

Robert - Age 26, Urban Planner from Syracuse, NY



"I never thought I'd end up here!"

Personal Background

While working on his B.A. at Cornell University in Ithaca, NY, Robert was an elite rower on the college team. As a kid, he had canoed and kayaked at camp, and on vacations with his parents. When he decided to move to NYC after graduation to pursue a career, his family was confused – they thought he would be most happy in a suburban or small-town environment.

Robert adjusted to city life, but missed the boating he experienced growing up and in college. When he found it was possible to row outdoors without leaving NYC he was curious, impressed, and eager to know more. He visited some of the NYC clubs and organizations and became active in several. He was especially interested getting to know the cross section of New Yorkers from all paths of life who share this passion.

One great surprise was that the rowing boats of NYC are designed differently than the skinny and sleek boats he rowed at Cornell. However, he soon realized that due to strong tides, currents, and waves from commercial river traffic, the boats and safety procedures in NYC are extensive and differently detailed.

Robert figured out some of the required measurements based on college science courses, but that did not help calculate other factors required on float plans. Robert decided to try "[Apps for NYC Boaters](#)" recommended by college students. The website provided a means to narrow his search and identify which of the many boating Apps would be most helpful.

Photo courtesy of the Waterfront Alliance

More About Robert

Motivators

Becoming a knowledgeable and skilled part of his new cohort of open water rowers is important to Robert, as is the idea that access onto the water should be available to all New Yorkers.

Goals

Working a full-time job, Robert needs to most quickly identify and download the Apps that will be most helpful to him, so that that he might safely enjoy his and others' NYC rowing experiences.

Needs

Robert is looking for access to boating info relevant to this geographic area: the Hudson, Harlem, and East Rivers, plus NY Harbor.

Engagement & Activities

Personal Computer: Fluent with both Mac and PC, an advanced user who uses computer analytics at work. At home he streams videos, listens to music

Internet Usage: Extensive both for work and personally. Uses Yelp to and Time Out NY apps to find restaurants and things to do in the city.

Mobile: Uses for both business and personal calls. Does photography and listens to music. He has a paid subscription to the NY Times online, and recently purchased an Apple Watch.

Social Networking: Moderate, uses LinkedIn professionally and Facebook for friends and family.

Television Shows: PBS News Hour, Master of None, Game of Thrones

Magazines: Popular Science, New York, Forbes

Scenario

Robert has been invited on a “Row Around Manhattan,” which is expected to take about eight hours, given favorable tides, currents, and winds. The event is scheduled to take place in three weeks’ time.

Up until now, Robert had depended on boat leaders to plan out the row, and let him and the crew know the details such as when to arrive on the day of the row. He admits to himself that he had been a bit lazy, or perhaps too busy, to double check the information he was given. However, he is a bit worried given the planned length of the row in both time and miles: about eight hours to row about 24 miles.

He decides to double check the event leaders’ calculations this time. He had heard of the website “**Apps for NYC Boaters**” from a several college students who used it for filling out float plan forms, and he decided to try the App, later at his apartment.

As he looked at selected Apps on his MacBook Air, Robert realized that some give detailed information on other areas besides New York City. It was of interest that he could use these Apps while visiting family or while on vacation. He also saw that several Apps would work on his Apple Watch. Since having an abundance of information was more important to Robert than price, Robert made his choices accordingly.

Several weeks later he rated and commented to the “**Apps for NYC Boaters**” website