



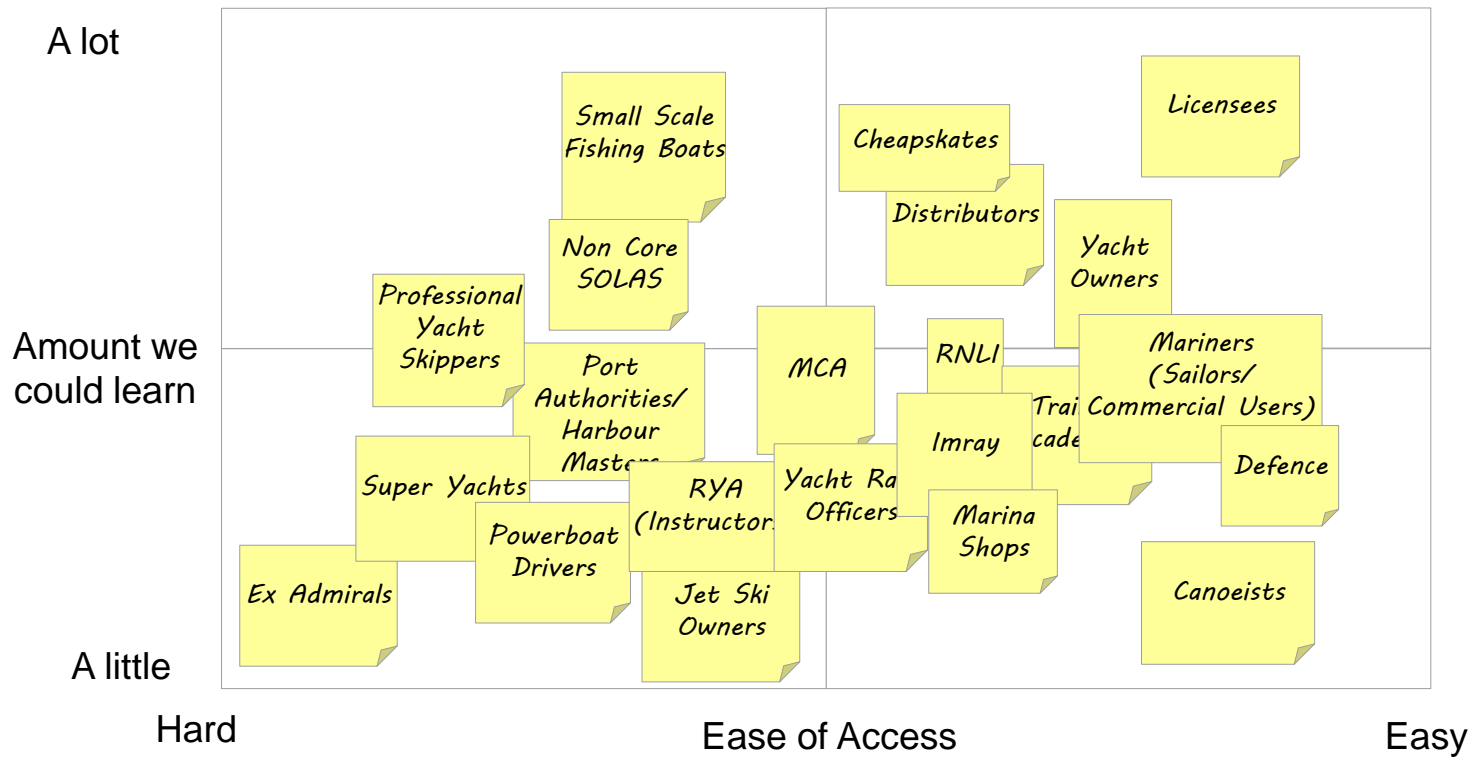
United Kingdom
Hydrographic Office

Leisure Research

By Robyn King

Research carried out March – June 2018

Identifying Users





Licensee Assumption Persona



Colin Smythe-Smith, 42

"I see a gap in Leisure Navigation. I want to fill this gap profitably".

Behaviours

Tech-Mind

Sees a Niche as an opportunity

People Person likes doing deals

Bends Rules to achieve

Entrepreneur

Facts

Digital Experience

Cash Rich

Has ££ to invest

iPhone/Mac User

Uses leisure products but is frustrated with current offering

Gadget Man

Yachtsman Member of prestigious Sailing Club

Runs Several Small Companies

Understands paper charting

Needs and Goals

Low cost of effort

Ease of data

Wants customers like himself for his products

Smart Slick Product

£££ Profit

Wants to be successful

Leisure industry exposure



User Assumption Persona



Miles Rupert Jones, 54

“I want a hassle free, good value, reliable position monitoring device”.

Behaviours

Not up to speed with industry regulations

Uses boat during sailing season

Experienced at sea

Open to paper or digital

Sails on a shoe string budget

Not bothered about updating

Not safety first

Getting into tech

Facts

Comfortable but not rich ££

Exposed to 'water' environment all his life

Retired but not too old to work

Wears deck shoes, red trousers

Reluctant wife tags along

Member of a 'Members Only' club

Grown up kids

Very seasonal

Needs and Goals

Complete minimal updating

Hassle free products

Wants a satnav like experience for digital

Low maintenance product

Wants a product that will meet minimum yacht club rules

Wants to impress the 'boys'



Topic Guides

Write topic guides based on the assumptions/questions you identified in your assumption personas. Use this when conducting field research, then use the results to verify and update your personas.

Can you show me how you:	<i>find Navigational data now, when, why</i>	Remember to stick to the users task and not make it product specific.
What are the main steps you take when:	<i>Plan a sailing trip</i>	

Updating

Source of Data

Paper vs Digital

Costs

ADMIRALTY
Products

Regulation
changes

Sea Experience

Suggestions



Validated User Persona



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User interviews

- 5 interviews completed at chandleries accompanied by a Distributor
- Located in Weymouth and Dartmouth



Sources of Data used

- ADMIRALTY Leisure Folios
- ADMIRALTY SNCs
- Sailing directions
- Tidal Stream Atlases
- Almanac
- Imray Pilots
- Tide Tables
- Weather apps
- Navionics App
- Don't mind if data is official as long as its accurate



Updating Leisure Navigational Data

- Generally users do not update their leisure charts and go out with what they have
- Perception that the updates are small so therefore insignificant
- Exception is if they go somewhere new or they are a 'coded' vessel....

**"It's a 'ball ache'
to update Leisure
Charts"**

**"I know people
don't update"**



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What they say about ADMIRALTY Leisure Folios

- Like the standard format – they can get an SNC for areas not covered by folios and be able to use it
- Like the size – don't have space onboard for lots of SNCs
- New editions 'mid-season' is not helpful
- They miss tough charts – they were a great format as waterproof and ring bound, but they were over engineered – didn't need to be as good as they were.
- Have folios as a back up but don't update
- They have noticed a drop in ADMIRALTY folio sales
- Users have notice jump in price but mainly due to frequency purchased
- Not provided in a large enough scale



“Tough Charts
were the best
thing you’ve
ever
produced”



What the say about competitors

- Navionics App – update when prompted by their phone
- Imray – have more relevant scheming which is focused on leisure areas, more robust – seem to be more water resistant, their updates are only relevant to leisure users
- NV Charts – good value for ££, convenient book format, perceived as ADMIRALTY data



Transition from Paper to Digital

- Rise in app navigation - Want to navigate digitally to make their lives easier, an iPad is more portable. A lot more digital solutions becoming available
- Moving from paper to digital but some carry paper as a back up
- Older generation being pushed towards technology and concern passage planning as a skill is being lost



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How do they hear about Regulation Changes

- Aware via word of mouth or the harbour master mailing list
- 50/50 users carry on with how they've always done it
- Changes are never enforced if broken



Other feedback received...

- Slight contradiction in level of detail needed – want enough detail but also say we provide too much
- Customers don't understand why they can't have the same service for maritime data that they have for ONS data – would love to pick and print a bespoke chart of the area that they wanted
- Online charts would be brilliant