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| Persona | Tourist Diver |
| Photo |  |
| Fictional Name | Cindy Walker |
| Job title/major | Business and Marketing Specialist |
| Demographics | <ul style="list-style-type: none"> ● 28 years old ● Single ● Master Degree in Business Analytics |
| Goals and Tasks | <p>She is goal oriented. Has strong relationships with her business customers.</p> <p>Spends her work time:</p> <ul style="list-style-type: none"> ● Planning new marketing campaigns ● Meeting with product development departments ● Maintain relationships with customers and partners |
| Interests | <ul style="list-style-type: none"> ● Enjoys traveling ● Have some diving experience from Gulf of Mexico ● Enjoys trying new things |
| Quote | “Where can I see other people’s photos?” |

Scenario:

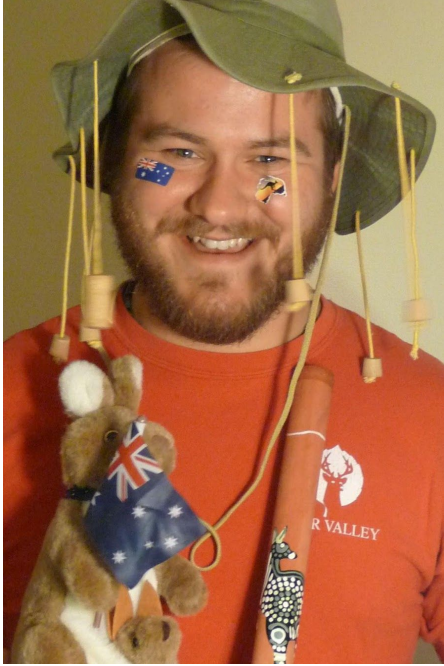
Cindy just got back from a diving tour off the coast of Australia. She happened to have taken some photos and videos of the coral reproduction. The diving company told her to upload some of her photos on Team Coconut Crab’s coral reproduction tracking website. After she transfers her photos and videos to her computer, she decides to visit the website. When she gets to the homepage of the website, she clicks on the upload button and then select only three photos to be uploaded. Once the photos has been successfully uploaded, the website prompts Cindy to input date, time, location, type of coral, and an optional temperature of the time of picture taken field.

The information Cindy input will then be uploaded to a database where a scientist (or intern) can download it in the form of a spreadsheet, and analyze and compare the information in a variety of ways. Natalie Rosser and her research team can then perform a more in-depth analysis of the compiled information and determine whether or not the timeframe of the reproductive cycle of Great Barrier Reef corals is actually changing.

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| Persona | College Student |
| Photo |  |
| Fictional Name | Jessica Chen |
| Job title/major | Environmental Sciences |
| Demographics | <ul style="list-style-type: none"> • 21 years old • Single • Undergraduate at University of Sydney |
| Goals and Tasks | <p>Jessica would like to see her home country be more environmentally friendly. She believes that the knowledge she gains from Australia with their coastal awareness will give her the tools to assist China in the to become more environmentally friendly.</p> <p>Spends her school time:</p> <ul style="list-style-type: none"> • In class with alternative energy systems • Pollution control analysis • Global Climate Change |
| Interests | <ul style="list-style-type: none"> • Enjoys traveling • Travels throughout Australia when she has time • Takes a lot of pictures for her friends back in China |
| Quote | “Want to know what specific family this coral is?” |

Scenario:


Jessica has traveled Australia quite a bit since she transferred to University of Sydney to study Environmental Sciences. She travels on her free time with some of her new Australia native friends. Her friends and her just got back from a diving trip to see the Coral reef reproduction with a diving tour company. A couple days after the trip she remembered that the diving tour company mentioned to them to upload photos that they took onto a website to track coral reefs. Since she is an environmental sciences undergraduate student, she includes very detailed information about the coral reefs that she saw and uploads 3 of the best coral pictures she took.

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| Persona | Native Australian |
| Photo |  |
| Fictional Name | Michael Brown |
| Job title/major | Wildlife Hospital Assistant |
| Demographics | <ul style="list-style-type: none"> • 24 years old • Single • Certificate in veterinary nursing |
| Goals and Tasks | <p>Michael is fun loving, and has a strong affinity toward nature and animals.</p> <p>Spends his work time:</p> <ul style="list-style-type: none"> • Aids veterinarians at wildlife hospital • Assists in habitat research • Advising clients about animal care |
| Interests | <ul style="list-style-type: none"> • Enjoys adventuring • Snorkels regularly with friends. • Loves animals. |
| Quote | “Where do I learn more about this?” |

Scenario:

Michael regularly goes snorkeling off the coast of Australia and jumped at the opportunity to go diving during the great barrier reef coral reproductive phase with some friends. Upon returning from the trip, his friend contacts him about uploading his photos to a scientific database researching the coral reproduction. He takes a look at the site from his phone and then looks through the photos of the dive he uploaded to his social media. He uploads them to the website, fills out the fields, and tries to find more information about the research study.

The information Michael input will then be uploaded to a database where a scientist (or intern) can download it in the form of a spreadsheet, and analyze and compare the information in a variety of ways. Natalie Rosser and her research team can then perform a more in-depth analysis of the compiled information and determine whether or not the timeframe of the reproductive cycle of Great Barrier Reef corals is actually changing.

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| Persona | Tour Guide |
| Photo |  |
| Fictional Name | Oliver Thompson |
| Job title/major | Barrier Reef Tour Guide |
| Demographics | <ul style="list-style-type: none"> ● 32 years old ● Married for 4 years ● Reef enthusiast |
| Goals and Tasks | <p>He is very laid back, but serious about his work. He is very concerned about the safety of tourists and the Great Barrier reef.</p> <p>Spends his work time:</p> <ul style="list-style-type: none"> ● Observing the reef's health ● Ensuring customer satisfaction and safety ● Maintaining relationships with customers and partners |
| Interests | <ul style="list-style-type: none"> ● Enjoys diving ● Wants to keep everyone happy ● Wants to support his family |
| Quote | "If you want to see other pictures, we have a website for that!" |

Scenario:

Oliver enthusiastically helps tourists and diving enthusiasts alike in exploring the reef and taking photos. He is interested in the overall health of the reef and the life within it. When diving with smaller groups, he occasionally takes photos of the reef and would like a centralized location for

everyone to share their photos to help analyze the reef's health over time. He encourages those who take his tour to upload their photos and share what they've observed within the reef.