Application Definition Statement

A concise, concrete declaration of the app's main purpose and its intended audience

Purpose or Main Intent

A web and mobile application that helps divers and dive shop owners find the air compressor that best fits their needs.

Description of Intended Audience

Divers, both commercial and recreational, as well as dive shop owners that supply their own air for their air tanks. Since there are many sizes, pressures, and oxygen mixes, it can be difficult to find the right system. To resolve this, the app will have specific filters and search mechanics to remove the systems that will not work, thus making it easier for the user.

Core Functionality

Allow the user to narrow down and find an air compressor through a search system. The user will also be able to add multiple compressors to a "Compare List" to help them decide between a smaller selection.

Feature Set

- *Search for air compressors*
- *Optional filters*
    - *High or Low Pressure*
    - *Oxygen type*
    - *PSI range*
    - *Brand*
    - *Application (boat, store, etc.)*
    - *Industry*
- *View list of results with thumbnails and important statistical information about each product*
- *The option to add items to a "Compare List" which will show data from all using tabular information side by side.*
- *Request a free quote form*

Nice to Have

- *Zoom option for product photo(s)*
- *Share by email, social networks*
- *Filter by color, frame type*
- *Download PDF manual/brochure*
- *Consumer ratings*

Primary Persona

Boris Jamison

"I know exactly what I want from my compressor, but there are many different applications and brands. I need the ability to efficiently compare the products I am looking at."

Boris is a freelance commercial diver that travels the world as an underwater welder. He prefers to do all of his research and purchasing from his desktop computer at home or his laptop while he's traveling. He's pretty confident with his ability to use computers and often shares his interests on Facebook for his friends and network to see.

Characteristics	Influencers	Pain Points
Age: 36 Education: College / Associates Job Title: Commercial Diver Tech Familiarity: Medium-High Tech Usage: Daily Platform: Desktop computer, laptop	• *An easily navigable solution for finding products* • *A way to compare products in a simple manor* • *A simple design and layout* • *A desktop/laptop website*	• *Distractive elements that detract from the main goal.* • *No desktop version* • *Lack of product information*

Scenarios

Goal:
Find a compressor

Method:
Boris needs a new compressor for his boat. He would like to make deeper dives without the time delays that regular oxygen has. He has decided to go with a Nitrox system so he logs on the website using his desktop. He uses the intuitive search filters to narrow down the results to a low-pressure nitrox system for a boat. If there are still too many results, he sorts by the highest rated and compares them.

Goal:
Sharing and requesting a quote

Method:
Now that he's found a perfect compressor, he shares it on Facebook to show his friends and network, and possibly get further advice. Once he's sure, he requests a free quote through the website.

ACME interactive

Secondary Persona

Bob Stevens

"There are so many options for compressors these days. I need an application that can effectively find me what I need for my specific application."

Bob is a 65 year old dive store owner in Florida that provides services to local and traveling divers, including but not limited to filling scuba tanks. All he understands is what the divers tell him they need, but nothing about the various benefits of different types of compressors. He is not very tech savvy, but he prefers to do most of his web browsing on his iPhone and iPad due to its mobility.

Characteristics	Influencers	Pain Points
Age: 65 Education: College / BS Job Title: Business Owner Tech Familiarity: Low Tech Usage: Daily Platform: iPhone & iPad	• *Easy to understand* • *Specific filtering options* • *Mobile application* • *The ability to easily compare two or more products* • *Consumer ratings*	• *No mobile-ready application or website* • *Inefficient search filters* • *Lack of public review or rating system*

Scenarios

Goal:
Find a compressor

Method:
Bob launches the app on his iPhone to try finding a new compressor for his dive shop. He uses a search for "dive shop" which immediately eliminates half of the results. He further filters the search for the exact application he needs it for.

Goal:
Comparing and requesting a quote

Method:
Now that only a few results are left, he adds them to a "Compare List" to look at them side by side. This helps him make his choice and he submits a request for a price quote.

Use Case Diagram

Insert use case diagram created in Illustrator.