

## User profiles

### **Greg: advanced diver**

Greg is 39 years old, single, and goes on at least two dive trips per year. He's been diving since he was 24, and has logged over 250 dives. He usually dives the Caribbean, since it's easy to get there from his home in Atlanta, but has been on a couple of big trips to Micronesia and Australia. Diving is his passion, and he owns all the latest equipment, including a high-end digital camera setup. Greg is active in his local dive club, and loves to share stories of his trips with friends. Because of his busy work schedule he's not always able to go on trips with the club, so this trip he's traveling alone. But he knows from previous experience that he'll quickly find a dive buddy and make some new friends.

### **Cheryl: beginning diver**

Cheryl is 27 years old and lives in Philadelphia, where she's just completed her classroom and pool work for her open-water certification. On this trip, she'll be doing her first open-water dives with an instructor to get her certification. She's excited and a little bit nervous about diving in the ocean for the first time, and hasn't given much thought to the social aspects of the resort. For the trip, she rented a BC, computer, regulator, and wetsuit from her local dive shop since she doesn't own any of the equipment yet. Although she'd like to take pictures underwater some day, she'll have enough to think about this trip without that distraction. Her trip is organized through the dive shop where she did her training, and she's traveling with her boyfriend, Carlos.

### **Carlos: non-diver**

Carlos is 31 years old and lives in Philadelphia with his girlfriend, Cheryl. He doesn't dive, but is accompanying Cheryl on her first dive trip. He's looking forward to relaxing by the pool and doing some snorkeling. After having learned a bit about diving through Cheryl, he's curious to hear about her underwater experiences. For snorkeling, Carlos rented a waterproof camera from the shop when Cheryl rented her equipment.

**Lynn: dive master**

Lynn is 45 years old and works at the resort as a dive master. Although it's hard work, she loves having her job also be her passion. Since she dives the same sites all the time she knows them like the back of her hand, but sometimes has a hard time maintaining her enthusiasm time after time. If it weren't for all the interesting people she gets to meet, her job would probably get dull fairly quickly. Most visitors stay between five and ten days, so it seems like they leave just when she's getting to know them. She has many repeat customers who return to the resort regularly, and she feels that she has a stronger connection with them. She wants everyone to enjoy the trip — not just because it's her job, but also because she wants people to come back to the resort on future trips.

**Robert: group leader & instructor**

Robert is 51 years old and works at a dive shop in Atlanta as an instructor. He leads two or three group trips per year through the shop, in addition to his personal dive trips. On this trip, he will be supervising the checkout dives for four open water students — including Cheryl — and teaching a Nitrox certification class, in addition to making sure everything goes smoothly and everyone has a good time. Although Robert has a lot of responsibility as group leader, he also has fun on the trips, and is looking forward to seeing Lynn and the other people at the resort whom he's gotten to know over the years. Robert has a camera that he uses to take pictures of everyone on the trip. He always tries to get group photos that he can send to everyone. Although he's a genuinely fun-loving person, there's also a business incentive for Robert to make sure everyone has a good time — happy divers are more likely to want to take another group trip through the shop. Robert often makes slide show presentations of the trips he leads as a way to get potential trip participants excited about the prospect of group trips.