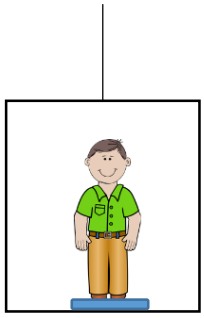
Weightless in a lift?

A man has a mass of just over 76 kg, which means his weight is so close to 750 N that we don't need to worry about the difference.

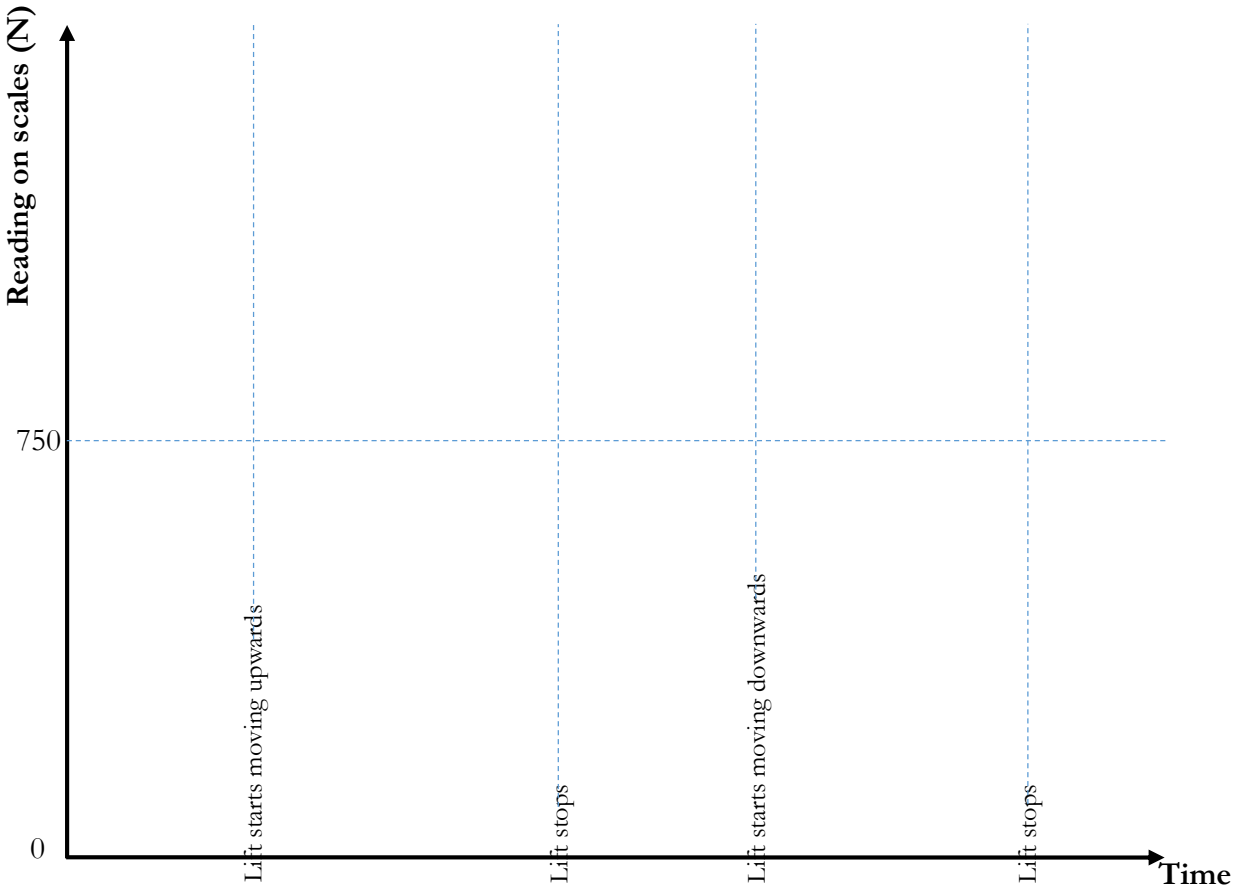
For reasons we won't go into just now, he stands on a set of scales in a stationary lift:



The scales are well calibrated, so read 750 N when the lift is stationary.

The lift then ascends to the top floor of the building (by accelerating for a short time, travelling at a constant velocity, then decelerating) and stops. It waits at the top floor for a while, then descends back to the ground floor in a similar way.

On the axes below, sketch how you would expect the reading on the scales to vary as the lift goes up and down:



Further questions:

1) What would the reading on the scales be if the lift moved upwards at a constant speed of 50 kmh^{-1} (no, this is not a realistic speed for a normal lift, but nevertheless)?

2) Would it be possible for the lift to move downwards in such a way that the reading on the scales would be zero?

3) In what way would the lift need to move so that the reading on the scales would be double the man's actual weight (= 1500 N)?