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Online Leisure Concept

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Objectives

- Understand the needs of the small craft / leisure market
- Understand how they are currently meeting their needs
- Understand if the concept would be useful to them



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Objectives

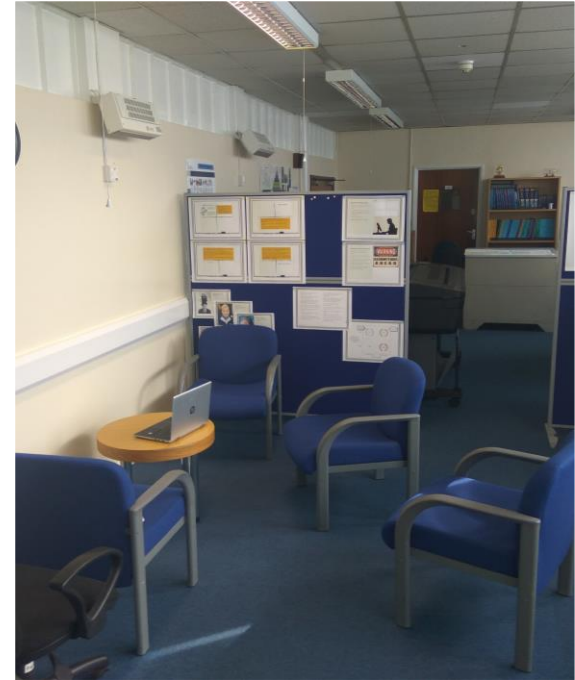
- 16 people interviewed in total
- Leisure sailors
- Instructor
- Commercial small craft owner



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Internal Interviews

- 4 interviews
- Users easy to contact
- Showed wide breath of experience
- Issues with biased answers
- Sometimes felt they said what we wanted to hear (with exceptions)





Internal Interview - findings

- Paper used for planning rather than monitoring
- Divide over opinion on mobile apps and devices
- Leisure charts seen as a good **back up**
- A2 was good for situational awareness. A4 would be **too small**
- Offline capability not important because they wouldn't use it
- Wide range of sources for information – not ADMIRALTY
- **Local knowledge** king



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"I KNOW THE LOCAL
AREA"

"WEATHER DATA MORE
IMPORTANT THAT UP TO DATE
CHARTS"

"NOT A LOT CHANGES"



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Watchet Marina

- Commercial fishing vessel
- Got into sailing because hay-fever on land was unbearable
- Tidal port





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Watchet Marina

- Navionics on Furuno Chart plotter
- Liked leisure charts to show customers for overview
- Said he updated them **but didn't**
- **Navionics** hadn't been updated in 15 years
- **Tide times** important to him.
- Got them from Watchet Boat Owners Association, ADMIRALTY not accurate enough
- He wanted photos of port entry and exit (Navionics and c-map offer this in their premium packages)
- Wanted to email it for ship rescue



Watchet Marina - Findings

- It would be good for going somewhere I don't know.
- **Up to date** data is good
- **Wouldn't be a replacement** for chart plotter and would keep leisure folios
- Would pay a one off fee if it **price** was reasonable but wouldn't pay for individual prints



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"DEPENDS ON PRICE"

"UPDATES ARE IMPORTANT"

"NOT A LOT CHANGES"



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Cardiff Marina

- 11 interviewees
- Majority RYA trained
- Majority owned own boat for leisure purposes
- 1 user was RYA instructor*

- *Laminated sheets – Copyright issue





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Cardiff Marina – Common Themes

- Reeds Almanac
- Local information is King
- Navionics
- Marina information
- Mobile Apps / Online sources
- Chart Plotter
- No-one was using paper or mobile apps as sole nav tool
- Tidal information important – no single source



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Cardiff Marina

- 50/50 split said they would use it – but wanted more functionality
- Wouldn't replace leisure charts
- Couldn't be used for monitoring so purpose was lost
- Those who said they would use it said **price** was a factor
- **C-map does it already**
- Offline would be useful but they couldn't say why
- Liked the idea of adding **annotations**
- Liked that it was always up to date
- Liked printing but **A4 too small**



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Cardiff Marina – Take aways

- Concept **cant replace leisure** charts for route planning
- Concept cant replace position monitoring (chart plotter capabilities)
- Serious effort needed to displace Navionics in market for apps and chart plotters
- **Price** is a factor
- Reeds almanac very embedded in market
- Users who liked the concept wanted **annotation**, up to date charts
- **Tide information** included
- **Local** Marina information valuable
- SNCs very very rarely used



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"NOT BEING FUNNY BUT
C-MAP DO THIS ALREADY"

"I WANT ALL INFORMATION IN
ONE PLACE"

"LOCAL KNOWLEDGE IS
INVALUABLE"

"I GOOGLE IT"

"PRICE WOULD NEED TO
BE REASONABLE"



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End