ERIC

THE SOLO BOATER

MARITIME SAFETY VICTORIA — A branch of Transport Safety Victoria

"I want to be out on the water as quickly as possible: no mucking around with finding a car park or waiting in lines at the boat ramp."

GAINS
+ Find a carpark quickly and easily
+ Launch boat soon after arriving
+ Information to inform decisions is clear and easy to access (in one place)
+ In control of making decision

PAINS
- Finding a carpark and waiting for the ramp to be free is frustrating
- Information is in too many places (multiple apps and websites)

AGE
55

TRIPS PER YEAR
36

VESSEL

GROUP OR SOLO

ACTIVITY

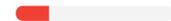**MOTIVATION**

RISK PROFILE

Risk statement: Overestimates his abilities, underestimates the risk.

"I have never had any problems all the years I have been boating. It's the new boaters who tend to get into trouble."
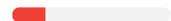
EXPERIENCE

RISK PERCEPTION

LIKELY TO TAKE RISKS

FITNESS/STAMINA

KNOWLEDGE OF WEATHER

WILLING TO CHANGE PLANS

ON HIS LAST TRIP:

- Lifejacket stowed
- Radio on board
- No EPIRB or PLB
- No means of getting back on

Eric, 55, has been boating and fishing on Port Phillip Bay and the surrounding coastline for more than 30 years.

Although he enjoys taking out his friends and family, he most often heads out on his own for a bit of peace and quiet.

Eric takes immense pride in his boat and in his own abilities and feels he can handle most situations on the water. He believes that incidents happen to boaters who are less experienced than him.

Eric is not likely to seek out safety information as he feels confident he is already doing the right things to stay safe.

WATERWAY/RAMP USE

Ramp use: **Frequent**

Waterway type: coastal, enclosed, inland

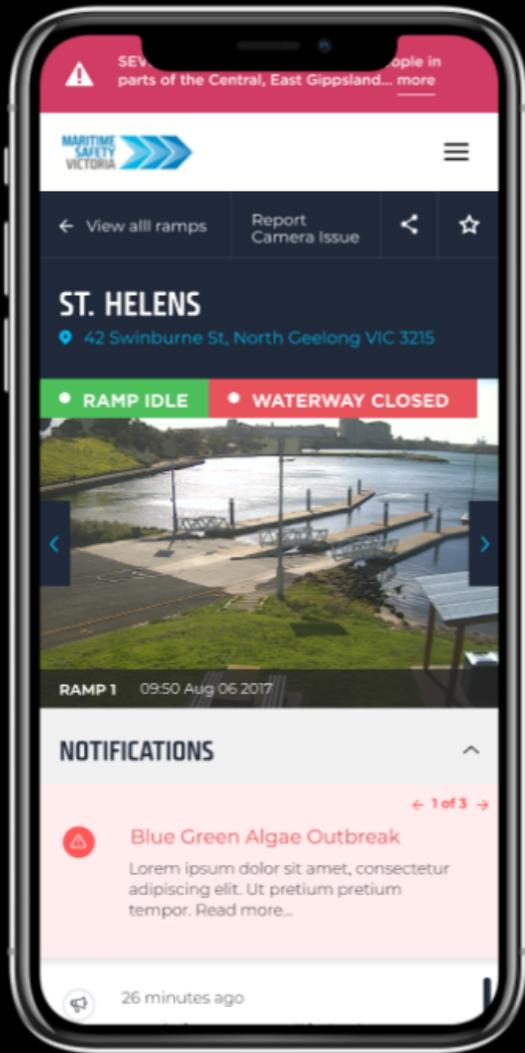### DIGITAL READINESS

Technical comfort:

Security concern:

Device usage:

Favourite apps:
BOM, Tides

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Ramp Camera – Original Proof of Concept

Ramp visual
- Timestamp and ramp number was not noticed and therefore users weren't clear if it was live.
- Ramp image was used as a visual to make a decision whether or not to head out.

Ramp status not clear
- Open closed status confusing - 'Is every ramp closed or just the one ramp?'

Carpark
- Images of car park was very desirable but again timestamp was not noticed.

Night time
- "What happens if I plan my trips in the evening? Will the visual displayed here be black?"

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Tabs
- Tabs introduce to more quickly navigate between ramps, car park and gallery images with relevant corresponding information pulled out in a call out.

Ramp information call out
- Rampcam copy introduced to indicate a functioning camera.
- Time stamp taken off image and made more visible.
- Ramp status pulled out for each individual ramp.

**Report camera issue grouped at ramp level in call out.**

Other
- Ramp access, surface, condition and feature brought higher up from facility information component to live with ramp information in call out, so the design is more scalable for facilities with more than one ramp and also reduce the height of the page.

Ramp Camera - Revised

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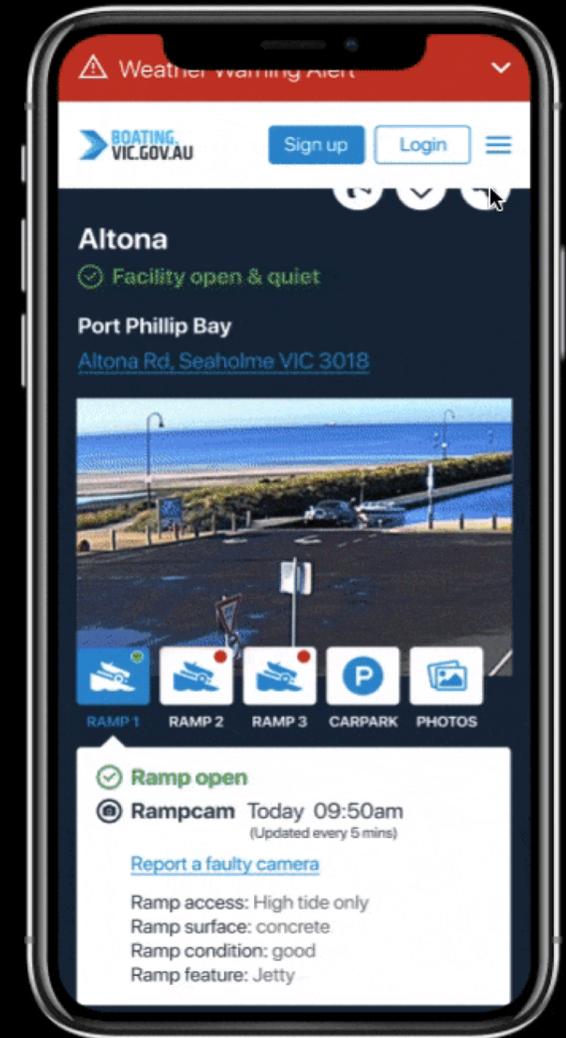
Weather – Original Proof of Concept
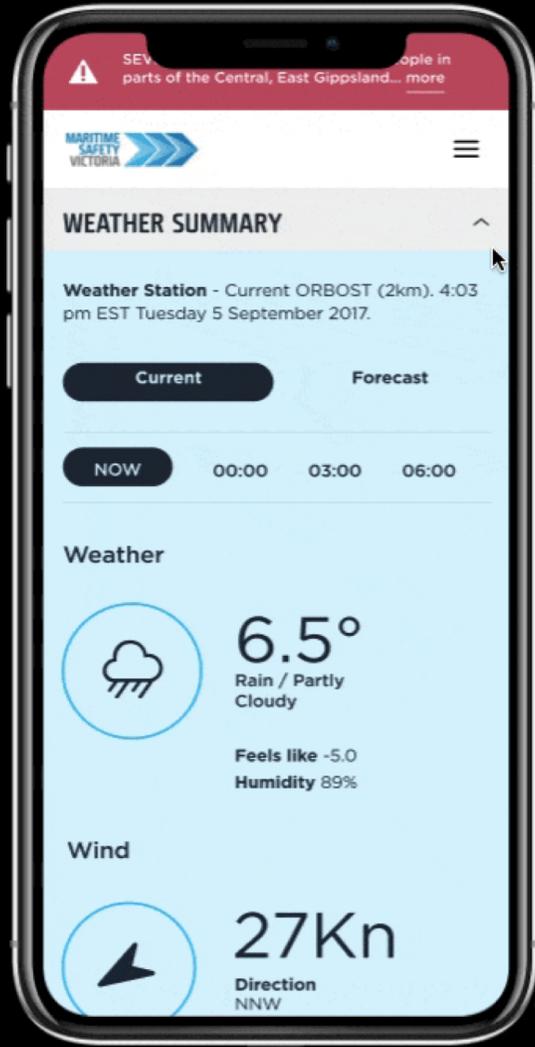
Layout
- Layout appears clean and simple but does not provide an easy way to assess the day's weather/wind at a glance.

Navigation
- Toggle between current and forecast missed.
- Navigation between 3hr increments not intuitive.

Font size and contrast
- Font sizes too small proving difficult to read for some and level of contrast not high enough.

Tides
- All participants were pleased to have tidal information of the ramp amongst other weather data (currently they use a separate source for that).

Data source
- Time stamps and weather stations were missed/not clear.

Sunrise & sunset
- Most participants wanted to have access to sunrise and sunset data here.

Cycling through 4 rounds of usability testing we were able to learn about boaters' behaviours and needs around weather checking and bring together a mass of critical weather data to create a unique contextual offering bringing high resolution forecasting, current weather, district and state forecasts all together in clean and easy to read layout.

Hierarchy of data
▪ Weather data was reorganised in order of importance and source after several rounds of testing.

Segmented control
▪ Current and forecast toggle replaced by five day segmented control panel.

Contrast
▪ Colour scheme was changed to increase contrast and minimise screen glare.

Sources and time stamps
▪ Relevant data sources, weather stations and time stamps pulled out for each section to highlight the frequency and reliability of the data.

Dynamic icons
▪ Reduced in size to minimise scroll and content on the page. Wind icon moved up into the wind graph call out.

Interactive wind graph
▪ Wind graph overtime using familiar design patterns. Call out includes time, day, direction, speed and gusts.

Data source
▪ Forecasted and actual have timestamps and sources that dynamically display when interacting with graph.

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Weather - Revised

Warnings
- Wind graph data points reflect colour corresponding with wind severity (using BoM warning colours).

Interactive temperature graph
- Tab to see graph displaying daily forecast of temperature, feels like and humidity in hourly increments

Weather warnings
- Relevant warnings are now displayed in the weather section as they were often missed or misinterpreted in the sticky banner. Most made the correlation between the colour coded warnings and colour coded arrows in the graph.

Weather daily overview
- Minimised copy and icon. Removed Barometric pressure.

District/local and coastal waters forecast
- Included into the weather providing detailed forecast for regional weather, winds and seas.

Sunrise and sunset
- Included after several rounds of testing feedback.
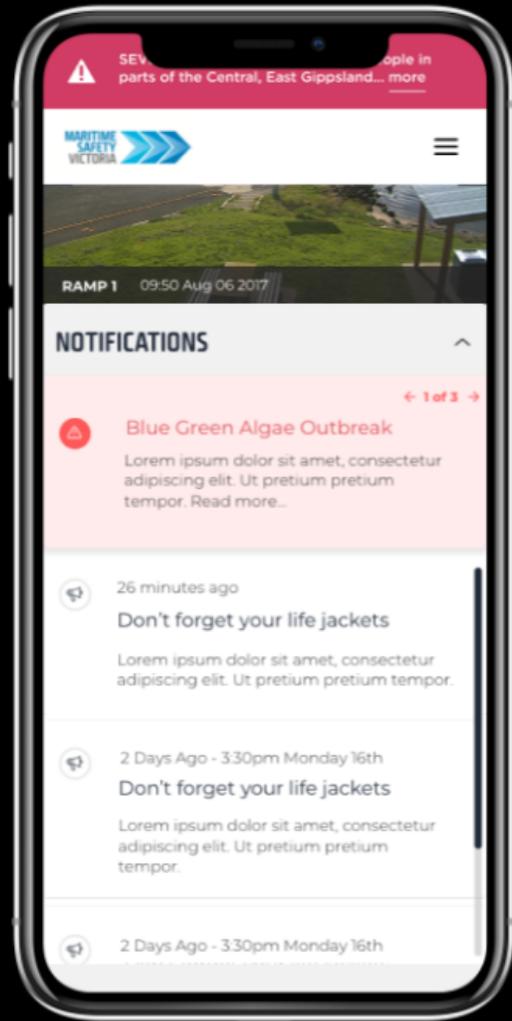
Tides
- Continually tested well.

Weather situation summary
- Included providing a 4 day state wide overview forecast.

Weather - Revised

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Notifications – Original Proof of Concept

Notifications must be tailored

- Most prefer to see only facility/waterway specific notifications. Notice to mariners tested well but miscellaneous alerts were perceived as clutter here.

High priority notifications

- High priority notifications pinned and swipeable leaving the possibility for important notifications to be missed.

Low priority notifications

- Low priority notifications are displayed in a scroll function within a scrollable page which is difficult to use.

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High priority notifications

- Are pinned and stacked making it easy to access important information.

Low priority notifications
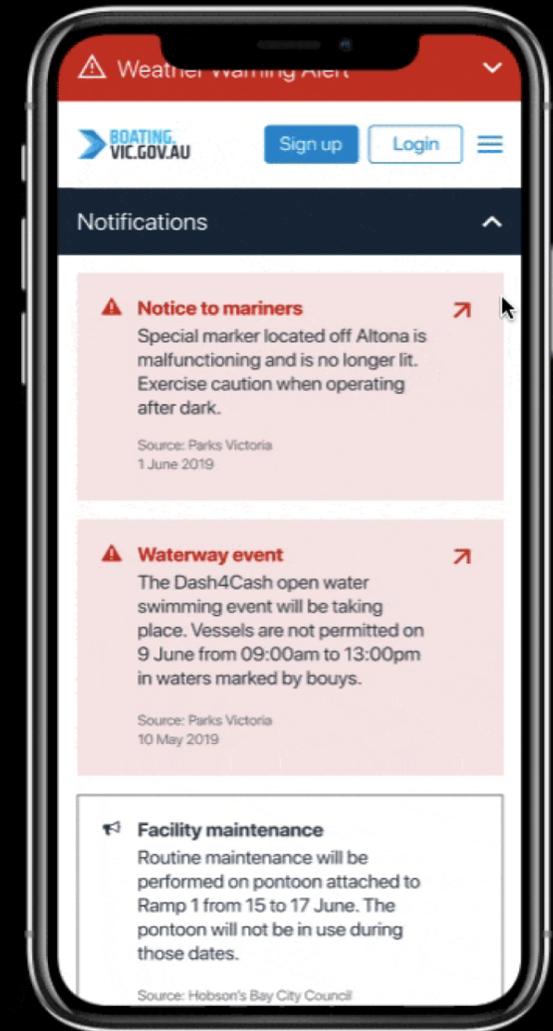
- Are swipeable, minimising content on the page.

Notification Icon

- Icon at the top of the facility page to show new notices.
- When clicked will pull the page down to the notifications component.
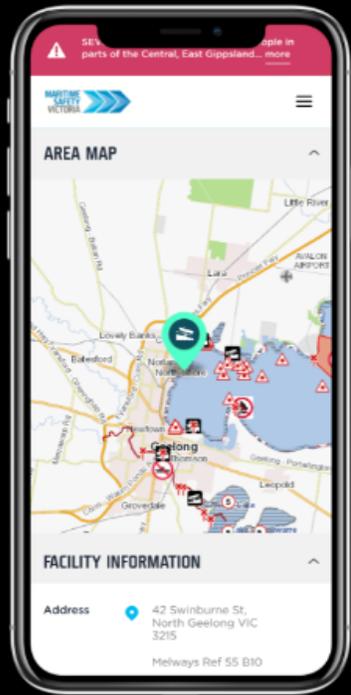
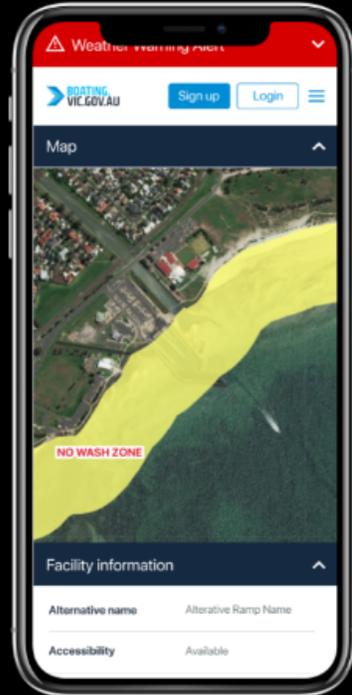**Tailored notifications**

- Waterway and facility generated notifications.

Facility Page - Map

Map view type
- Map as satellite view was preferred over terrain based.

Browsing
- Participants were inclined to use this to find nearby ramps.

Displayed data
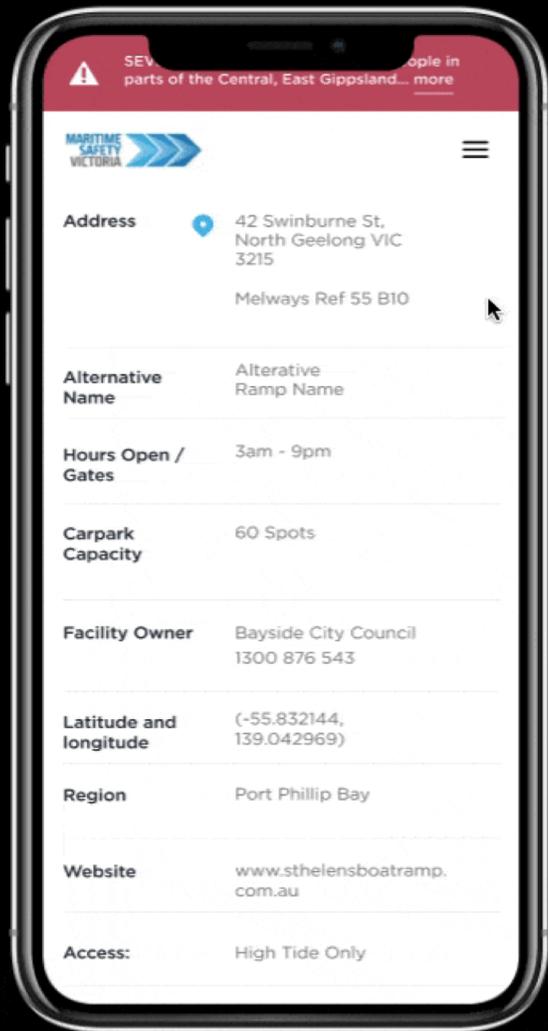- Nav channels and no go zones expected to be displayed when zoomed in.

Wash zones
- To be displayed when interacted with.

Labels over icons
- Display labels rather than icons to avoid the need of a legend.

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Facilities – Original Proof of Concept

Information hierarchy

- Insights from testing showed information living within facility information component of high importance and could live higher within the page.

Information with low value

- Some information was found to have little or no value to the user; eg region, melways, longitude and latitude.

Scrolling

- Spacing and copy spread out making excess scrolling.

Layout
- Reworked layout to minimise space and scrolling.

Information hierarchy
- Reordered information in order of importance.
- Address, waterway, ramp access, ramp condition, ramp construction were moved higher up the page into the rampcam component.
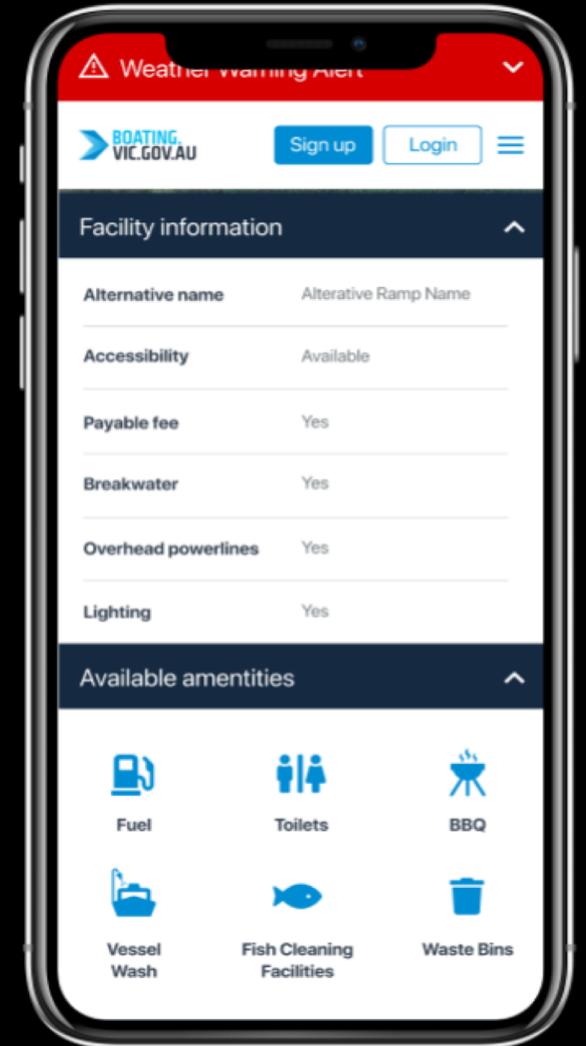
Removed
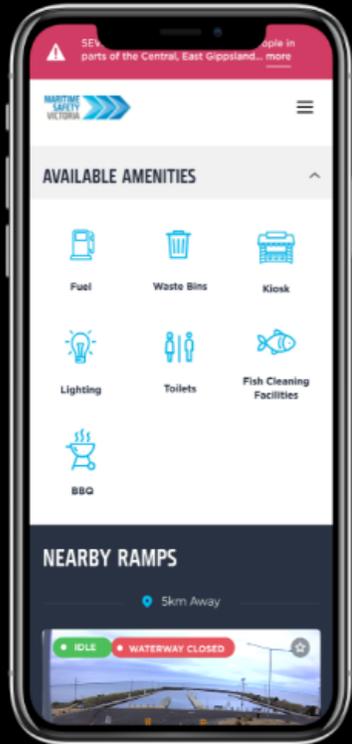- Information deemed low or no value removed.

Additions
- Lighting moved up higher from amenities component
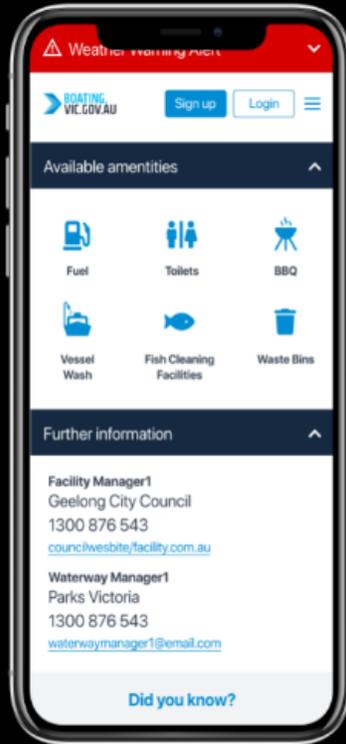- Accessibility added

Facilities - Revised

Facility Page

Old

New

Icons

- Icons with copy tested well. Moreover vessel wash icon was added and kiosk icon.

Lighting

- Moved into facility information component.

Copy change
- 'Waterway information' changed to 'further information'.

Repetition of information
- Double up of waterway and waterway status. Removed as it already lives high within the page.

Water levels and volume
- Inland waterway specific information moved into 'District Forecast' weather component.

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