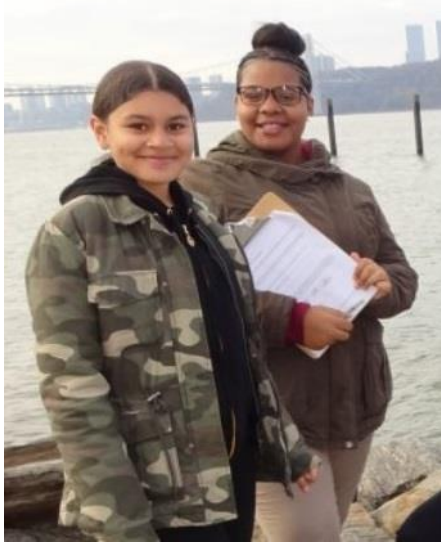


## Giselle and Roxanne, 18 year old students from Inwood, NYC



*"We never imagined ourselves actually in a human powered boat on the Hudson, even though it's walking distance from where we live."*

### Personal Background

Giselle and Roxanne were introduced to open water rowing at a club in their neighborhood and are now finishing up their 2<sup>nd</sup> season as recreational boaters with some experience in kayaks, rowing boats, and canoes. As CUNY freshmen they enjoy weekend rowing in their neighborhood, and helping others learn to row.

Giselle is a Communications major who is especially interested in event planning. Roxanne is in the nursing program at a different CUNY College, and they enjoy their weekend time together.

Recently Giselle and Roxanne have begun volunteering to help with sign ins and float plans for the free public boating program that originally introduced them to accessing the Hudson River.

Each owns a Samsung smartphone, and has downloaded a variety of Android apps from Google Play. They use their phones primarily for photos, music, texting friends, and staying in phone contact with their families. They often use Google to search for information.

Parents are supportive of this boating hobby, and have met the leaders there. They were originally concerned with safety issues, and often ask their daughters about the safety practices of the boating organization.

Photo courtesy of the Waterfront Alliance, names have been changed

## More About Giselle and Roxanne

### Motivators

Giselle and Roxanne have learned that tides, currents, weather, and other factors are critical for safe boating. They are familiar with the Eldridge Tide and Current Guide, an annual \$14 paperback used by leaders to provide info for NY Harbor, but given that they must buy textbooks, they seek a more affordable way to get the information.

### Goals

Realizing that some boaters find the required info online, Giselle and Roxanne decide to find the best free App or Apps to prepare the paperwork required for boating days.

### Needs

Giselle and Roxanne seek an accurate, helpful, and affordable source.

## Engagement & Activities

**Personal Computer:** Each has a PC at home, shared with other family members. The families take advantage of the free MS Office suite available to CUNY students, but since it is a shared computer, most of Giselle and Roxanne's personal interactions are on their phones.

**Internet Usage:** "Digital natives" who have never known a world without Internet, Giselle and Roxanne are very comfortable using digital media in almost all aspects of their lives.

**Mobile:** Due to news reports about horrific events, the families require that they take phones to school and work to be in touch in case of emergencies.

**Social Networking:** A second indispensable use of phone & computer is for building and maintaining social networks via Facebook, Instagram, and more recently LinkedIn for professional connections.

**Television Shows:** The Fosters, Grey's Anatomy, One Day at a Time

**Magazines:** People, New York, Latina,

## Scenario

The purpose of the **“Apps for NYC Boaters”** website is to steer people to Apps that would be most helpful to them as boaters in NYC. Therefore, most users would use the site heavily until they had identified the best Apps to download, and return to the site to rate their app and comment on their experience using the site.

Since they each attend a different college, Giselle and Roxanne agree to meet after school at Giselle’s house to look for helpful Apps.

Due to work and school, time was limited for the search and download project.

They had heard of the website “Apps for NYC Boaters” via a blog for their local boat club, and decided to try it.

When they realized they could limit their search to “Free Apps” the work was made easier.

Using the family’s PC, they take turns opening links for the various Apps. While one was searching via computer, the other searched by phone.

After about a half hour of time, they identified 5 Apps they liked best. One Apps they agreed was best, and each decided to download it onto their phone. For the other 4, they each downloaded 2 different Apps, and agreed to meet in a week or so, and compare notes to see if any 2 of the 4 was best, or if they would stay with the Apps they had originally downloaded.

Several weeks later they met, decided not to make any changes, and went back to the “Apps for NYC Boaters” to rate the Apps and comment about their experience.

Since then Giselle and Roxanne have been able to work out float plans in advance, or if they had to rush, much of the information could be accessed at the boathouse as rowers arrived and signed in.