



# **USER PERSONAS**

We created user personas based on our research to better give our research a human face and narrative and ensure that we keep our user audiences at the forefront of our mind during every phase of the design process,



MEET Nelly

#### **ABOUT NELLY**

Grew up: USA

Lives in: Hong Kong Age: 26 years old

**Education:** Bachelor's Degree **Occupation:** Branding, Full Time

Marital status: Single

- Loves to travel, cook, and spend time with her friends
- Adventurous and always looking to pick up a new hobby
- Loves Trip Advisor and Google Reviews

"I don't know enough about currents to assess how the weather will affect my dive experience but I do monitor the weather quite closely because it affects my above-the-water experience. I like to be prepared if the forecast is rainy and the boat ride will be wet and cold."

# BEHAVIOURS (

- New to diving and is quite nervous every time she goes on a dive trip
- Relies heavily on the dive operator and dive quides to prepare her for the trip
- She checks the weather every day, and is often glued to her phone reading up about what to expect from the dive
- When she dives, she's fully focused on being safe and following the rules

### GOALS / NEEDS

- To be prepared for the boat ride out/the 'above-the-water' experience – the weather forecast is important for that
- To have dive visuals ahead of time so she can see what to expect on her dive (in terms of difficulty and wildlife)
- Be able to read reviews and hire services easily on the go
- To be able to see who saw what wildlife when

## <u>MOTIVATIONS</u>

- Looking for reassurance ahead of her dives.
   Safety tips would be a big plus in helping her feel more reassured about diving under certain conditions
- Wants to see the 'big stuff' (often a sign of a beginner diver)
- Processes information better visually but will scroll through blogs to find the right information

# FRUSTRATIONS

- Traditional weather apps are boring and not visually appealing. They often have too much information and she doesn't know where to focus
- Wants to be able to interact with the dive community but there isn't a good social + informative app out there
- Feels that most Dive Center websites hold great information but they're not well-designed



MEET Haron

#### **ABOUT AARON**

Grew up: United States Lives in: United States Age: 31 years old Education: MBA

Occupation: Marketing, Full Time

Marital status: Married, no children

- Loves to travel the world
- Loves photography, cooking, and keeping up his Instagram account
- Is an environmentalist and loves wildlife spotting
- PADI advanced open water diver with his nitrox certification

"I'm starting to take my diving experience more seriously so I would love to learn more about how to interpret the weather/wind/wave forecasts. However I don't have the time and patience to do that when I'm back home and I definitely don't want to waste time doing that on my trip — there are too many other things I want to be enjoying instead!"

## BEHAVIOURS

- Amateur diver, likes to take dive trips 1-2x/year
- Very comfortable underwater, starting to invest in underwater photography
- Like to do his research before the trip but relies on dive operators to sort through logistics and equipment day-of
- Tech savvy but understands that part of the best part of traveling/diving is to put the phone away and enjoy the experience

### GOALS / NEEDS

- To have a basic understanding of what his dives will entail so he can prepare his diving and photography equipment ahead of time
- To have forecasts are translated into relevant tips that directly affect his dive
- Wants a training guide for the app so he can learn how to interpret the weather/wind/wave forecast himself

# MOTIVATIONS

- Wants to understand accuracy of the information he is receiving
- Wants recommendations for dive sites on whether conditions are suitable for diving
- Wants to take good pictures on his dive this includes both the 'big stuff' and the 'macro stuff'
- Wants to challenge himself whilst staying safe
- Wants to meet new divers and expand his dive circle - the more friends, the more dive trips!

### FRUSTRATIONS

- Doesn't like not knowing what to expect when he arrives at the dive location. Often he has to wait until the day-of and t's too late
- Doesn't know how to read serious weather apps
   there is too much information
- Doesn't like wasting time looking at multiple resources for information



MEET Hank

#### **ABOUT HANK**

Grew up: Germany Lives in: Indonesia Age: 44 years old

Education: Bachelor's Degree
Occupation: Scuba Diving Instructor

+ Business Owner

Marital Status: Married, 1 kid

- Runs his own business but spends his free time teaching scuba diving on the side
- Moved to Indonesia with his wife, both like to scuba dive and surf when they can

"The safety of my students is a priority for me so I have to make sure I'm well-prepared ahead be of each dive. Weather forecasts can change quite quickly so sometimes I have to forego looking it up and rely on my instincts and my experience with dives in that area."

# BEHAVIOURS

- Hardcore diver, logged almost 1000 dives
- Likes to talk to locals about their dive experiences and recommendations
- Does through research before traveling will check NOAA, the Scubaboard forum, as well as talk to his personal network
- Is tech savvy and checks scuba resources during his spare time on his computer and phone

GOALS / NEEDS <

- To receive accurate weather/wind/wave forecasts that can help him better prepare his dives for his students
- Understand the dive conditions thoroughly so his students feel safe
- Wants a way to be able to track wildlife so he can bring his students on the best dives
- Be able to save favourite locations and save locations offline since a lot of great dive locations don't have good access to internet

## MOTIVATIONS

- Become a fulltime dive instructor
- Keep his students safe while they learn how to dive
- Build his dive network and reputation
- Take great photos on his own spare time knowing where wildlife is is important
- Would love to teach his daughter how to dive one day



- Has to scroll through multiple resources to get all of the information he needs – this takes time away from his wife and kid
- If a dive forecast is off, it throws off his preparations for the day
- Nervous students who don't understand the forecasts properly come ill-prepared for dives or need extra handholding from him
- Students expect to see amazing wildlife on every dive but it's hard to quarantee that experience

# **USER JOURNEYS**

Using the research we conducted, we created user journeys maps to better define our users' mental models, beliefs, and behaviors.





#### **SCENARIO**

Nelly has only been on one trip since getting her license and that was a while ago. She is going on her second trip next week to Koh Samui but she is very nervous. She wants to be prepared but doesn't know what to expect.

#### **GOAL**

Nelly wants to feel properly prepared for the trip - getting acquainted with the weather and water conditions before her trip.

# PHASES

TASKS

### DO BASIC TRIP RESEARCH

Create her dive profile complete with travel location, dates, and dive experience

- Search for and save Koh Samui as a loc on the app
- Check the weather forecast for her travel dates
- Look up dive reviews under Koh Samui to see what other divers have to sav

#### **RESEARCH WATER** CONDITIONS

- Check the wind/ water/wave forecasts
- Read safety tips and recommendations made by the app based on the forecasts
- Read about the dive sites recommended for divers of her level

# REFRESH DIVE

- Note down what special equipment the app recommends her to bring for the trip
- Read the Koh Samui dive quide provided
- Read the beginner and emergency dive guide provided by the app

#### RESEARCH WILDLIFE

Look into what wildlife is commonly spotted during her dive dates (based on other community users' experiences)

Star the dive sites have the best sighting chances

THOUGHTS

"I'm excited for the trip but I have no idea what to expect. It's been too long since my last trip."

"It might be rainy. This could mean poor dive conditions which dive sites would be the most suitable for me?"

"Okay now that I have a better idea of what to expect, let's refresh my dive knowledge so I don't feel as nervous."

"I want to know what wildlife I'll be able to see on the trip. What should I be on the look out for?"

EXPERIENCE



Excited (but nervous) about the upcoming trip

Overwhelmed by all the information





Feeling more confident about learning more about what to expect

Nervous thinking about being a beginner and dive emergencies





More confident after doing research. Excited to know what sort of wildlife she'll be able to see on her trip.



after refreshing her dive knowledge

- Offer weather forecast
- Offer comprehensive reviews and information on the location • and services
- Use user-generated content to make the experience more authentic
- Offer wind/wave/water/tidal forecasts
- Make recommendations on best dive sites for different levels depending on the dive conditions
- Offer safety tips and dive advice based on forecasts and dive experience
- Offer dive guides based on experience level and location
- Offer trip packing lists based on need and experience
- Offer real-time wildlife spotting map
- Offer dive site visuals complete with what kind of wildlife to expect





#### **SCENARIO**

Aaron is planning an upcoming dive trip but isn't sure where yet. He has specific dates in mind but still needs to find the right location.

#### **GOAL**

Aaron wants to find an ideal location with good weather/dive conditions. good chance of wildlife spotting, and with a reputable dive centre.

# PHASES

TASKS



- Create his dive profile
- Input his travel dates to generate the top locations suitable for diving
- Pin the locations that are the most interesting to him

- Look up his top 3 choices on the app for reviews of the locations and the available services + facilities
- Look up the weather/water conditions as well as wildlife spotting and photography opportunities
- Read about dive sites and whether the currents are suitable for him

logistics make sense."

"Let's narrow it down to my top 3 choices and see which options stand out and whether or not the

#### **FINALIZE LOCATION**

- Look on the community board to see what other photographers' experiences were like
- Finalize location and create alerts for the location so he can be alerted of important news regarding his trip
- Search for the best services and start making local bookings

"Okav. now that I know where I'm going - what else do I need to consider Let's start booking before spots get full!"

# THOUGHTS

"There are so many places I want to go diving. There are so many considerations that go into planning a trip – where do I start?"

# EMOTIONAL EXPERIENCE

Overwhelmed by all the factors he has to consider to decide on where to take his trip



Excited by the opportunities but still overwhelmed by choices



Feeling more confident now that locations have been narrowed down



Excited by what he sees on social media



Relieved now that his choice has been made and he can start fully planning his trip

Offer list of best dive spots according to dive season **OPPORTUNITIES** 

Allow users to save their favourites to a list and organize order based on personal preference

- Offer in-depth reviews on dive locations complete with top dive centers/ accommodation
- Integrate with ScubaBoard forum/TripAdvisor/Google Reviews so users can read external reviews
- Or build own community area for user engagement within the app

- Build Instagram plug-in so users can browse Instagram content by location within the app
- Offer location-based alerts (e.g. severe weather warning or COVID cluster warnings)
- Offer ads for top accommodations/ dive centers/services in the area

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