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Behaviours: •never swims alone •wears/ doesn't wear wetsuit •swims more often & for longer during warmer months *"During the summer I'd do the buoys so I'd stay in a bit longer"* •uses sports apps for recording activities •did a lot of open water swimming during lockdowns •swims in pool when it's not warm enough for open water swimming / doesn't usually swim in pool •stays over an hour in water/ stays 15-20 mins •swims at least once a month throughout the year •goes to the same spot most of the time **Context:** •Local man at swim-spot is 'self-appointed guardian' warning people not to take risks **Pain Points:** •Concerned about safety in water - water quality, currents & strong winds, jellyfish •No swim buddy •Lack of parking at swim spot	**Goals:** •Having someone to swim with •Safety is very important •Wants to know tide info, weather, location, water quality & daylight hours **Context** •Swim typically planned a number of days in advance •Longer swims require more detailed information **Behaviour:** •Doesn't have a 'go-to' app for required info *"I literally just put 'Dublin tide' into Google"* •Relies on their knowledge of a familiar swim spot *"You know with the Forty Foot you can always go in"* •Relies on other people to find out info eg. swim groups/buddies **Pain Points:** •Swimmer has to do a lot of 'digging' on different sites & apps to find all the info needed. *"Handy to have all in one"* •Too much scrolling & clicking	**Goals:** •To find desired swim location on app **Mental models:** •Likes geolocation to be used •Likes geolocation to be requested on first use of the app •Likes attractive design when opening app •Likes to be shown list of nearby swim spots & distance to them *"First thing I'd say it's really cool to see all the swimming spots named"* •Likes quick on-boarding if necessary **Pain Points:** •Search bars often don't yield results •Maps can be difficult as first choice but useful alternative if desired location not on list.	**Goals:** •To find out tide times, weather, sunlight hours for desired day **Mental models:** •Easily understands info with icons •Likes when they understand relevant info easily ie. tide times, swell & daylight •Understands plain language *"Wind says 'strong' so it'll be a 'stay within the harbour' thing"* •Understands they can navigate to other days by pressing arrows, scrolling down or swiping to next day •Likes that a location can be 'favourited' **Behaviours:** •Checks tide times first to see what day/time suits & then wants to know more info. **Pain Points:** •Confused by wind & tide jargon •Difficulty under standing graphs •Unecessary info for swimmers •Too much text & distractions •Forced to look hard for required info / required info not found.	**Goals:** •Consolidate swim plan **Mental models:** •Likes the feature to 'share tides' **Behaviours:** •Shares tide & conditions info with facebook/ whatsapp groups & swim buddies •Makes plan & necessary preparations based on acquired information **Pain Points:** •Dislikes if they're not navigated back to app page after sharing tides.	**Positives:** •Plain language assists swimmers in understanding wind & sea conditions •Good use of icons assist understanding •List of known swim locations is most useful on landing page •Attractive UI appreciated •Option to share tides important **Negative:** •"Too much" on the opening screen with all the 'pin-points' on map •Jargon, graphs, numbers & unecessary info for swimmers is distracting & confusing