



Noah the Whale Enthusiast

Truro, MA

About Noah

Noah is a photographer and avid whale watcher. When Noah goes on whale watches, he makes sure to connect with the intern or researcher on board for their email so he can share his photographs with them to aid in their research. Noah lives on Cape Cod in Massachusetts and can sometimes see the whales from shore, but he loves to get close to see who the whale is, so he frequents the local whale watches and charters to photograph his whale friends.

Goals

- Keep tabs on his favorite whales and whales he's seen recently.
- Learn about more individuals and their stories.
- Share images with others and aid in research and tracking.
- Share facts with friends and other enthusiasts.

Needs

- Needs to save time on simpler and standard trips so more challenging trips can have more of her attention.
- A simple and more accurate way to identify whales than reviewing a printed catalog of all whales with no recent updates on the whales (ie, deceased, age, calves etc.)

Pain Points

- The whale catalog is no longer accessible to the public online, so he is no longer able to identify the whales he sees without following that whale watch company's social media.
- Wants to learn about more individuals so he can identify more than the ones he knows.
- The information available online is not always accurate or consistently updated.

“I love the whales, and I just want to help with conservation and research where I can, while also learning and having a good time.”