

User persona:

Henry, a freshman who intends to major marine biology, enjoys learning about the ocean and marine creatures. He has a scientific interest in whales and orcas. It usually takes him several hours by bus to get to the nearest coastal town, so he would love to have day trips to watch whales sometimes, but only when the tour has a reasonable price for students. He prefers a tour guide with expert interpretation on the local landscape and wildlife. He also wants to hear about conservation efforts from local people to protect marine wildlife. He has a laptop for university use, but he usually uses his phone to search for information on the go on busy days.

Jenny, a single mother who has a 10-year-old daughter, owns a small grocery shop in a nearby city. She has a passion for photography and enjoys taking nature pictures, especially birds. Her daughter loves animals, so Jenny often takes her to the zoo and eco-tours. She has a car, so she is looking for some marine-eco tours nearby to take her daughter there for the weekend. As she is looking to take some marvelous shots, she would like to have an experienced guide who can help with spotting and identification. She prefers short trips that lasts 2 to 4 hours since her daughter does not like being on the ocean for so long. She usually uses her tablet and mobile phone.

Anna, a high school student, has a large extended family with five or more cousins. They have been playing together since they were young as their houses are nearby and they are near in age. She also has one sister and one brother. They love the ocean and intend to go on a day-long trip to watch whale and other marine wildlife. She is looking for tours with discount for groups. She and her cousins also enjoy taking pictures and upload them to social media. She uses her phone only to search for information.