

Experience matrix

	Greg (advanced)	Cheryl (beginning)	Carlos (non)	Robert (leader)	Lynn (master)
Pre-trip	<ul style="list-style-type: none"> • Finds info about island through internet • Has 2 buddies who have been to the island before, downloads their logbook info 	<ul style="list-style-type: none"> • Goes to dive shop orientation meeting, gets info about trip and glyph 	<ul style="list-style-type: none"> • Goes to dive shop orientation meeting, gets info about trip and glyph 	<ul style="list-style-type: none"> • Gets experience information about each member of the dive shop group 	<ul style="list-style-type: none"> • Still worried about her current group of divers, not thinking about the next group yet
Arrival at resort	<ul style="list-style-type: none"> • Gets glyph • Can see info about other divers, starts thinking about dive buddies • Gets basic info about resort, boat schedules, itinerary, etc. 	<ul style="list-style-type: none"> • Gets basic info about resort, boat schedules, itinerary, etc. 	<ul style="list-style-type: none"> • Gets basic info about resort, boat schedules, itinerary, etc. 	<ul style="list-style-type: none"> • Gets basic info about resort, boat schedules, itinerary, etc. 	<ul style="list-style-type: none"> • Gets info about experience level of divers • Checks to see if anyone has been to the resort before
On dive boat, pre-dive	<ul style="list-style-type: none"> • Gets dive site info & orientation from Lynn • Talks with other divers about this site, shares log info from his buddies • Finds a dive buddy with similar experience 	<ul style="list-style-type: none"> • Gets dive site info & orientation from Lynn • Occupied with certification details, talking with Robert 	<ul style="list-style-type: none"> • Gets dive site info & orientation from Lynn • Takes lots of pictures of Cheryl to document the certification process 	<ul style="list-style-type: none"> • Gets dive site info & orientation from Lynn • Spends time with new divers, preparing for checkout dives • Takes pictures of dive shop group 	<ul style="list-style-type: none"> • Gives dive site info & orientation • Reviews everyone's skill levels so she knows who to keep an eye on
During dive	<ul style="list-style-type: none"> • Wants to find a particular type of seahorse he knows lives here, but has never seen • Is focusing on macro photography • He and his buddy do their own thing, away from the group 	<ul style="list-style-type: none"> • Runs through all her skills for the checkout dive, no time for pictures • Is overwhelmed by all the fish, wishes she could pay more attention 	<ul style="list-style-type: none"> • Goes snorkeling, takes lots of pictures — can't believe all the fish • Wonders what Cheryl is up to 	<ul style="list-style-type: none"> • Focused on teaching, but manages to take some pictures of students • Mentally notes a great story about what one of the students did 	<ul style="list-style-type: none"> • Takes pictures of everyone, will be sold later at the dive shop
On boat, post-dive	<ul style="list-style-type: none"> • Shares stories & pictures with other divers • Everyone wants his seahorse picture 	<ul style="list-style-type: none"> • Tells Carlos all about her experience, gets pictures from Robert to help her explain 	<ul style="list-style-type: none"> • Shares his pictures with Cheryl, since she didn't get to pay attention to the fish 	<ul style="list-style-type: none"> • Keeps taking pictures of the group • Shares his pictures with everyone • Tells & captures his story about the student 	<ul style="list-style-type: none"> • Collects new pictures to add to her collection for this site • Shows off the pictures she took in case anyone wants to purchase them
At the bar	<ul style="list-style-type: none"> • Sits at the digital table to organize his photos • Shares with others who wander by • Shares stories about previous dive trips, using his log 	<ul style="list-style-type: none"> • Asks questions of more experienced divers about other dive trips they've taken • Compares learning experiences with other new divers • Organizes Carlos's, Lynn's and other photos into a story of her first dive trip 	<ul style="list-style-type: none"> • Helps Cheryl organize photos • Tries to find other non-divers to share stories with — getting a little sick of hearing all about diving 	<ul style="list-style-type: none"> • Facilitates sharing among group members • Shares group photos with everyone • Catches up with Lynn by showing her where he's been diving since they last saw each other 	<ul style="list-style-type: none"> • Shares stories of other divers who have passed through the resort • Catches up with Robert and other old friends
After the trip	<ul style="list-style-type: none"> • Adds the glyph to his collection • Shares trip memories with buddies and at dive club meeting 	<ul style="list-style-type: none"> • Starts a trip collection • Shares her memories with friends • Starts planning her next trip — maybe with some of the same people 	<ul style="list-style-type: none"> • Shares memories with friends • Wants to keep in touch with friends he met on the trip 	<ul style="list-style-type: none"> • Creates a short presentation piece on the trip for use in the shop • Keeps in touch with group members, partly to keep the option of another trip fresh in their minds 	<ul style="list-style-type: none"> • Moves on to her next group of divers