



Molly the Marine Biologist

Plymouth, MA

About Molly

Molly is a marine biologist at a large conservation on the coast of Massachusetts. Molly's job entails going on commercial whale watches and private research cruises to photograph the whales and observe their behaviors. After her trips, she needs to identify the whales in her photographs, record their coordinates, and note their behaviors in their database. She finds that she spends most of her time trying to identify the whales more than any of her other tasks, including the duration of her trips.

Goals

- Identify a single whale in less than 30 minutes.
- Finish recording and analyzing data from a standard trip in less than 2 hours.
- Reduce time spent on recording notes for busy and challenging trips.

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

- Can spend up to 2 months recording and synthesizing notes and data from challenging trips (ie, 25 whale sightings in different locations, sun glares in images, etc.)
- Printed and digital catalog aren't searchable and include all whales, alive and deceased.

“I can spend more time on the computer identifying a single whale than I do on the 12-hour research cruise where I saw the whale.”