



Committed Calvin

The Patient Tracker



ABOUT

AGE **40 YEARS-OLD**
 GENDER **MALE**
 WORK **FULL-TIME WORK**
 STATUS **MARRIED**
 (WIFE NOT A PHOTOGRAPHER)
 LOCATION **UNITED KINGDOM**
 INCOME **MID-HIGH-RANGE**
 TRAVEL **REGULARLY**

NEEDS & MOTIVATIONS



Patience & Dedication



Extensive Planning



Photography Perfectionist

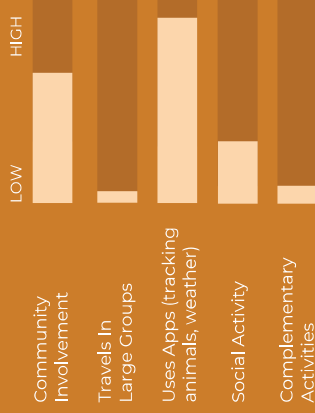
Calvin is fixated on his goals, so he does extensive research into the animals, their behaviours, and preferred locations. Once at the destination, he's a patient hunter – willing to go to great lengths and wait long periods in uncomfortable conditions to get the best shot of the perfect moment. He likes to share his photos online to see how others will react and will occasionally sell photos from his trips.

TRAVEL MOTIVATIONS

MAIN GOAL: "Getting the perfect shot of the wildlife on his list."

Calvin has a dream list of species he wants to photograph and he's willing to go to great lengths to get them. When he travels, he is looking to capture something unique, real, and raw – a true representation of nature in all its forms. Calvin cares about the animals, so he is respectful of the destination and does his best to not disturb wildlife and not leave any trace behind. He wants a destination that shares those values. Calvin is looking for animals in their natural environment, so destinations that are overcrowded, loud, and busy are not compatible with his goals.

PREFERENCES



PHOTOGRAPHY STYLE

As a wildlife photographer, Calvin is very outcome driven – a good experience means good photos at the end. He wants to see animals up-close, doing interesting things (hunting, mating, eating, etc.), so timing is essential. While there is a high degree of unpredictability with animals, he tries to offset that with extensive preparation and research. However, he will be disappointed if he doesn't achieve his goals.

Due to the patience and time required when photographing wildlife, Calvin prefers to travel alone when going on photography trips – other people tend to hold him back.

TRAVEL EXPECTATIONS

Calvin prefers longer trips (which may need to be balanced by family commitments) to maximize his chances of seeing and photographing his targets. He spends most of his time photographing and is not as interested in complementary activities – though he will photograph other interesting subjects if the opportunity arises (and he has the right lens).

He has invested a lot in his equipment and is comfortable using it, so he always brings it with him when travelling. Being out most of the day, he is not picky about accommodations and prioritizes location over other criteria. An independent traveller, Calvin will occasionally go on a guided tour to meet other photographers or increase his chances of seeing an elusive species.

ENVIRONICS
RESEARCH

Social Values Committed Calvin



PURSUIT OF ORIGINALITY

Need to feel different from others. A preoccupation with demonstrating one's individuality through original touches.



PERSONAL CHALLENGE

Setting difficult goals, even if just to prove to themselves that they can do it. People strong on this construct finish what they start, persevering until their self-assigned task is completed to their satisfaction. Rejecting personal failure.



CONSUMPTIVITY

This construct represents enthusiasm for purchasing products or services in areas of particular interest (such as music, electronics, etc.), about which consumers make an effort to stay continually informed. Through books, magazines and by other means, consumers ensure that they are always up to date with the latest product offerings and market developments in their special area of interest, in order to take maximum advantage of their newest acquisitions.



NEED FOR STATUS RECOGNITION

Desire to be held in esteem and respect by others, and to express one's social standing or aspired status, through a display of fine manners, good taste, style or "chic".



PURSUIT OF NOVELTY

Active desire to discover new "modern" products, services and experiences, and to integrate them into the routine of daily life. People who are strong on this construct want to experience something new everyday.



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It was really cool seeing the animals. Your heart starts racing. It's all that culmination of you're seeing this extremely rare animal and then you've got to accurately be able to get it on a picture. You come home without any pictures, it's really depressing, you know?

VERBATIM SOURCE: MALE, US

I just have an obsession with wildlife. [...] My inspiration comes from within. I challenge myself, [...] being able to get something different that hasn't been shot before or there's just less of that shot. [...] Everybody focuses on the bird of prey and no one's ever looked at that picture from the perspective of the prey itself.

VERBATIM SOURCE: MALE, CAN

The window to shoot really good photos is fairly limited because it depends a lot on the weather, and early mornings and late at night are the best time. I've got a limited time to photograph, so I got to make the best use of my time. If I'm travelling somewhere, I want to photograph as much as I can. [...] If I can combine it with something else that is ideal. Most of the time I just do photography.

VERBATIM SOURCE: MALE, US