The Weather app

Objective

Provide beautifully displayed and easy to understand wind, wave and weather reports, forecasts and stations for sailors, surfers, divers and any other water sport aficionado.

Problem Statement

Vela needs a way to convey an easy to comprehend data display for users who are new to outdoor water sports may find charts and graphs hard to understand. We will home this in true when users start checking the app before they go out.

Possible Solutions

- Live feed of beach front waves.
- Animated clip of wind speeds with the directions it is going or will be going.
- With a basic surf report for wave height, wind speed and tide and high tides(i think will also be an action for "see details" for users that want a better explanation of what each of the data means.
- Push notifications warning alert if the water is dangerous to be in.

Rationale

I first started a competitive analysis to see what apps are currently on the market. Since my focus was on water enthusiasts I needed to dive a little deeper then just weather apps. I researched the top apps for surfers, boaters and divers.

My first challenge was trying to understand what types of charts and graphs would be the most beneficial to the average person along with how that data should be portrayed.

Competitive Analysis

WeatherBug

Customizable data display.

What sets them apart from competitors is their UI. Big yellow circles and lightning.

All of the data is scattered between so many adds.

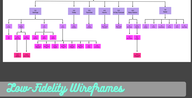
WU

Clean looking app with all the general information.

Uses observations from over 250,000 personal weather stations world wide.

Very plain in look at with an all white background from little to no color.

Sitemap



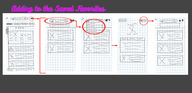
Low-Fidelity Wireframes

After completing the competitor analysis it gave me a better understanding of what I can use to better my app with features you can not find in one application. I hand sketched some wireframes to get an idea of what I wanted it to look like.

Going Through the Dashboard

Buoy Station

Adding to the Saved Favorites



Mid-Fidelity Wireframes

Since I had an idea of what my app was going to look like it helped me create my mid-fidelity wireframes.

Style Guide

My original color palette had a shade of pale pink, every time I would try to incorporate that color it did not fit in well. I was on a mini vacation and as I was walking out of my hotel room I thought the carpet pattern was beautiful and I realized it is the same color palette that I had except it was a gold and I thought that that was perfect, so I removed the pale pink and added a nice yellow.

Color Palette

Icons

Typography

Spinweard

Bold
45 px 138 px

Helvetica

Bold
18 px 28 px

Regular
10 px 15 px 13px 53px

Buttons and Input Fields

Navigational Tab

Dialog

Input Fields

Pop

Button Navigation

Cards

Finale Design

For the last step I combined all of my visual designs that users enjoyed through usability testing and created a high fidelity wireframe.

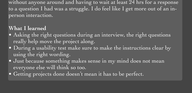
Dashboard

Saved Favorites

Radar

Buoy Station

Other



Reflection

This project took a lot of time and hard work, working on this remotely without anyone around and having to wait at least 24 hrs for a response to a question I had was a struggle. I do feel like I get more out of an in-person interaction.

What I learned

- Asking the right questions during an interview, the right questions really help move the project along.
- During a usability test make sure to make the instructions clear by using the right wording.
- Just because something makes sense in my mind does not mean everyone else will think so too.
- Getting projects done doesn't mean it has to be perfect.

THANK you!