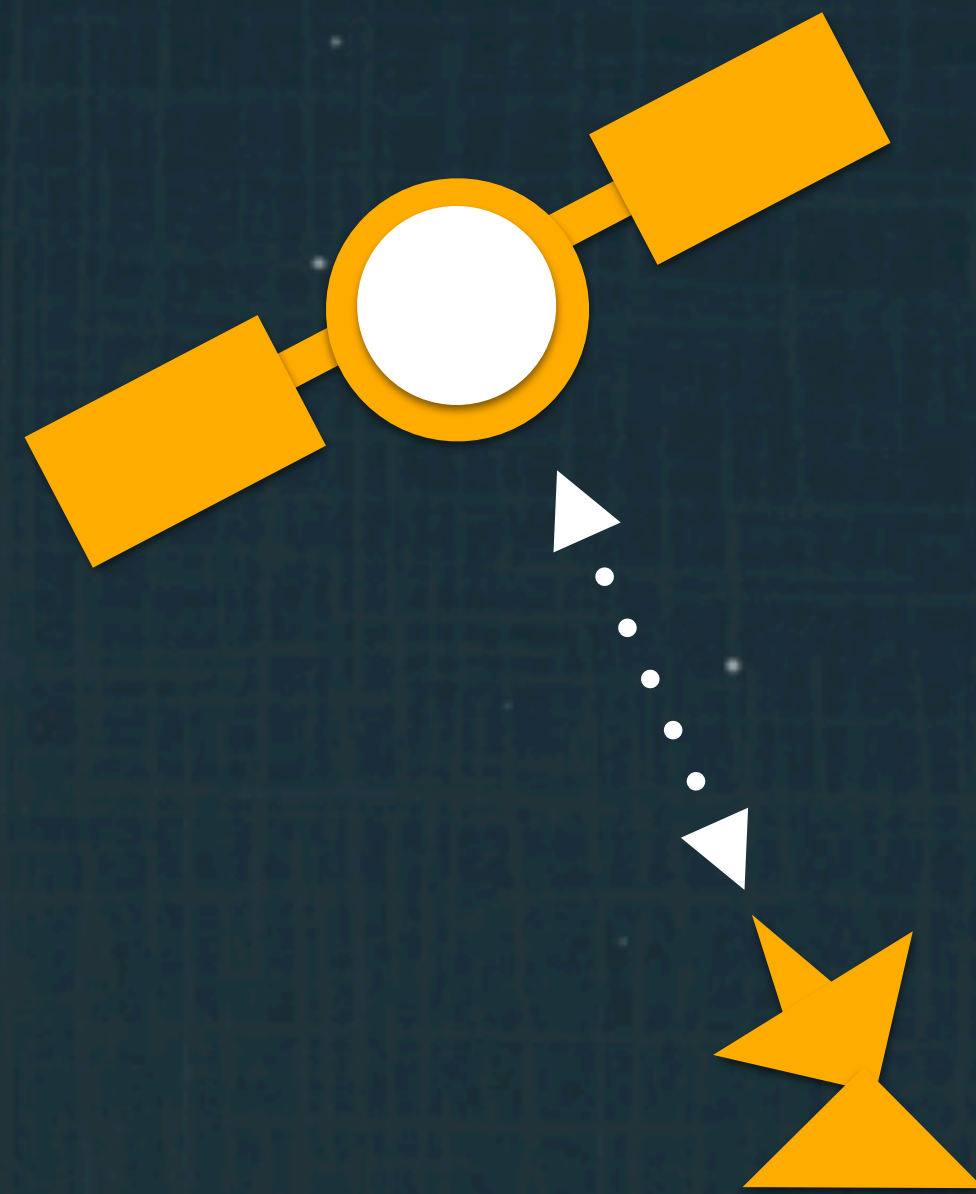


Why It's This Way

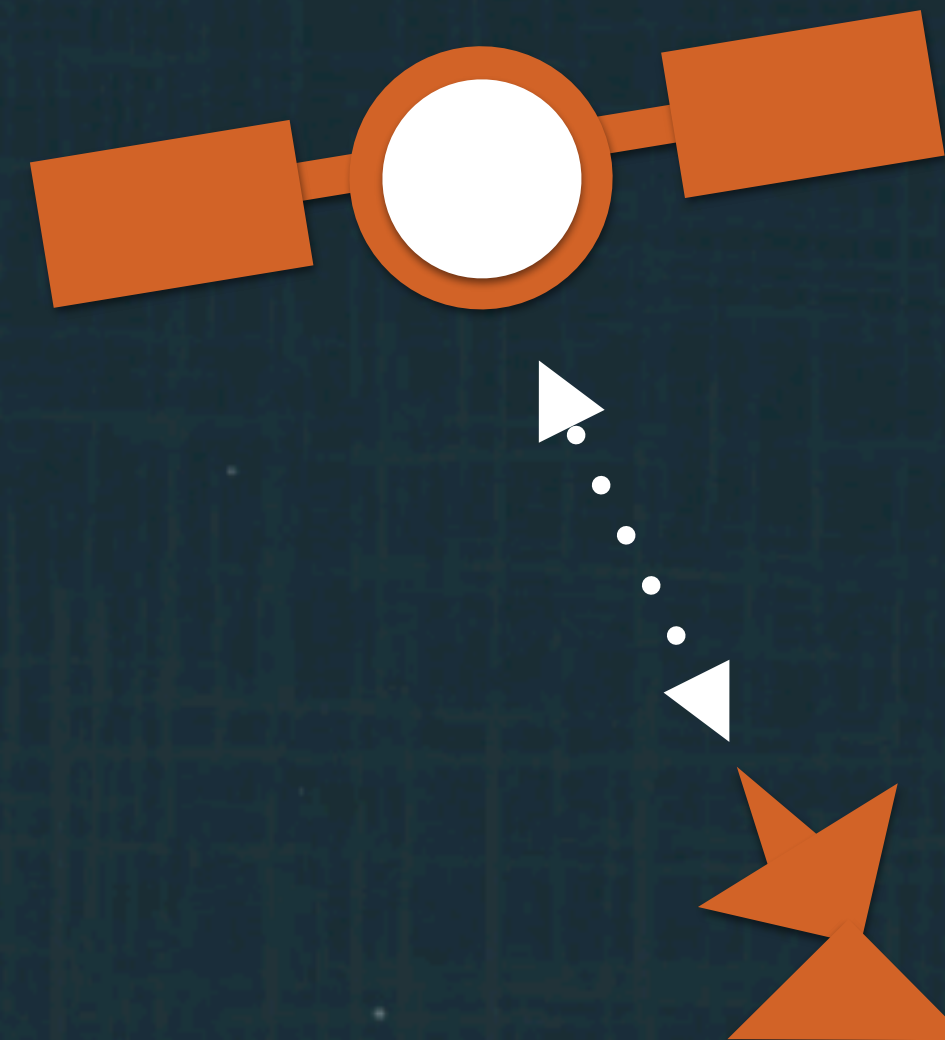
Stovepipes & Bureaucracy



Raytheon





LOCKHEED MARTIN




BOEING



 **L3HARRIS™**

The Consequences

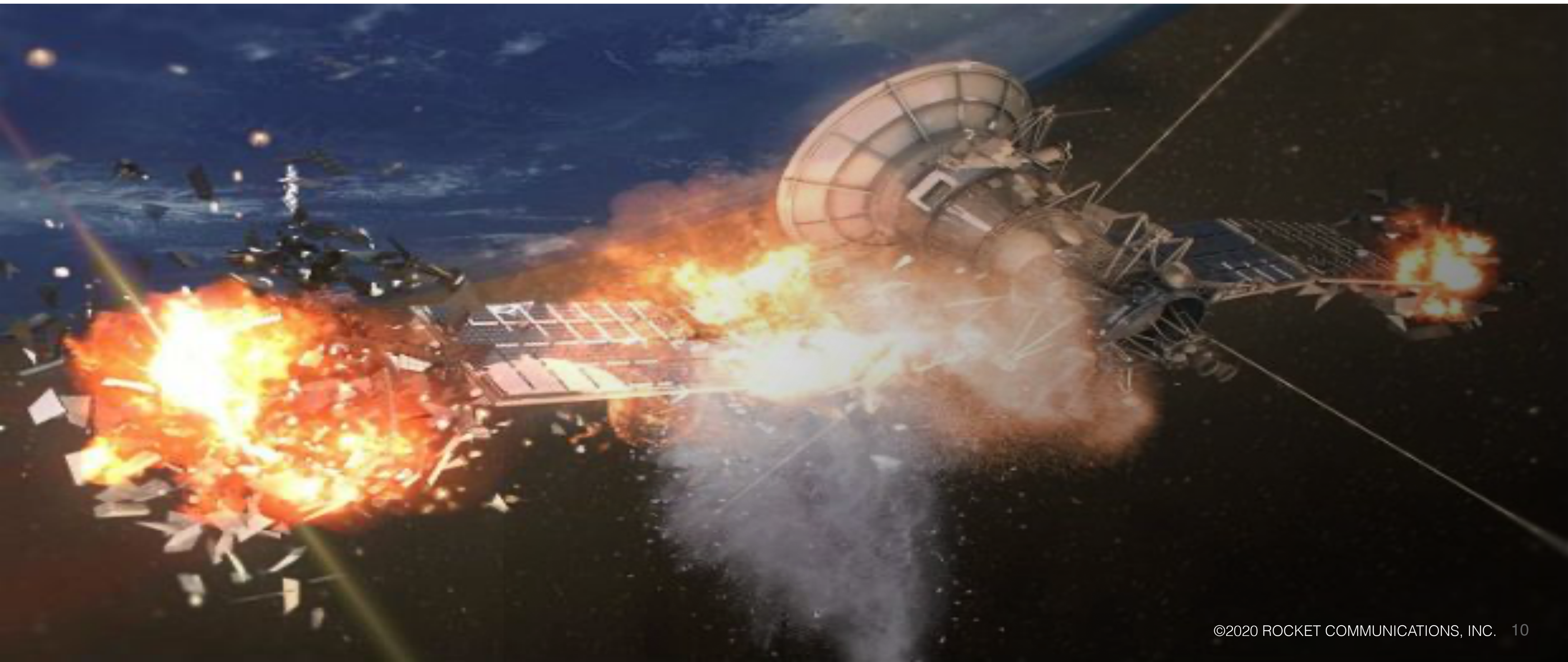
Operators are Struggling



- Time to learn
- Time to cross train
- Inefficient to use
- High risk of error
- \$Billions of dollars

Space is Now Contested

A War That Has Extended Into Space



Enterprise-Level Design For Space

We're Part of Creating the Solution

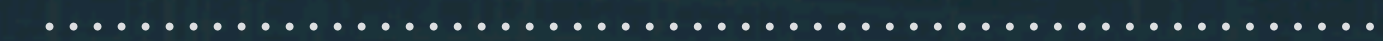


- Started at Apple in early '90's
- Founded Rocket in '92
- Focused on enterprise UX solutions
- Mission-critical Apps & Systems
- Working on Space apps since 2015

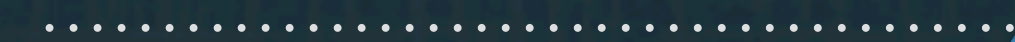
Space and Missile Systems Center (SMC)

Developing, Acquiring, Fielding, and Sustaining Military Space Systems

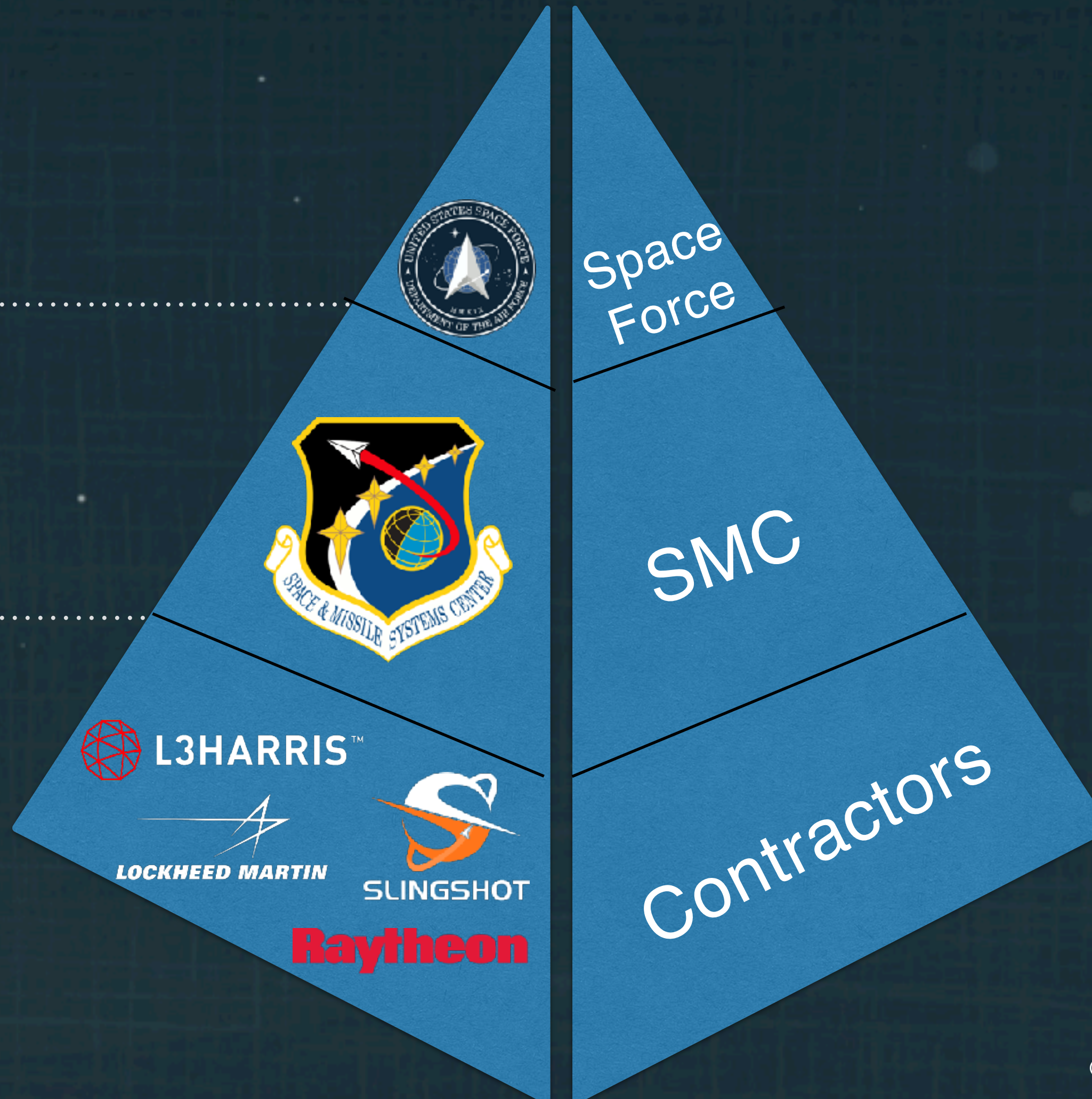
App Users



App Buyers

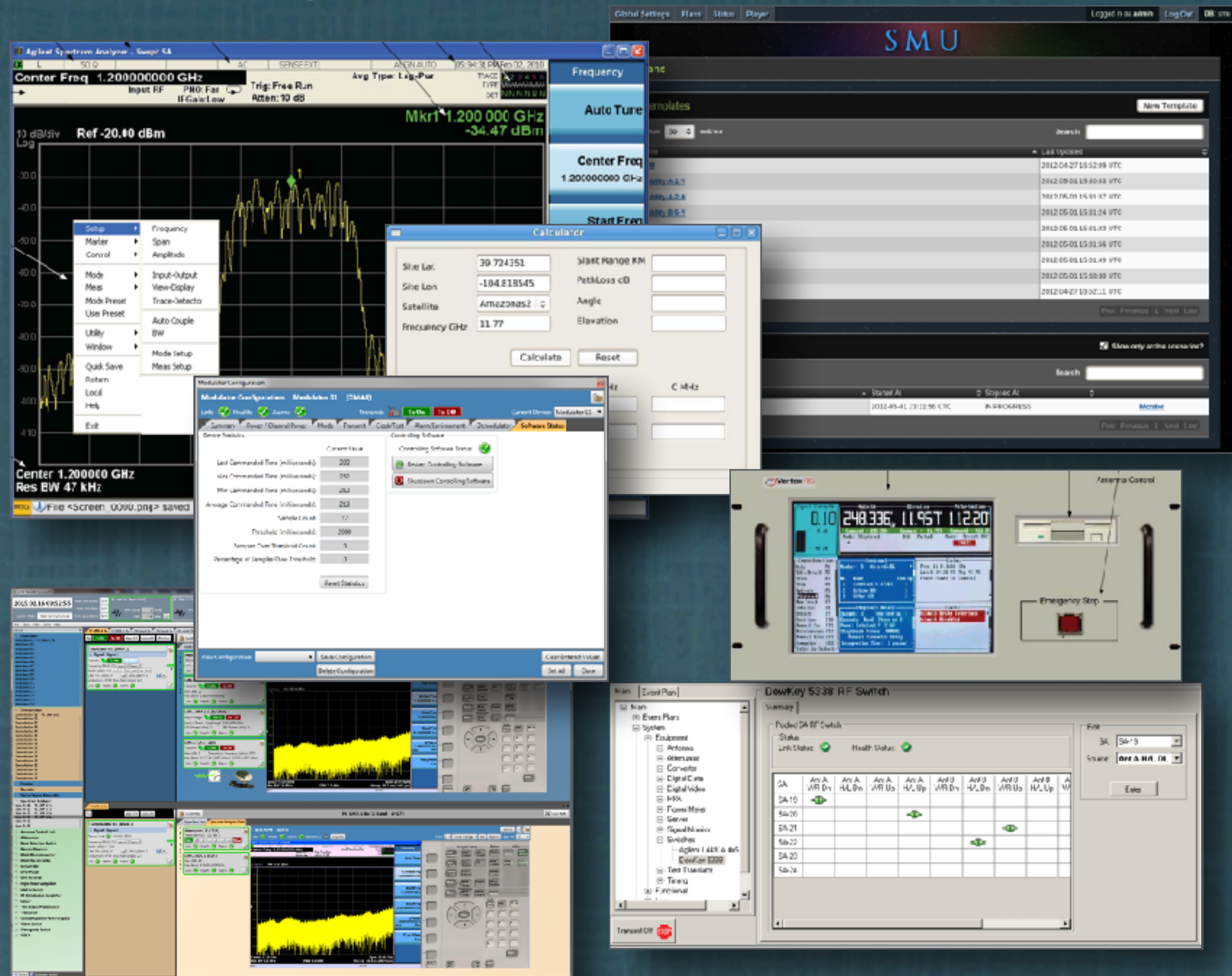


App Builders



How This All Began in 2015

SATCOM UX Guidelines



Before



After

All Space Apps UX Are Horrible

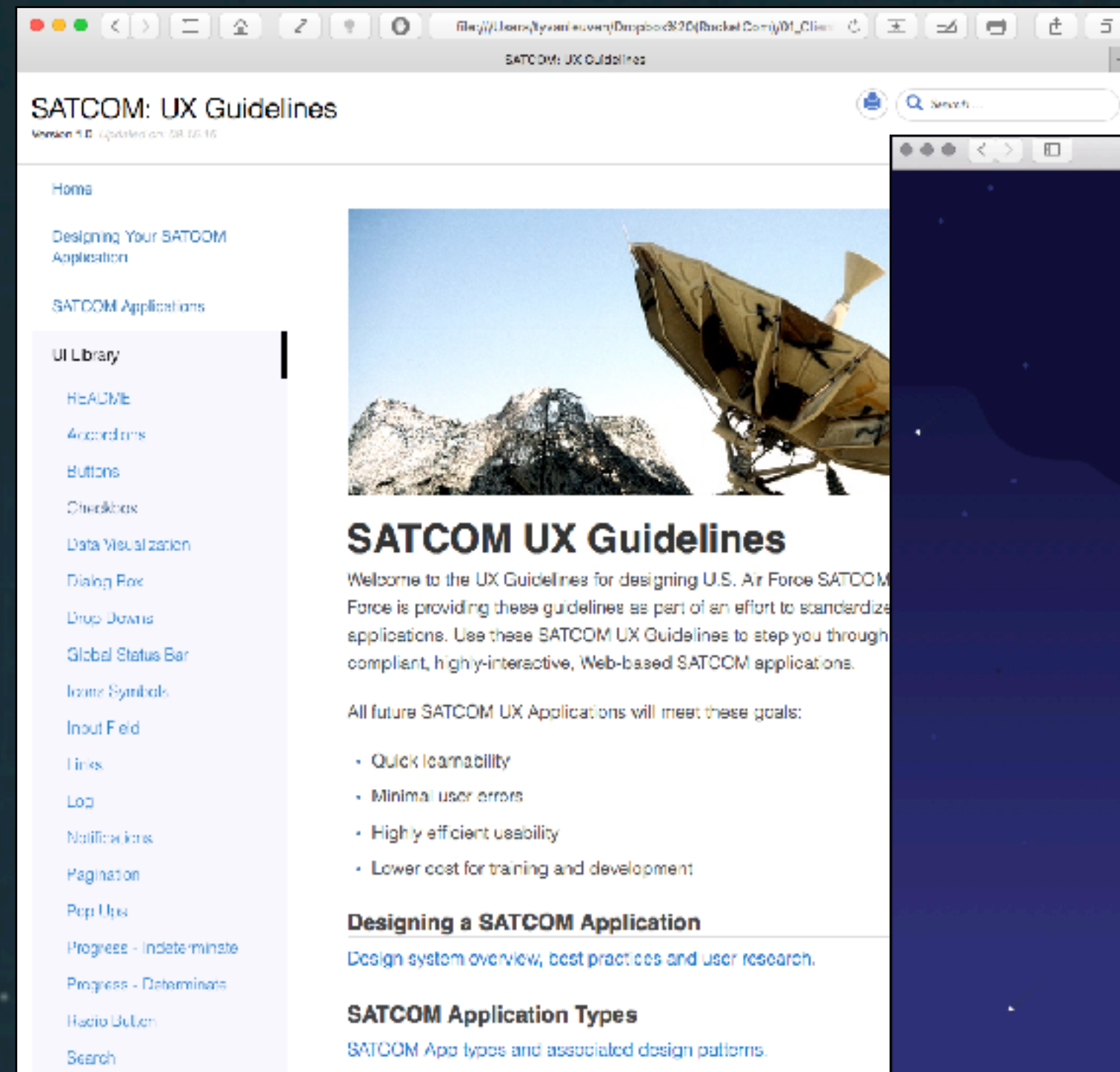
A Pervasive Problem for SMC



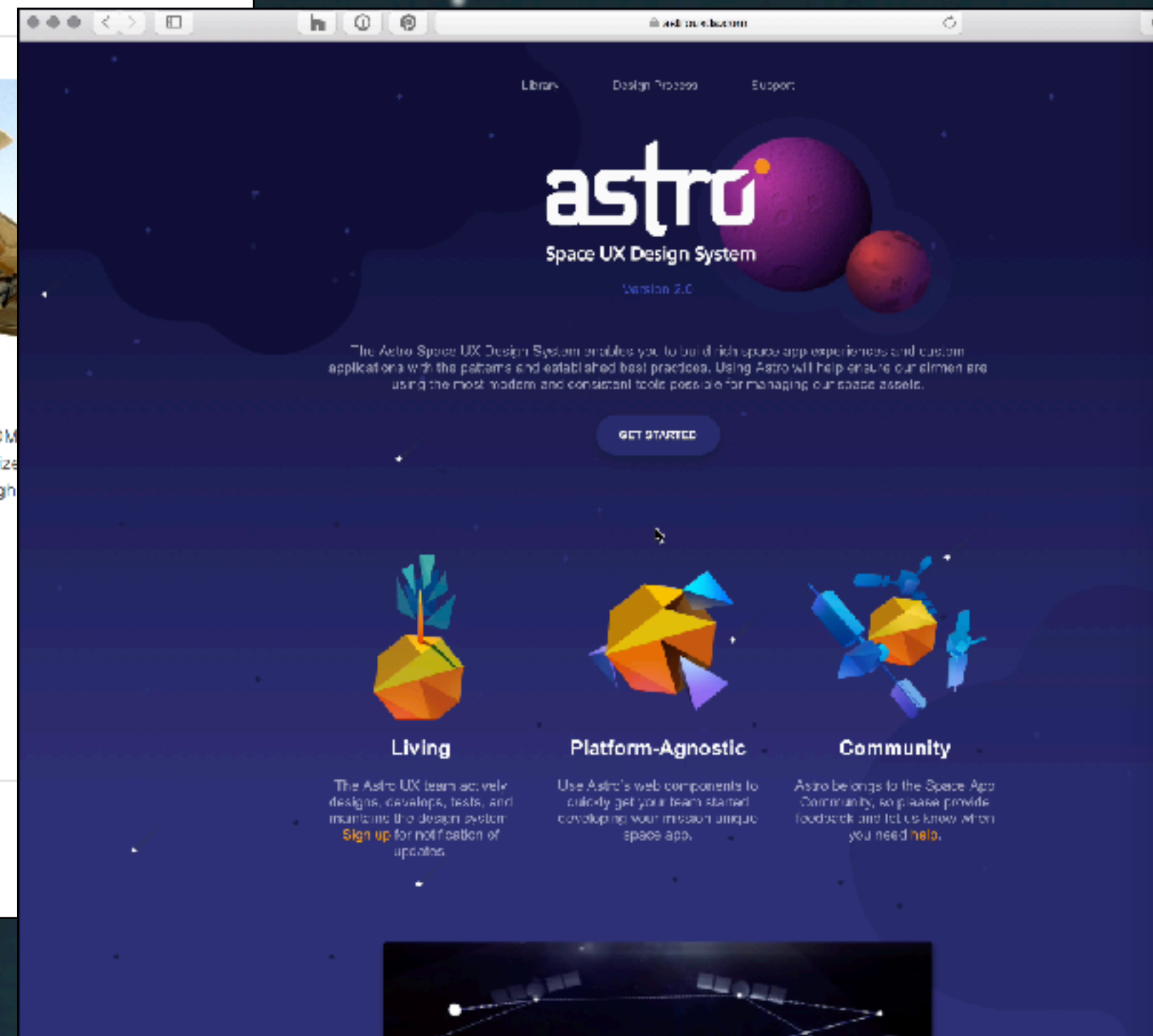
- 100's of Antiquated Apps
- No One Was Addressing the Problem
- Made It My Mission to Fix
- Educated SMC on Enterprise UX
- Educated Myself on SMC

A Living Design System

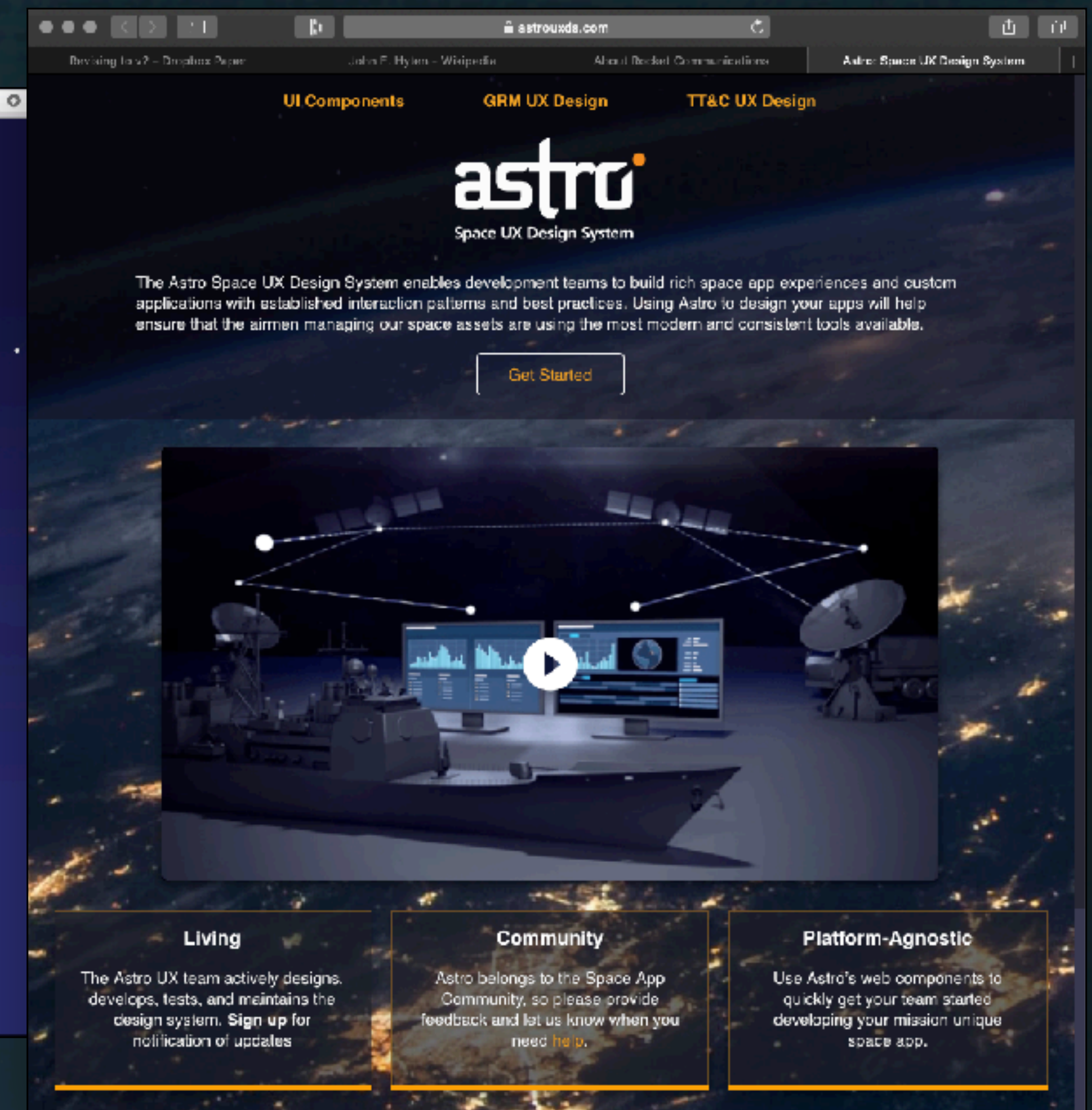
The Preferred Design System for Enterprise Cross Mission Ground



2015



2018



2020

1 Outsiders Welcome

Just Be Yourself

Your Ideas Need to Be Shared



Check Your Assumptions

Just Be Yourself

Your Ideas Need to Be Shared

Don't let hierarchies stand in your way

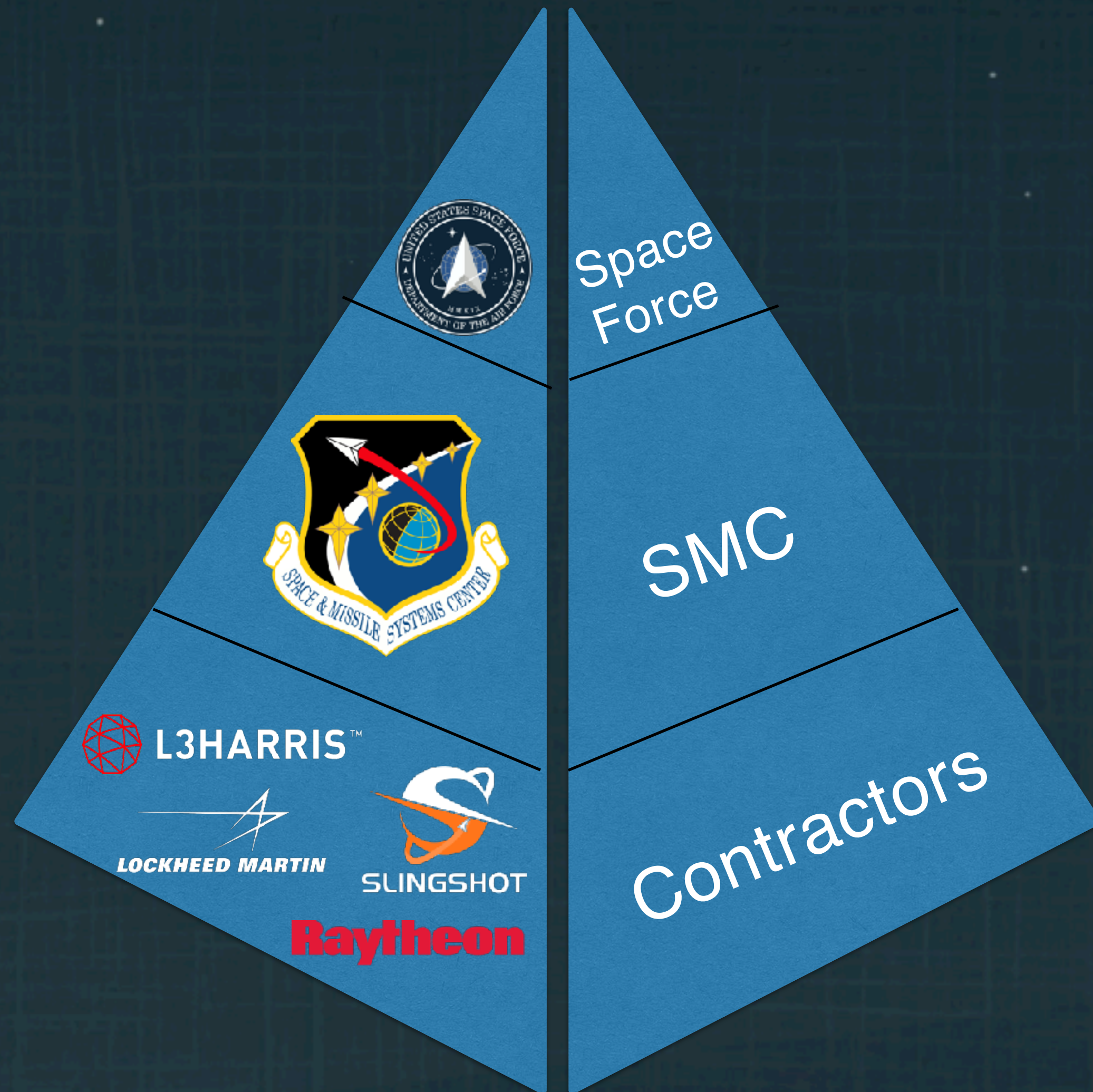
Gen. John Hyten

Vice Chairman of the Joint Chiefs of Staff

2 Moving a Mountain

Like An Enterprise

Let's Solve the Problem Together, Separately.



- Enterprise Problems Require Enterprise Solutions

Like An Enterprise

Let's Solve the Problem Together, Separately.

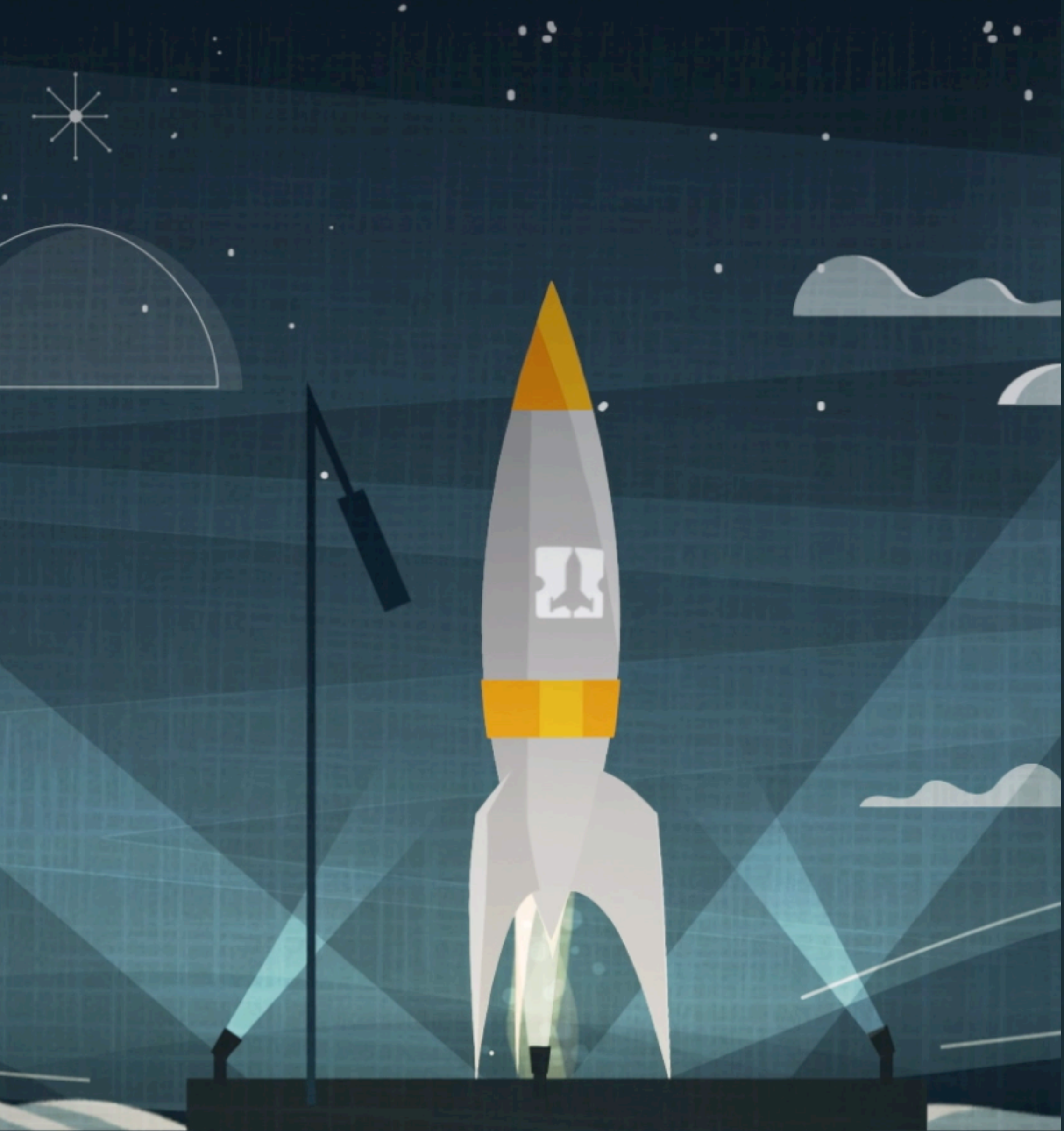


- Work Smarter, Not Harder

The Hard Work Has Paid Off

Astro is Now a Requirement for New Space Apps





Thank You!

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