



OCTOPLUS

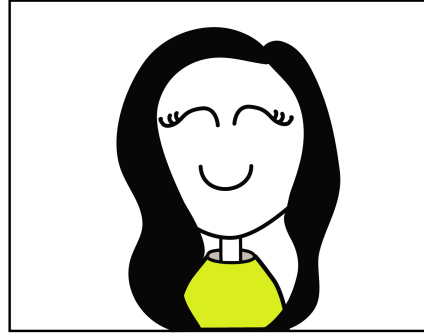
USER RESEARCH ANALYSIS



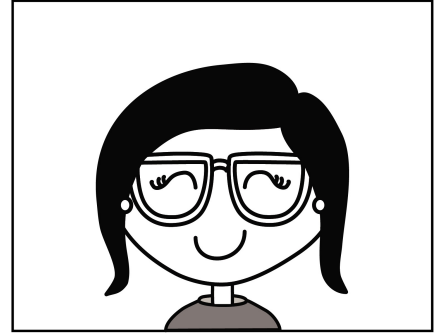
THE PARTICIPANTS



KARSTEN



JING



GRACE

CLUSTERING THE RESEARCH



BEHAVIOURS/ATTITUDES

Relies on dive operators to sort through logistics, equipment, dive sites, and hiring of guides. Relies on the dive guide to assess weather and conditions day-of

If she's paying attention to the weather forecasts, it's for the above-water experience, not underwater (e.g. how does it affect the boat ride out to the site)

Doesn't rely heavily on tech for dive conditions – relies on the dive center for that. Uses tech for research and information about the trip and the area in general

WOM is important but will follow-up research by looking up the dive center's page as well as blogs about that area

Once a dive center is identified, she'll look at their Instagram for presence and engagement. How responsive the company is to users is an indication that they're paying attention to their customers

When doing research, she looks out for photos, other peoples' experiences, and reviews. Wants to have confidence to go with a certain dive company/dive guide

Conducts research mainly to see other users' experiences.

Actual digital Interactions with the dive community on the trip not that important because she can use Instagram for that. Reviews much more important.

Likes to check social media for the more candid side of a dive operation

Would use digital resources when planning. Once she's on the trip, less inclined to except to check how the weather will affect currents (and whether her return flight would be affected!)

Reads blogs, looks up the dive center's website and Instagram. Trip advisor is a big resource

Mostly uses Google Reviews, Trip Advisor and Reddit. Will also read blogs/reviews of dive spots, accommodation, wildlife + fauna, weather, accidents/danger zones/what to be aware of

Why TA + Google reviews – star ratings make it easy to filter. Reddit – community is tight and reliable (and funny). Easy to read through. Numbers are helpful to filter places out. Looks for 4 stars and above.

Currents – will check for safety tips if he knows there is a tendency of rough currents in that area (E.g. Peleliu, when/how/what/to do)

Planning behaviour: Look up location for overall experience, and then look for dive shops. Once dive shop is selected, email them for logistics. Last is researching wildlife, danger zones, specific sites – what not to miss.

Weather – will check history to see if it's a good time to be there, see what it was like same time previous years. Will also check on the trip for the next day. Will look out for rain and wind forecast.

On the trip, he will check weather apps and speak to the other local guides for their experience re: weather

Weather / wind / algae/ tide forecasts are important because he needs to be prepared for his students and his dive friends. Before the trip, he will check of it's dive season

Will do research using NOAA, local dive facebook page, scubaboard and forums. Talks to locals/dive network

NEEDS/GOALS

Likes to be prepared before a dive trip, doesn't like not knowing what to expect when she gets there	Reviews are very important – would be good to have this built into the app or be able to read about other peoples' experiences	Likes to know how the weather affects the dive conditions – 'is it suitable for my level of expertise?'	Important to be able to read other people's experiences. Would be great to know what they saw, where they went, etc.	Favourite locations and "save for offline" modes would both be important since a lot of great dive locations don't have good access to internet
Visuals are important – likes to see what dive sites look like so she knows what to expect (entry/exit points, what kind of currents, what kind of wildlife, visibility)	Went on a trip to Komodo where the dive guide drew out the sites before each dive – exit/entry points, wildlife, currents, what to pay attention to, danger points. Would love to access that before the trip	Safety tips would be a big plus in helping her feel more reassured about diving under certain conditions	Recommendations from the app: Head's up on visibility is good	Weather / wind / algae/ tidal information must be accurate otherwise it can throw off his prep for the next day (for his students and his dive friends)
Would be good if forecasts are translated into relevant tips that directly affect her dive. Otherwise wind info is not helpful	Weather / wind / algae/ tidal information would be more useful if she knew how to interpret the information. Would appreciate tutorials.	Recommendations for dive sites on whether conditions are suitable for diving: Helpful but purely for peace of mind re: safety. The dive center will have the final say because they control the logistics	Real-time wildlife spotting alert would be cool. Idea: Users pin where they saw a manta at what time. Other users can select species and see where they were last spotted.	I'm an avid photographer so being able to share my photos and dive experiences would be a great add-on but not a necessity. Weather and forecast is a priority for me

FRUSTRATIONS

Frustrations: not dive specific but doesn't like that you can't search multiple hashtags on Instagram. If we incorporate that function, keep this in mind.

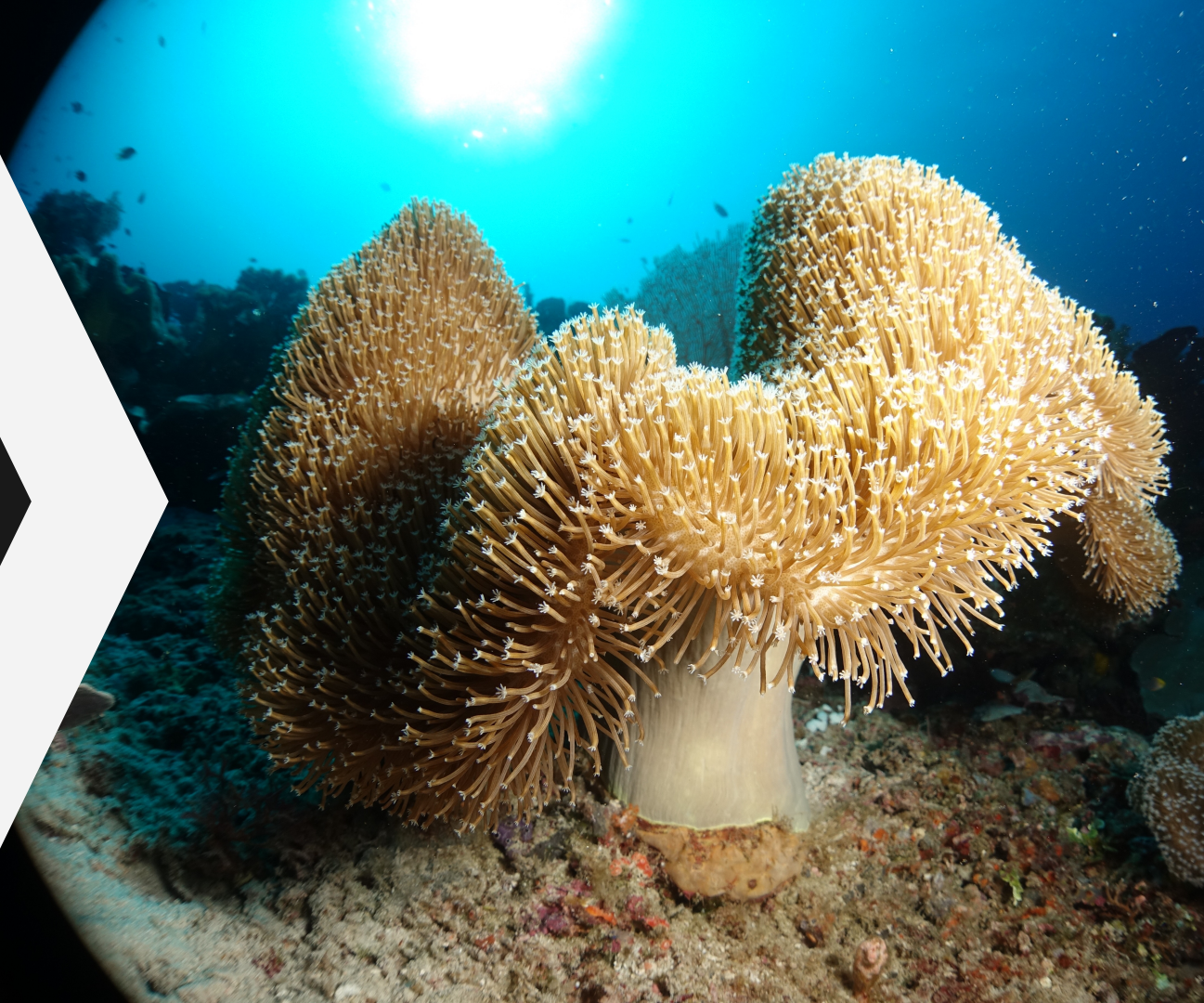
Have to go through multiple resources to get all the information he needs. There is no one-stop-shop

It's frustrating that I have to consult a bunch of different apps to get a good forecast

Has to assess lots of different resources to find all information, No one point to assess it all (though some dive centers do a good job)

Most of the time the dive center websites aren't nice – can never get all your information from the dive website. Must communicate or go to blogs

RESEARCH INSIGHTS





INSIGHT #1: WE WANT MORE THAN JUST A WEATHER APP

FROM THE SURVEY

TOP 5 REQUESTED FEATURES :

1. Weather Conditions (95%)
2. Safety recommendations based on forecasts (71%)
3. Wildlife Spotting in the area (71%)
4. Location-based recommendations (62%)
5. Tidal currents + Moon Phases (47%)

Has to assess lots of different resources to find all information, No one point to assess it all (though some dive centers do a good job)

Have to go through multiple resources to get all the information he needs. There is no one-stop-shop

Visuals are important – likes to see what dive sites look like so she knows what to expect (entry/exit points, what kind of currents, what kind of wildlife, visibility)

Went on a trip where the dive guide drew the sites – exit/entry points, wildlife, currents, what to pay attention to, danger points. Would love to access that on-the-go

Most of the time the dive center websites aren't nice – can never get all your information from the dive website. Must communicate or go to blogs

Reviews are very important – would be good to have this built into the app or be able to read about other peoples' experiences

With so many web apps and resources out there, our users don't need yet another weather app. They're also sick of many different resources to get all the information they need. What they want is a one stop shop for all their information. Aside from weather conditions, other features that were voted as most needed include: safety recommendations based on forecasts, wildlife spotting, location-based recommendations, and tidal currents + moon phases. Another idea that came about a few times was adding visuals of dive sites so users could explore before their dive.



INSIGHT #2: FORECASTS ARE GREAT BUT NEED TO COME WITH DIVE-RELEVANT RECOMMENDATIONS/TIPS

Weather/Wind/Current /Algae forecasts could be useful but unsure what she can do with that information

Weather / wind / algae/ tidal information would be more useful if she knew how to interpret the information. Would appreciate tutorials.

Would be good if forecasts are translated into relevant tips that directly affect her dive. Otherwise wind info is not helpful

Safety tips would be a big plus in helping her feel more reassured about diving under certain conditions

Suggests putting a diver's spin on all features – make sure everything is relevant and understandable from a diver's standpoint

Likes to know how the weather affects the dive conditions – 'is it suitable for my level of expertise?'

The basic requirements of the app (wind, wave and weather reports) are great but users are looking for more. They don't need yet another weather app – there are plenty of those out there. What they need is dive-relevant information. Safety tips, recommendations on whether the conditions are suitable for certain level of divers, and translation of the forecasts into dive-relevant tid bits would be the most useful to the community. Whatever we build, we need to put the divers' lens on it, otherwise the information/feature won't be valued by the user.



INSIGHT #3: LEVERAGE THE COMMUNITY

FROM THE SURVEY

- 42% of participants think it is important to interact with the dive community online (pre- and post- trip)
- They're mainly interested in reading about other's experiences and to ask questions about the location

Trip Advisor:
Reviews are important
– wants to know how
bad things can get.
Other users' true
experiences are very
important

Real-time wildlife spotting
alert would be cool.
Idea: Users pin where they
saw a manta at what time.
Other users can select
species and see where
they were last spotted.

Actual digital
Interactions with the
dive community not
that important because
she can use Instagram.

Reviews much more
important.

Pop-up whale shark alert
would be a great feature!

The diving community is tight-knit, a great source of information, and most importantly – willing to share. The users I interviewed all mentioned that they heavily rely on other divers' experiences to decide on dive location, which dive operator to go with, what dive sites they should visit, if they've had any bad experiences there, etc.

If the app can harness this dive community to create user-generated content, it could be very powerful. Two users I interviewed both suggested wildlife spotting and wildlife mapping as a potential feature.

Another way the community can contribute is through reviews of services, locations, and overall experience.