

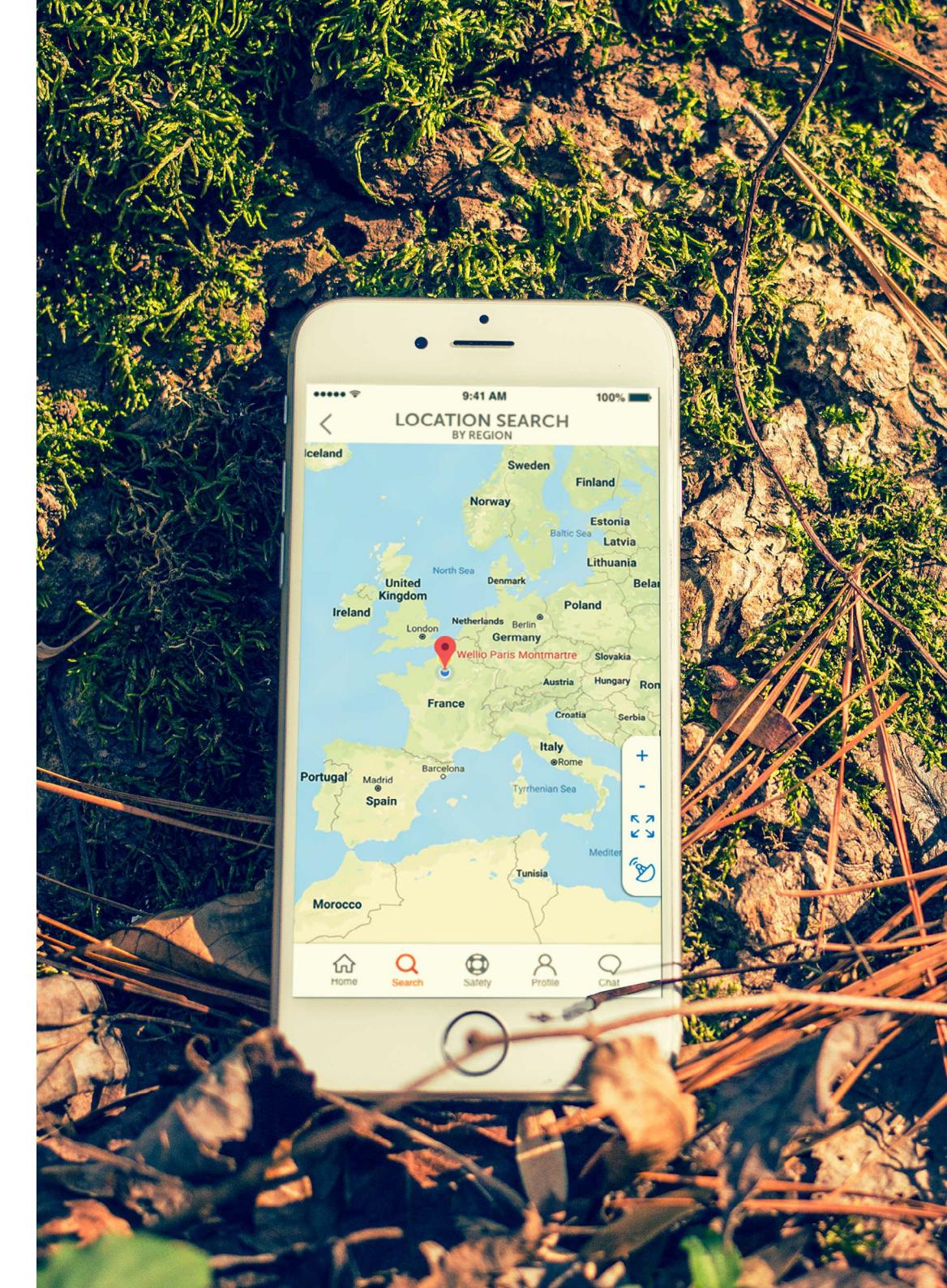


Safe adventures on the sea.



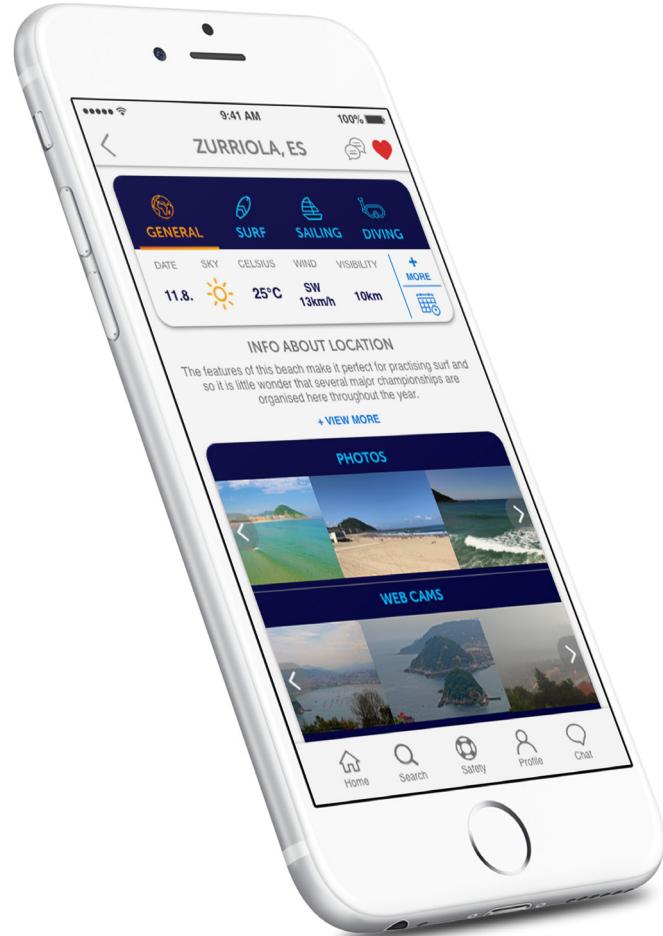
CONTENTS

Overview	3
Approach	5
Research	7
Competitive Analysis	8
Surveys and Interviews	11
Affinity Map	13
Research Outcome	15
Personas	17
Scenarios and User Flows	20
Scenario 1	21
User Flow 1	23
Scenario 2	26
User Flow 2	28
Sitemap	31
Wireframes and Prototyping	33
Usability Testing	36
Fixing Issues	41
Various Screens	45
Design Process	47
Style Guide	48
Tone of Voice	51
Link to interactive prototype	52



OVERVIEW

OVERVIEW



I designed Vela app as a project for a UX course at CareerFoundry. Vela provides wind, wave and weather report forecasts and statistics for sailors, surfers, divers and any other water sport lovers. The aim of this app is to help water sport lovers to plan their next adventure on the sea, stay safe and enjoy what they love to do most. It provides users with easy interface and an overview of the weather forecast for upcoming days. Also it suggests some safety tips on the sea. New locations can be searched related to each water sport or based on the location. Vela also provides a chat with other water sport lovers all over the world.

MY ROLE

The entire design process including research, creating Personas, user flows, wireframes, undertaking usability testing, UI design and building of a high fidelity prototype.

TOOLS

Paper and pencil, Sketch, InDesign, Illustrator, Photoshop

APPROACH

USER CENTERED DESIGN

PROBLEM STATEMENT

"Our Vela users need to see clearly and accurately the weather forecast and conditions of the wind and waves in their planned destination because they wish to have the best possible experience from their adventure. They also need to keep safe while practicing their favorite sport. We will know this is true when we see how many sailors, surfers and divers are using our app to plan their active day on the sea. This will be monitored not only by number of downloads but also by users rating and by their feedback."

PROBLEM SOLUTION

"This application will include all the desired information and weather forecast for the users. The graphics will be easy to understand for all users so they don't need extra time in figuring out the weather forecast on contrary they can read and understand it right away. It will provide users with real life visualizations of their desired destination (photos, videos). Customized follow-up of their desired destination (whether there are any ups and downs about the weather conditions etc.). The application will also provide suggestions for each user's level (beginner, intermediate, advanced etc.)."



RESEARCH

COMPETITIVE ANALYSIS

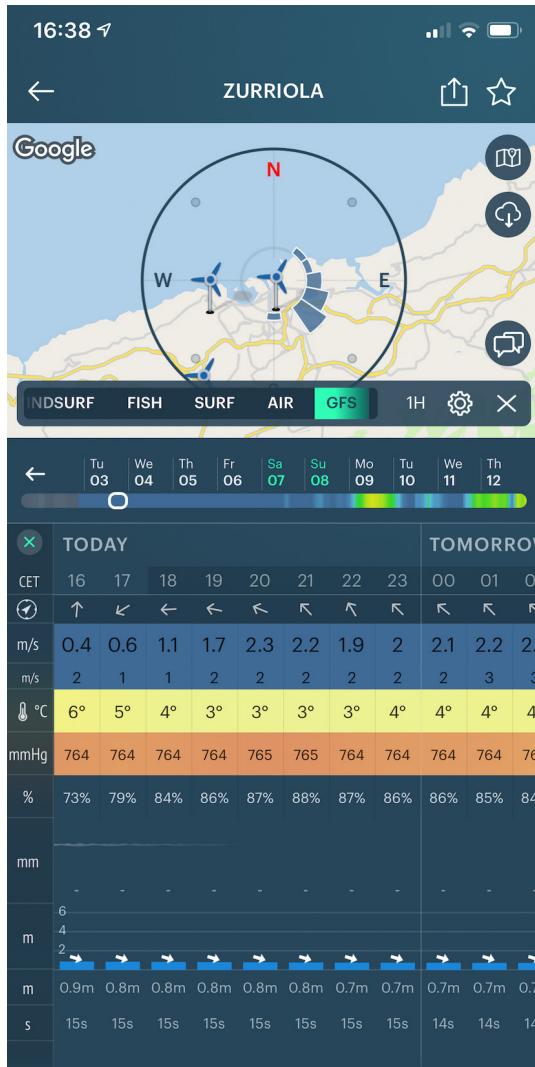
I have undertaken deep research on the competition - other weather forecast apps. The most important apps from my research were Windy and (Magicseaweed) MSW Surf Forecast app.

I have highlighted their strengths, opportunities, weaknesses and threats. Based on the competitive analysis I was able to establish a base for Vela app. The research has inspired me on what is working well and what is missing on the market.



COMPETITOR #1 - WINDY: WIND & WAVES FORECAST

This app offers a weather forecast for wind sport lovers such as sailors, surfers, windsurfers, divers, para-gliders etc. Professional weather forecast combined with sports community.



SWOT PROFILE

STRENGTHS

- Chat with users with the same passion for wind sports.
- Make a custom profile (only PRO users). Set only the important parameters for the person.
Option to set various profiles for various activities.
- Offline mode for favorite spots.

WEAKNESSES

- The graphics of weather are difficult to understand for the first time user.
- While searching for the application in search engine it is often confused with their competitor called Windy.
The user has to almost figure out that there are two different applications.
- The chats with locals are without a topic they are general chats with all the sports included in it - there could be categories of the chats included.

OPPORTUNITIES

- Simpler graphics of weather forecast. Easier way to understand them for the user.
- More personal chatting option (separated to categories or as well personal message).

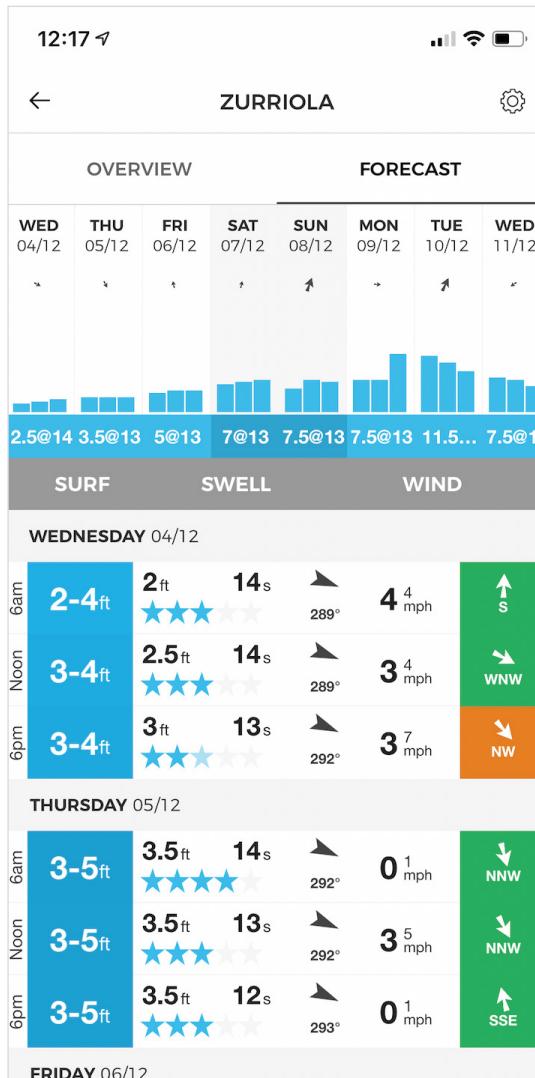
THREATS

- A competitor who is having a stronger advertising profile.
- A competitor who is having easier graphics to read.



COMPETITOR #2 - (MAGICSEAWEED) MSW SURF FORECAST APP

(Magicseaweed) MSW app offers a long-range weather forecast especially tailored for surfers. The forecast is from thousands of locations around the world and it also shows web cams and live reports.



SWOT PROFILE

STRENGTHS

- Weather forecast with suggestions and news about surfing for surfing community worldwide.
- 16 days forecast (Pro account) with specifications for surfing conditions.
- Live weather updates and web cams.

OPPORTUNITIES

- The graphics are simpler but they might seem too flat and not quickly readable.
- Videos and photos could be separated into categories.
- Some community space where users can post etc. could be working well.

WEAKNESSES

- UI design could be changed to create the reading of the weather faster for the user.
- The app doesn't really have a personal touch it is a general weather forecast specialized for surfers but it could have some personal settings and preferences etc.
- Local businesses can have an advert on their application but it hasn't been much used so far - the user still has to search for it separately.

THREATS

- A competitor who is having a stronger advertising profile.
- A competitor whose application is providing connection of the surfers community together.
- A competitor who is offering more effective graphics to read them faster.

SURVEYS AND INTERVIEWS

Surveys and interviews were done with people who are water sport athletes and who regularly participate in water sport activity. These people are using a weather forecast app or another method to read weather forecast prior to their adventure on the sea. This part of the design process has helped me to understand better to the market and its needs. I could learn about their habits and how do they use a weather forecast app.

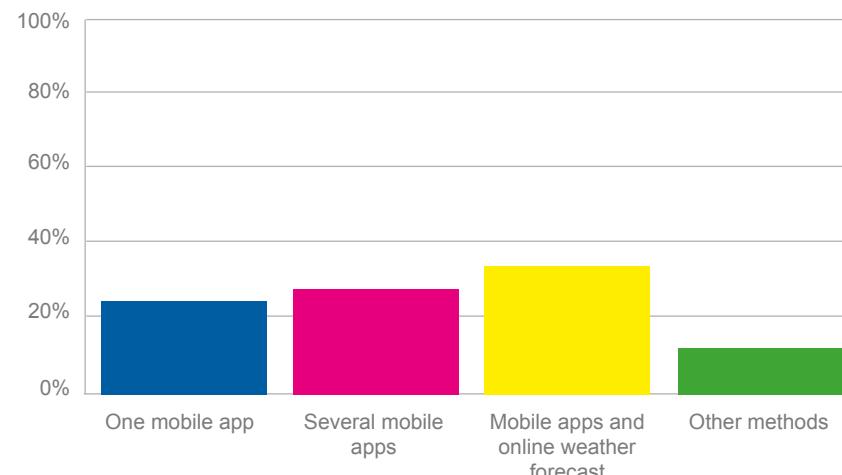
WHAT I HOPE TO LEARN

1. To better understand the behavior around the water sport.
2. To determinate which kind of tasks would user want to complete using the app.
3. Research what kind of method(s) and/or application(s) is the user using at this moment.

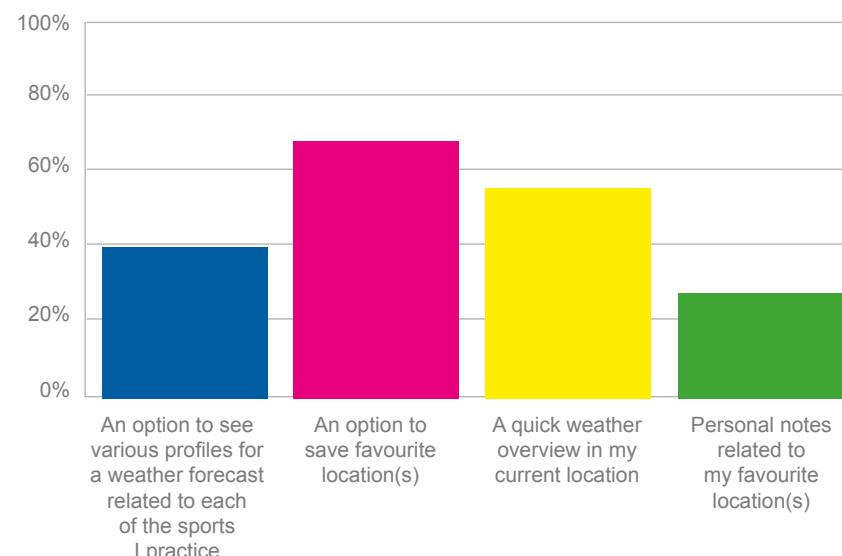
“These days surfers are mostly using WhatsApp to create groups. People are sharing images when there are good waves. The weather forecast via applications are not really correct.”

“I would like to have an access to effective spot search because some applications don’t allow to search the spot by its name then I have to basically rediscover it again on the map.”

Before you start with the water sport which kind of method do you usually practice to see the weather conditions?



Which of this following features would you find useful in a weather forecast mobile application?



AFFINITY MAP

BEHAVIOURS / ATTITUDES

Passionate about water sport.

Practice water sport regularly (mostly few times a week)

Tend to search different characteristics of the weather forecast.
- depends on the sport.

Tend to use several weather forecast methods.

The most common time they search for weather conditions before the day on the sea is 3 days or less

When they are going to a new location they are searching

NEEDS / GOALS

See a weather forecast at least 3 days prior the adventure on the sea

Find their weather characteristics which are crucial for the selected water sport

Have access to the most accurate weather forecast.

See a quick overview of weather forecast in their current location.

Be able to save their favourite location(s)

Understandable graphics

Effective location search.

FRUSTRATIONS

Each of the apps and online websites shows different weather forecast

The graphics are sometimes hard to read

The weather characteristics are usually for all sports in general

The location can be difficult to find out.

Go through a new search over and over again.
An app or online website doesn't usually give an option to save a location.

RESEARCH OUTCOME

WHAT I HAVE LEARNED

1. THE BEHAVIOR AROUND THE WATER SPORT

- some of the participants have a water sport as a leisure hobby
- some of the participants are doing water sport regularly several times a week
- all of them share passion for water sports

2. WHAT TASKS WOULD USER WANT TO COMPLETE USING THE APP

- they mostly look for the same characteristics: wind strength and direction, waves and swell
- they would like to have an accurate weather forecast so they can use only one app
- they would like to have an option to save their favorite location(s) so they don't need to search for it every-time
- they would like to have an effective search of locations
- they would like to have quick weather overview in their current location

3. WHAT METHOD(S) AND/OR APPLICATION(S) IS THE USER USING AT THIS MOMENT

- they use combination of weather forecast apps and online websites
- they use other methods such as radio with a weather forecast for boats, wind flag which shows directions and gadget that measures the strength of the wind
- people with a lot of experience on the sea also use their own technique of reading the sea and the clouds etc.

PERSONAS

All the gathered information from the research was used to create personas.



SEM

AGE:	34
LOCATION:	SPAIN
NATIONALITY:	DUTCH
FAMILY STATUS:	SINGLE
OCCUPATION:	SAILOR
SPORT:	SAILING
YEARS ACTIVE:	20
HOW OFTEN:	WEEKLY

GOALS AND NEEDS

- Access to the most accurate weather forecast.
- Weather predictions at least 3 days prior.
- Easy check of the most important weather characteristics for sailing (wind strength and directions).
- Comparison of weather forecast in different locations.

"I often find the graphics which shows weather forecast really confusing and hard to read. I like when the graphics are understandable and simple."

MOTIVATIONS

- To be able to plan his journey on the sea when the conditions are the best.
- Teaching new sailors he wants to be able to plan the best upcoming day and location for them.
- Exploring new places and cultures while frequently changing harbor locations.
- Share his experience with other sailors and get some suggestions for next adventures.

FRUSTRATIONS

- Weather forecast is different in each application and each website.
- To have the full access to weather forecast means that some of the applications require paid account.
- Unclear graphics of the weather forecast application can make the reading confusing.
- When going to a new location search for a support from locals has to be done at the place or through various groups on social media.

EVERYDAY ACTIVITIES

- Sem lives on the boat.
- When the boat is in the harbor he and his team keep maintaining everything what is needed to be done before a day on the sea.
- He plans future trips with the boat while he's in the harbor.
- He is also taking part in competitions.
- Regularly looking for new exciting locations for the next adventure.

DEVICE AND INTERNET USAGE TO SEARCH FOR WEATHER FORECAST

MOBILE APPS



WEBSITE



OTHER METHODS



FAVORITE APPS





ALICE

AGE:	29
LOCATION:	FRANCE
NATIONALITY:	FRENCH
FAMILY STATUS:	MARRIED
OCCUPATION:	FREELANCER
SPORT:	SURFING
YEARS ACTIVE:	8
HOW OFTEN:	WEEKLY

GOALS AND NEEDS

- Quick overview in her current location.
- Effective location search.
- To be able to save her favorite location(s).
- Understandable graphics with a quick view on the most important weather characteristics for surfing.

"If I go to a new place I definitely do some research about the location and conditions for surfing. I believe that local people are the best source of information while learning about the weather conditions in the new area."

MOTIVATIONS

- She wants to be able to go to the sea when the conditions are good for surfing.
- She has her favorite locations but also enjoys to explore new ones in her home-country or when planning surfing holidays.
- She wants to share with other surfers experience and interesting surfing spots.

FRUSTRATIONS

- The direction of wind is sometimes difficult to read in the graphics. This can lead in misunderstanding of the weather forecast.
- The search for the new location is difficult sometimes she has to go over and over again and sometimes even discover it on the map by herself. The naming of the location is often not on the map and many times there is not an option to save the location.
- An app rarely shows the real conditions of the sea at the moment.

EVERYDAY ACTIVITIES

- Alice lives by the ocean.
- She has an easy access to nearby surfing spots.
- Usually she looks every week on the weather forecast to plan which days she can go surfing.
- Alice prefers to use several methods to learn about weather because she finds in each of the weather forecast sources different information.

DEVICE AND INTERNET USAGE TO SEARCH FOR WEATHER FORECAST

MOBILE APPS

WEBSITE

OTHER METHODS

FAVORITE APPS



SCENARIOS AND USER FLOWS

SCENARIO 1

SCENARIO 1

Sem is currently in a harbor with his boat. He is about to teach new sailors how to sail. He is planning which day in the upcoming week would be the best to have this lesson. This mostly depends on the weather conditions. It is important for the sailor beginners to have a calm weather.

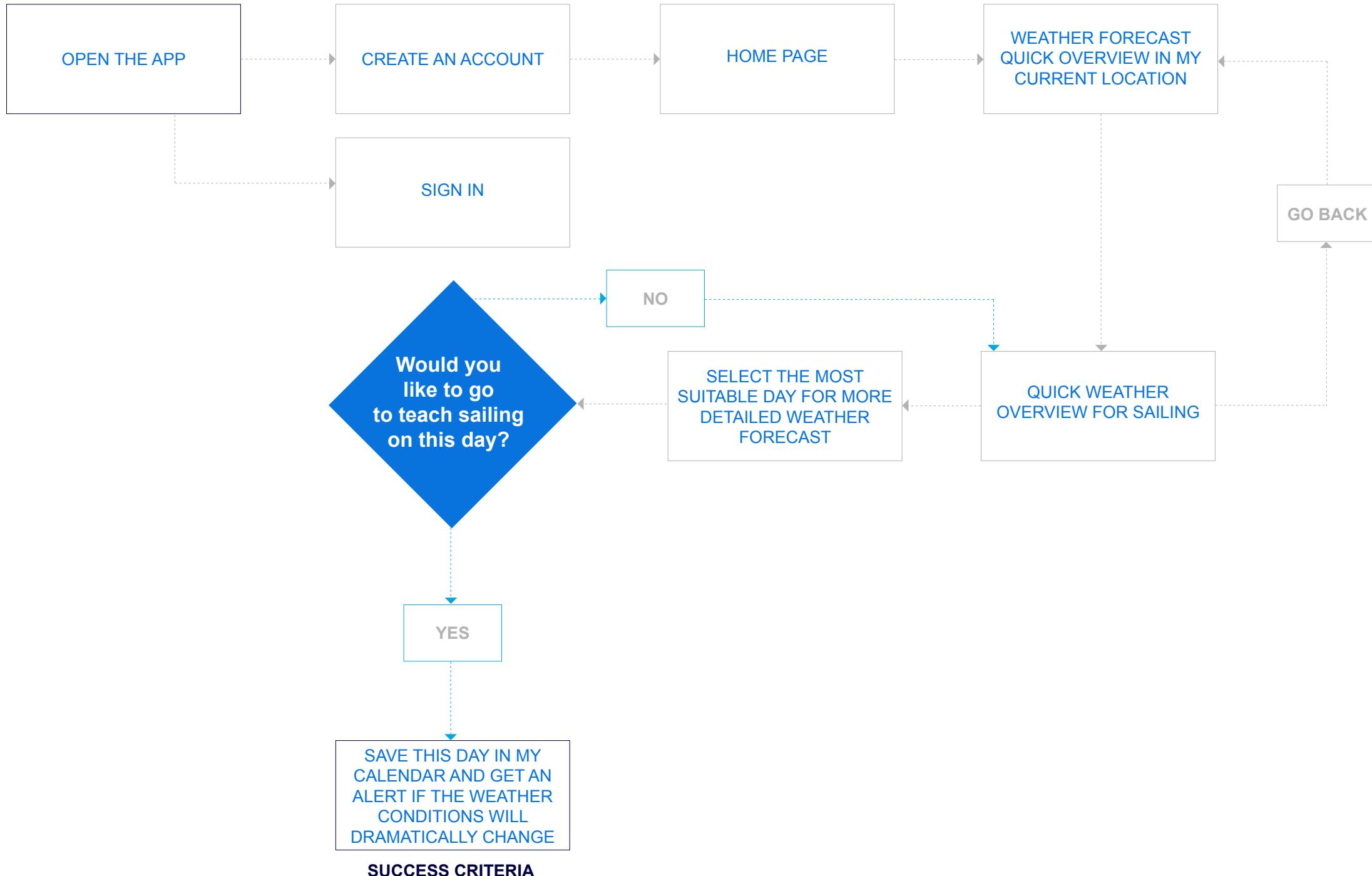
PHASE	PHASE 1	PHASE 2	PHASE 3
TASK	<ul style="list-style-type: none"> • Open the app. • Search the desired location. • Select the desired location. 	<ul style="list-style-type: none"> • Open screen with the desired location. • Open an overview for a week. • Select weather forecast for sailing. 	<ul style="list-style-type: none"> • Explore the most suitable days from the overview for a more detailed weather forecast. • Compare wind strength and directions and visibility for the selected days and choose which day has the best weather conditions.
THOUGHT	<p><i>"I already know to which place I want to go. I want to search for this particular place at this moment in the app."</i></p>	<p><i>"Lets see what weather is going to be in this location in the upcoming week so I am able to plan which day is the best to go for the sailing class."</i></p>	<p><i>"I want to plan the class on a day which has a very calm weather conditions for the future sailors to be able to learn effectively as they are all beginners."</i></p>
EMOTION	<p>CURIOUS ————— ANXIOUS ————— RELIEVED</p>		
OPPORTUNITY	<ul style="list-style-type: none"> • Create a location search which allows to find a particular place by name and which allows to save it to the list of favourites. 	<ul style="list-style-type: none"> • Weather forecast with a week view. • Settings for various water sports. 	<ul style="list-style-type: none"> • A quick weather overview. • A more detailed overview.

USER FLOW 1

USER FLOWS 1

OBJECTIVE	INFORMATION GATHERING	TASK ANALYSIS
<p>As a sailor teacher I want to know the weather forecast for the upcoming week so that I can plan sailing teaching when the weather is best for the beginning sailors.</p>	<ul style="list-style-type: none">• Sem is currently in the harbor with the boat and he is planning which day in the following week would be best to arrange the class for the beginning sailors.• He wants the beginning sailors to take the most of the class therefore the most important for him is to plan the sailing day when the weather conditions are calm.• He is looking for a day when the wind strength and direction are very calm and the visibility is good.• He will know this once he will open the app and learns about the weather forecast related to sailing in his area for the upcoming week to be able to schedule the class.• Sem needs to have an access to the weather forecast for the upcoming week via the app.	<p>Entry point: Open the app Success criteria: Learn what weather conditions will be for the following week and plan the day to teach sailing</p> <hr/> <ol style="list-style-type: none">1. open the app2. create an account3. home page4. access weather forecast quick overview in my current location5. access quick weather overview for sailing6. select the most suitable day for more detailed weather forecast7. select alert for the weather forecast for this day if the weather conditions change dramatically = save this day in my calendar

ENTRY POINT



SCENARIO 2

SCENARIO 2

Alice has plenty of time in the upcoming week. She would like to explore new surfing spots nearby her location. Also she wants to see which days she will have the best conditions to go surfing. Also she wants to get some information about the new area.

PHASE	PHASE 1	PHASE 2	PHASE 3
TASK	<ul style="list-style-type: none"> • Open the app. • Go to location search. • Select surf spots. • Select desired area. 	<ul style="list-style-type: none"> • Select the location she finds interesting and open the weather forecast with surf settings. 	<p>Learn about the location from the info which she finds at the location screen. Also get some advice from locals via chat.</p>
THOUGHT	<p><i>"I wonder which surf spots am I able to explore in the following week."</i></p>	<p><i>"This location is looking good. Let's see what the weather conditions are going to be like in the following week."</i></p>	<p><i>"I would like to learn more info about this new location. Perfect, there is some basic info about the location but I would also like to speak with locals. Lets see if I can reach them via chat."</i></p>
EMOTION	<p>EXCITED / ADVENTUROUS</p>	<p>HOPEFUL</p>	<p>DETERMINED</p>
OPPORTUNITY	<ul style="list-style-type: none"> • Create a location search which allows to search by desired water sport in various areas. 	<ul style="list-style-type: none"> • Weather forecast with a week view. • Settings for various water sports. 	<ul style="list-style-type: none"> • Info about the surf spot on the location screen. • Create a chat with locals.

USER FLOW 2

USER FLOWS 2

OBJECTIVE	INFORMATION GATHERING	TASK ANALYSIS
<p>As a surfer going to a new surfing place I want safety recommendations about the rip currents so that I can be prepared if I will find myself being trapped in one.</p>	<ul style="list-style-type: none">• Alice is planning to go to a new surfing spot in the upcoming days. She is used to her regular place and she would like to revise some safety recommendations for surfers.• She has been already surfing for a while and she believes she has enough info for safety on the sea but she would like to revise some safety suggestions about the rip currents.• Alice will know this is complete once she will open the app and she will access safety recommendations - surfing - rip current.• She needs to have a quick access to safety recommendations for surfers regarding to sea conditions.	<p>Entry point: Open the app Success criteria: Access info about rip current</p> <hr/> <ol style="list-style-type: none">1. open the app2. log in3. home page4. safety recommendations5. surfing6. sea conditions7. rip current

ENTRY POINT

OPEN THE APP

LOG IN

HOME PAGE

SAFETY
RECOMMENDATIONS

PASSWORD
RECOVERY

SELECT SURF

GO BACK

SEA CONDITIONS

GO BACK

RIP CURRENT

GO BACK

NO

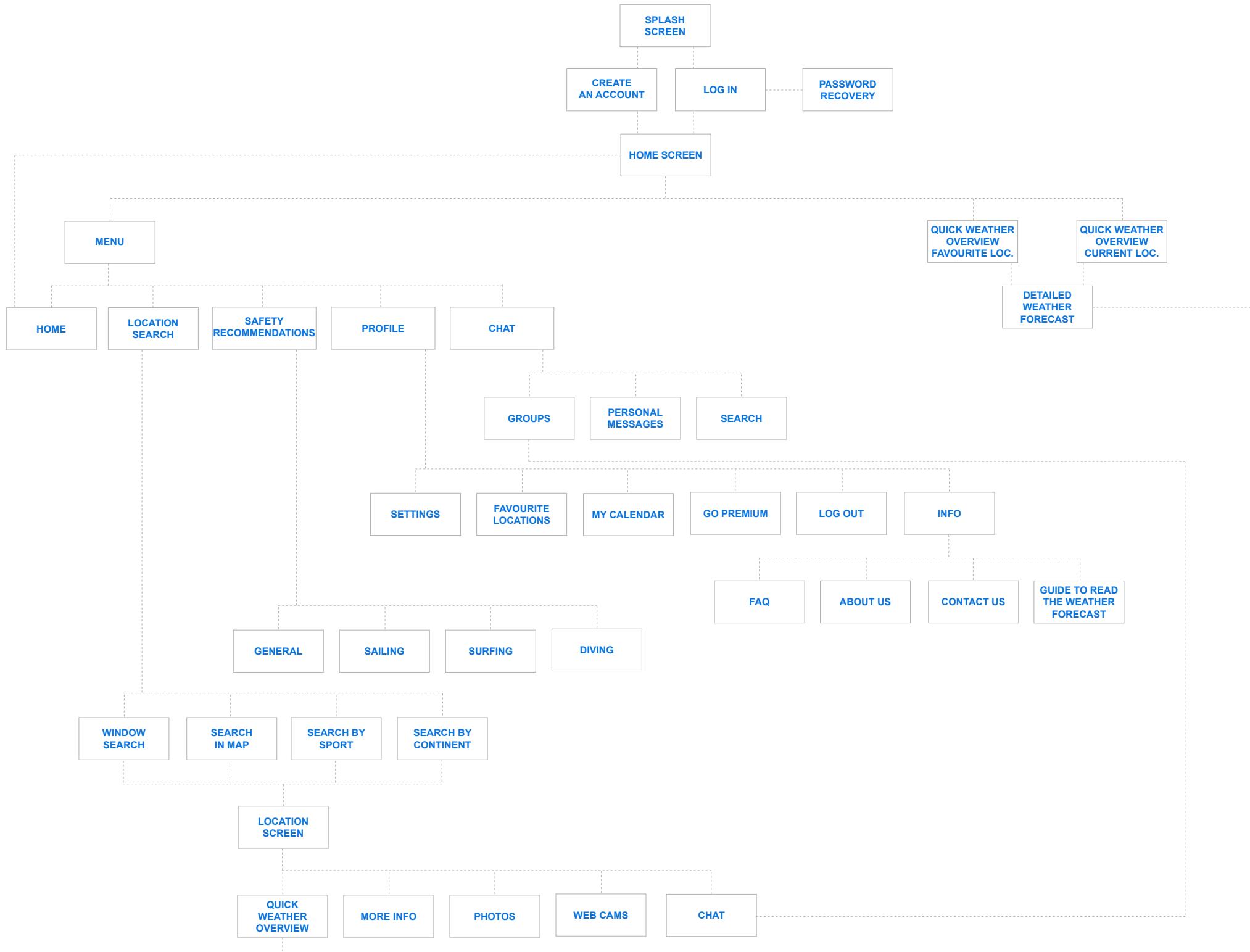
Would you
like to have
more info?

YES

VIEW MORE INFO
ABOUT RIP CURRENT

SUCCESS CRITERIA

SITEMAP

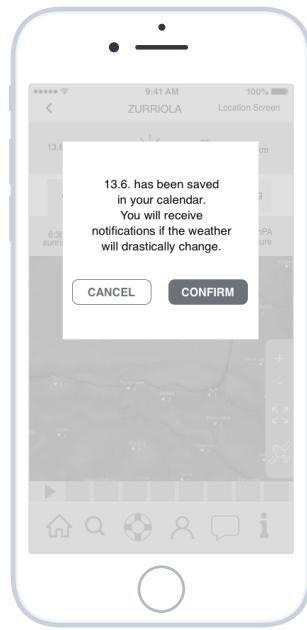
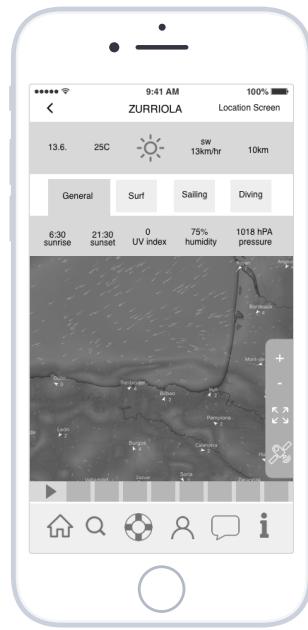
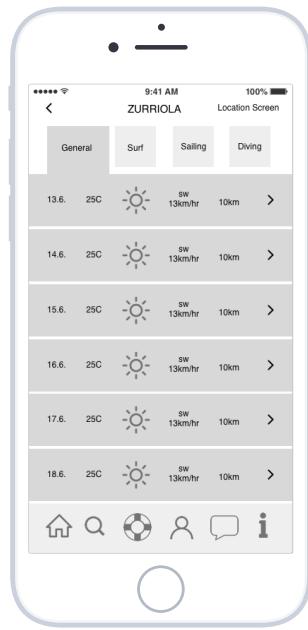
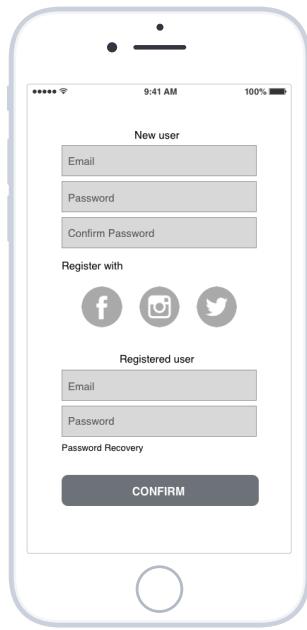


WIREFRAMES AND PROTOTYPING

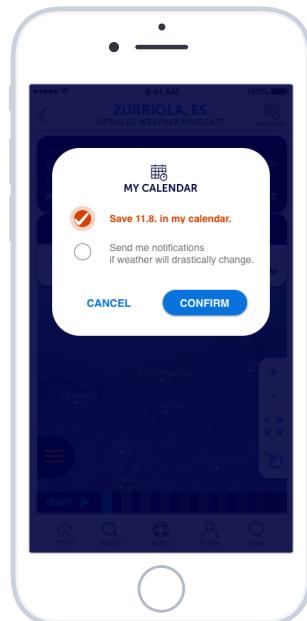
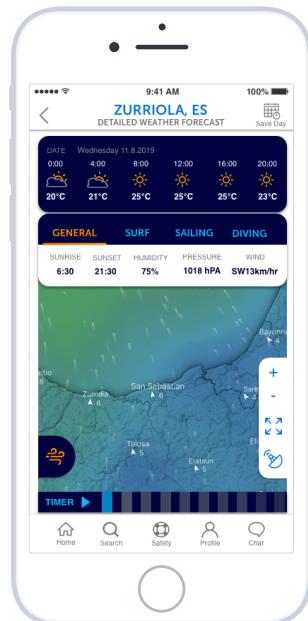
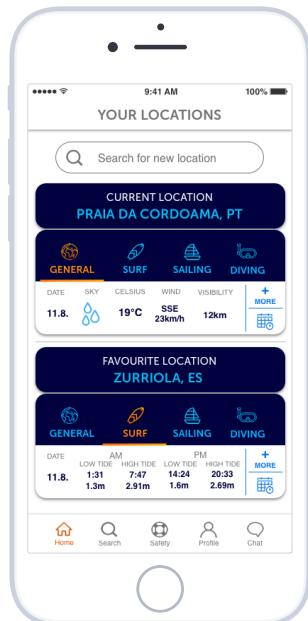
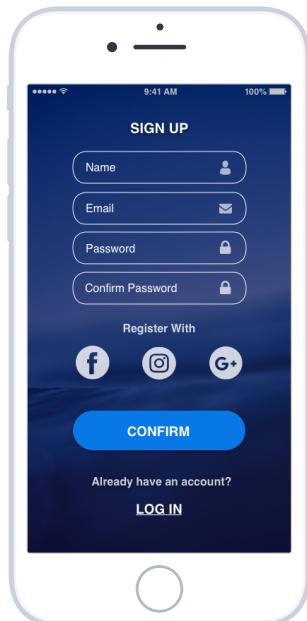
“As a sailor teacher I want to plan the class for beginning sailors when the weather conditions are at their best. I want to save the planned day in my calendar and get notifications if the weather will be drastically changing.”

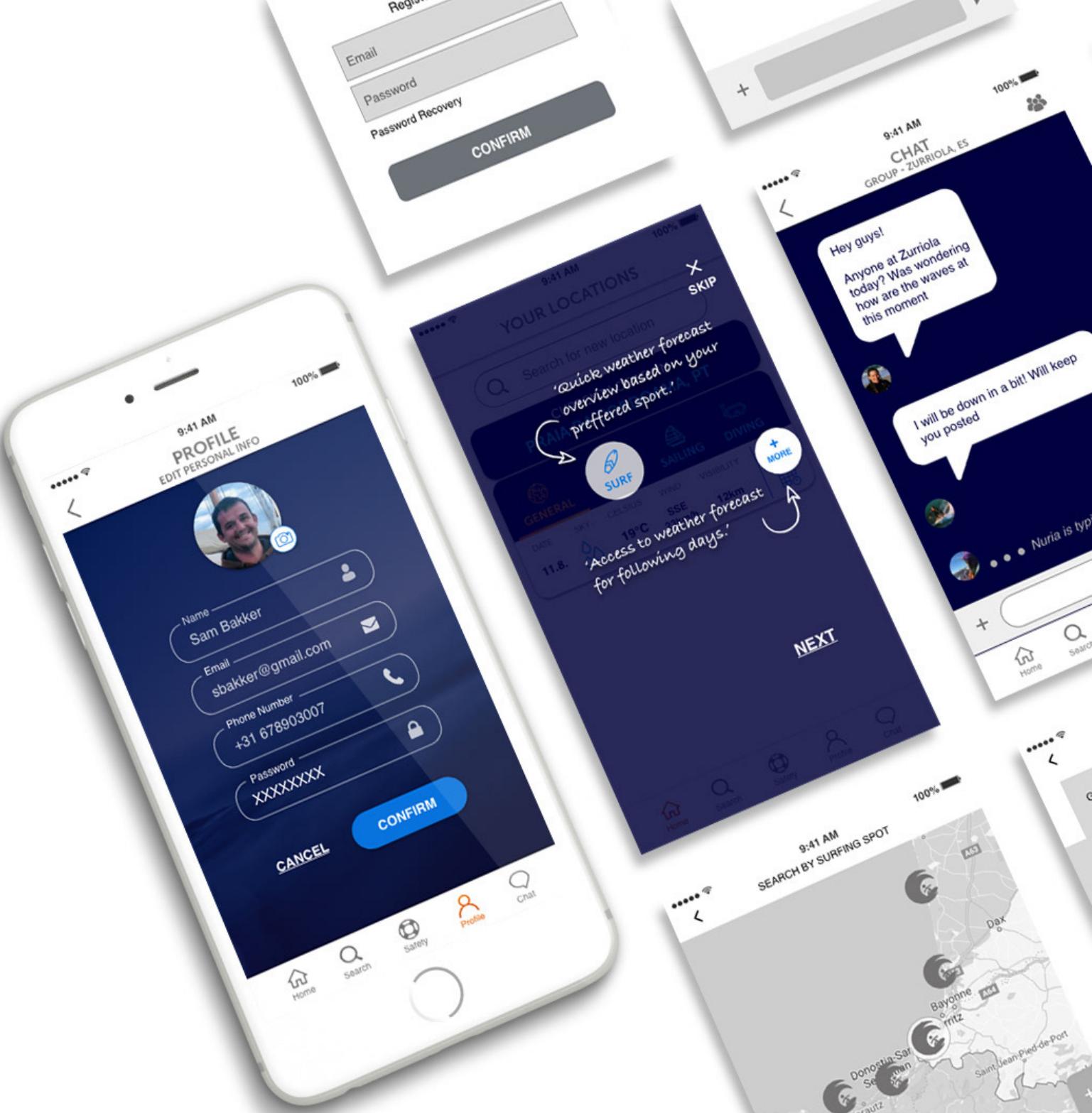
WEATHER FORECAST AND SAVING A DAY IN A CALENDAR

MID-FIDELITY WIREFRAMES



HIGH-FIDELITY WIREFRAMES





USABILITY TESTING

The goal of this study is to learn whether the application is taking the right direction for its future users. The most important concerns at this moment is whether it is easy to use and whether it is utile. The results from this study will be used for a further development of this mobile application. This study requires a use of a mobile phone.

TEST OBJECTIVES

- 1.** DETERMINATE IF THE PARTICIPANTS CAN EASILY ACCESS THEIR FAVOURITE LOCATION.
- 2.** OBSERVE IF THE WEATHER INFORMATIONS ARE CLEAR TO THEM AND EASILY ACCESSIBLE.
- 3.** TO SEE IF THE DETAILED WEATHER FORECAST CAN BE ACCESSED QUICKLY.
- 4.** EXAMINATE WHETHER THE NAVIGATION IS CLEAR TO THE PARTICIPANTS.
- 5.** FIND OUT WHETHER THE USE OF THE APPLICATION IS ENJOYABLE FOR THE PARTICIPANTS

RESULTS - 1.ERRORS

MOBILE USABILITY TEST	P1	P2	P3	P4	P5	P6	TOTAL	POSSIBLE SOLUTIONS & NEXT STEPS
Errors - Record and prioritize most critical errors based on your error classification.								
0. Search window in chat was used to access Zurriola Chat group.			Yellow			Blue	2	This is not an issue which should be fixed as the users can also search for chat groups via the search window
0. Search window on search screen was accessed to search related preferred sport.	Red						1	This is not an issue which should be fixed as the users can also search by another option then the provided button.
1. Confusion when seeing the date on location screen with assumed calendar that should open.				Cyan			1	This should be resolved by actually providing a calendar option. Or creating a better introduction once the user opens the app for the first time so it is easier for them to move around the app.
2. Loop icon for search wasn't clearly visible.						Blue	1	This will definitely be corrected by the UI once it is in progressed the icon will be more visible.
2. Personal message icon wasn't clearly visible from the first sight.		Yellow					1	This will definitely be corrected by the UI once it is in progressed the icon will be more visible.
2. Button's weren't clearly recognisable.	Red						1	This will also be fixed by UI as the participant commented he was confused by everything being only grayscale.
2. Small typography of date on the location screen for a weather forecast section.		Orange					1	This will definitely be corrected by the UI once it is in progressed. If it is still not readable the size of the typography should be also changed.
2. Not visible arrows from the first sight to move in onboarding.					Blue		1	This will definitely be corrected by the UI once it is in progressed the icon will be more visible.
3. Home screen - current location - surf option was mistaken for search related to prefered watersport.				Cyan			2	This should be definitely fixed. A search window could be provided directly on the home screen. Or creating a better introduction once the user opens the app for the first time so it is easier for them to move around the app.
4. Location screen - weather forecast - whole part was assumed to be a button that leads to upcoming days.				Cyan		Blue	3	This should be definitely fixed. The whole part of the weather forecast section could be clickable. Or creating a better introduction once the user opens the app for the first time so it is easier for them to move around the app.
4. Only one language of the app available.		Yellow					1	This should be definitely fixed. Once the app will be finished there would be definitely an option of several languages.

RESULTS - 2.OBSERVATIONS

Observations - What are people Doing, Thinking, and Feeling? Use active verbs.																			
1. Onboarding was smooth and easy to move into sections.															5	Working well - Nothing to change.			
2. The arrows on onboarding weren't visible from the first sight.															1	UI will help with the visibility.			
3. Sign in/Log in was easy.															6	Working well - Nothing to change.			
4. Loop icon for search accessed quickly.															3	UI will help with the visibility.			
5. Message icon for chat accessed quickly.															6	Working well - Nothing to change.			
6. Hearth icon to add to favourites accessed quickly.															6	Working well - Nothing to change.			
7. Firstly didn't clearly recognize the buttons in the prototype.															1	UI will help with the visibility.			
8. Once familiar with the button design it was easy to move around the app.															1	Good point to make an intro for the app - once the user is familiar where to look for each feature it is easy to use the app.			
9. Bar menu was accessed very quickly and it was easy to use.															6	Working well - Nothing to change.			
10. Search section - search by selected sport was accessed firstly by search window on the search screen.															1	Working well - Nothing to change. The search window is also an option to search locations.			
11. Location Screen - The weather forecast for upcoming days was accessed directly.															3	Working well - Nothing to change.			
12. Weather forecast screen - more detailed weather forecast was accessed directly.															6	Working well - Nothing to change.			
13. To reach messages for group Zuriola was done right away with the already existing button for the group.															4	Working well - Nothing to change.			
14. Search section - button for search related to selected sport was accessed directly.															4	Working well - Nothing to change.			
15. Location screen - at first hard to read for which day was the prediction due to small typography.															1	UI will help with the visibility.			
16. To reach messages for group Zuriola was intended to be done via search window on chat screen.															2	Working well - Nothing to change. The search window is also an option to search for chat groups.			
17. Personal messages accessed quickly.															5	Working well - Nothing to change.			
18. The weather forecast section on location screen was mistaken whole with button. Instead of pressing the arrow on the right side.															3	The whole section could be a clickable access to weather forecast for following days. This is also a good point to make a intro for the app - once the user is familiar where to look for each features it is easy to use the app.			
19. The weather forecast section on location screen the date was expected to be opened on calendar where a day could be selected.															1	Good point to make an intro for the app - once the user is familiar where to look for each feature it is easy to use the app.			
20. Search section was hard to find. In the bar menu - firstly went to info, then profile then finally search.															1	Search window could be provided on the home screen. This is also a good point to make an intro for the app - once the user is familiar where to look for each feature it is easy to use the app.			

RESULTS - 3.NEGATIVE QUOTES

Negative Quotes - Any negative soundbytes? Record them here.				
1. "If there would be button I would press this." (commenting on button)			1	UI will help with the visibility.
2. "The typography on the date of the weather prediction is too small."			1	UI will help with the visibility - size of typography could be also adjusted.
3. "It would be useful if I could change the original language to my mother-tongue."			1	This should be definitely fixed. Once the app will be finished there would be definitely an option of several languages.
4. "I was thinking a calendar would open once I click on the date. But now I am confused how does it work."			1	Good point to make an intro for the app - once the user is familiar where to look for each feature it is easy to use the app.
5. "It wasn't clear to me that the loop icon is a loop for search. Once there is more colors and designs developed it would be more obvious."			1	UI will help with the visibility.

RESULTS - 4.POSITIVE QUOTES

Positive Quotes - Any positive soundbytes? Record them here.						
1. "It looks very easy to use all parts of the app are easy to reach."					1	Working well - Nothing to change.
2. "I found everything working very well would like to use the app once it is out!"					1	Working well - Nothing to change.
3. "I found the app quite easy to move around. It will definitely help once there is more design and colors!"					1	Working well - Nothing to change.
4. "I like that the app introduces you to all the important characteristics on the beginning"					1	Working well - Nothing to change.
5. "To place it in the favourites. That must be this heart on the top" (direct reaction)					1	Working well - Nothing to change.
6. 'I wouldn't change anything about the app I like how it is at the moment.'					1	Working well - Nothing to change.

FIXING ISSUES

ISSUE #1

HOME SCREEN

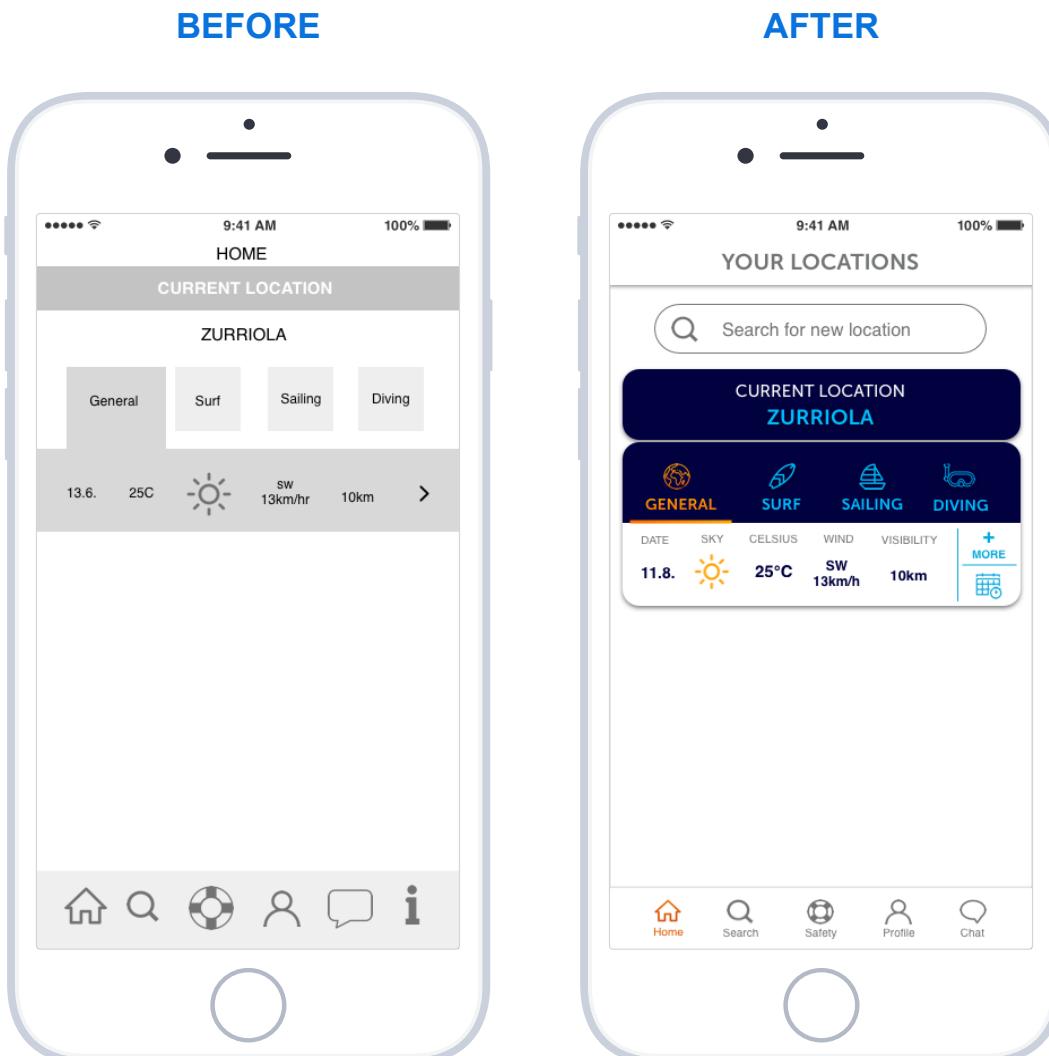
Current Location - Surf Option for weather preview was mistaken for search for a new location.

SUGGESTED CHANGE

A search window should be provided directly on the home screen on the top.

EVIDENCE

40% of participants had this issue. Once they were familiar how does this work it was easy for them to move around the app.



A search window has been added to the home page.

ISSUE #2

LOCATION SCREEN

Weather forecast section for the current day – Whole part of the section was mistaken with a button after that participants saw the arrow.

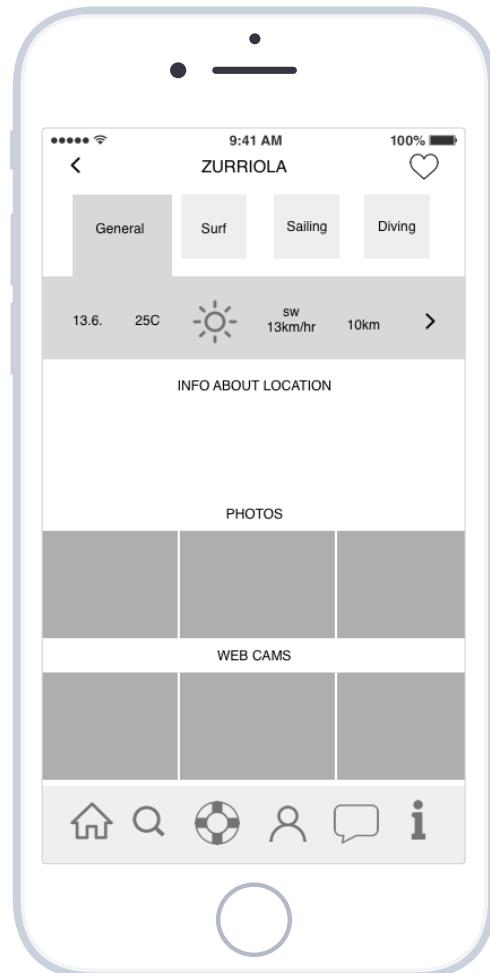
SUGGESTED CHANGE

The clickable parts in this section should be clearly recognizable to the user.

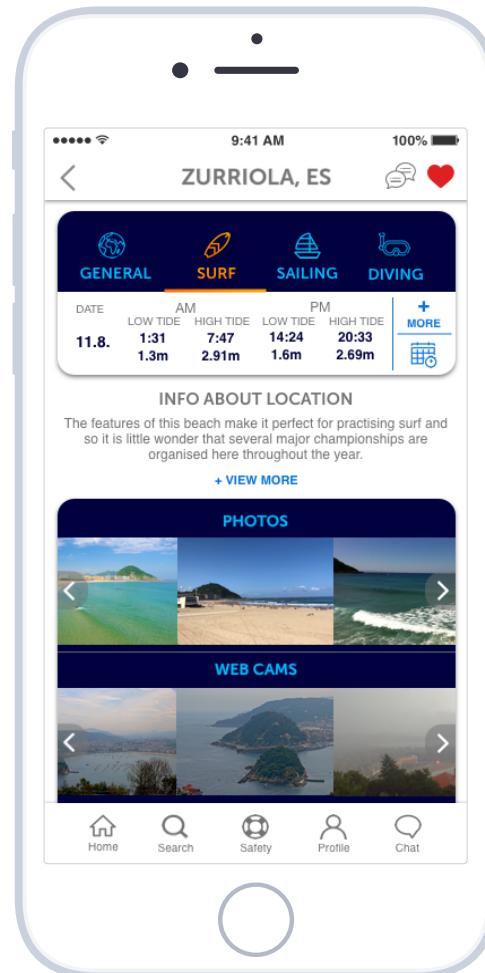
EVIDENCE

60% of participants had this issue. Once they were familiar how does it work it was easy to access the quick weather forecast for upcoming days as well as the more detailed weather forecast.

BEFORE



AFTER



To all clickable parts there has been applied specific blue color with active button which is orange.

ISSUE #3

CALENDAR ICON

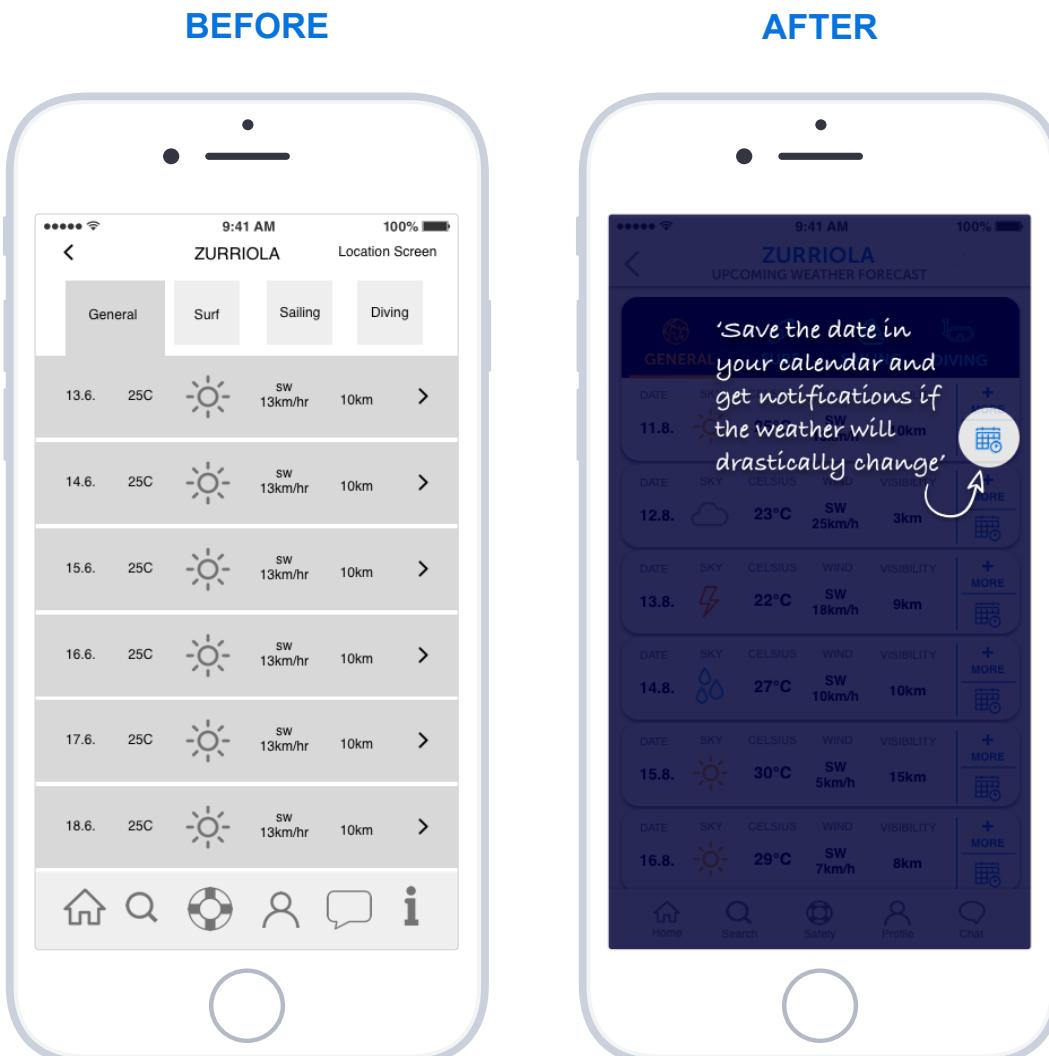
This function wasn't very clear even though its description is during the on-boarding.

SUGGESTED CHANGE

Coach-marks should be added once the new user opens a screen with a certain function for the first time.

EVIDENCE

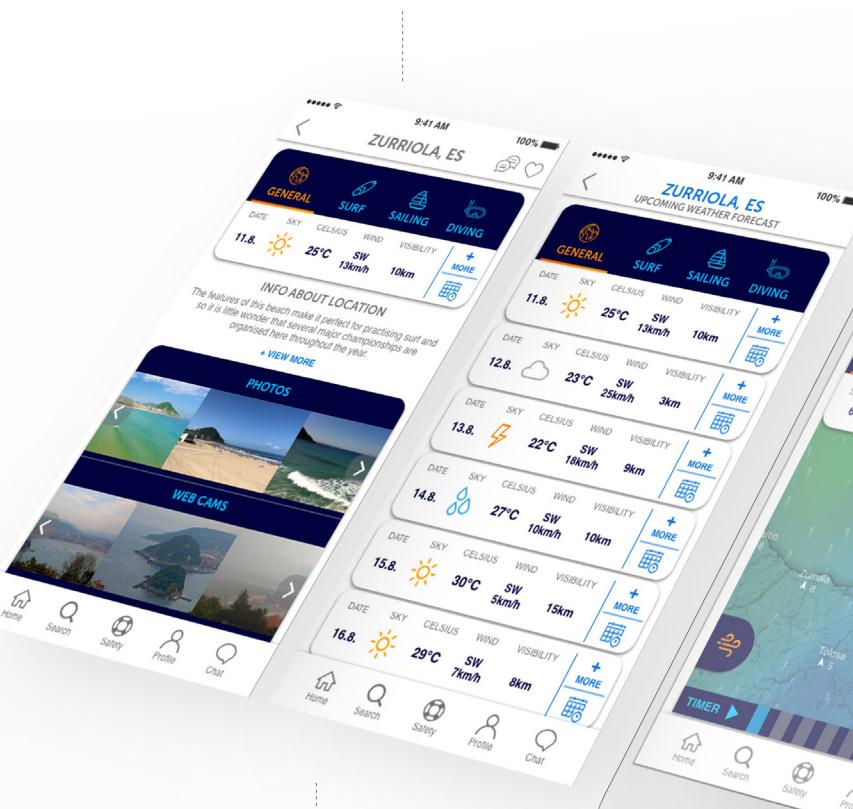
40% of participants had this issue. Once they were familiar how does it work it was easy to them to use this feature.



Coach-marks have been added to various places through the app where the user might need to get brief intro about the features.

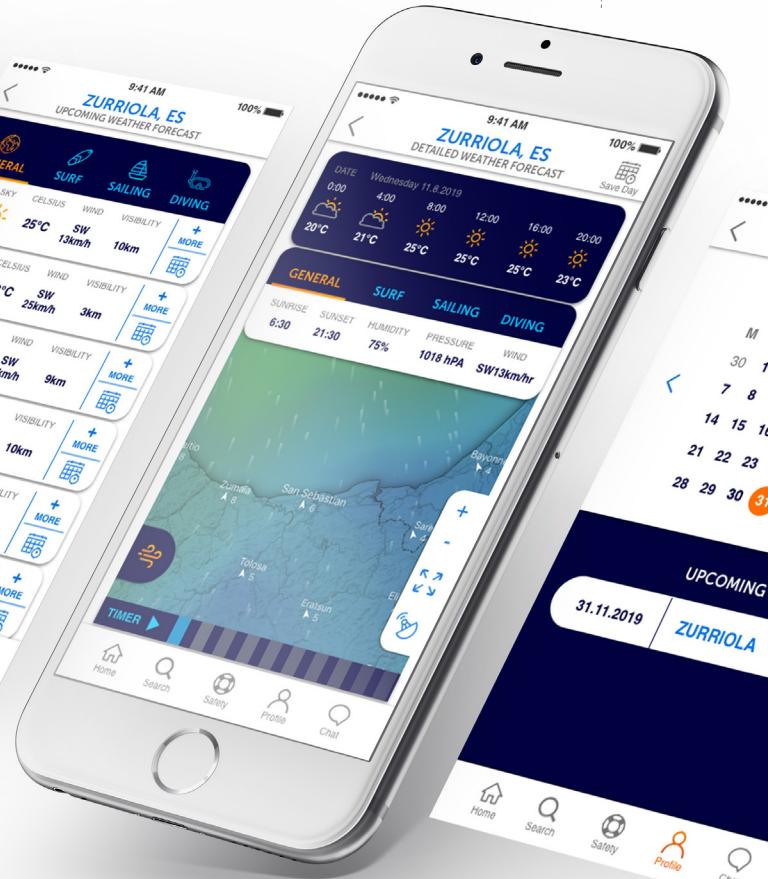
VARIOUS SCREENS

LOCATION SCREEN



QUICK WEATHER OVERVIEW

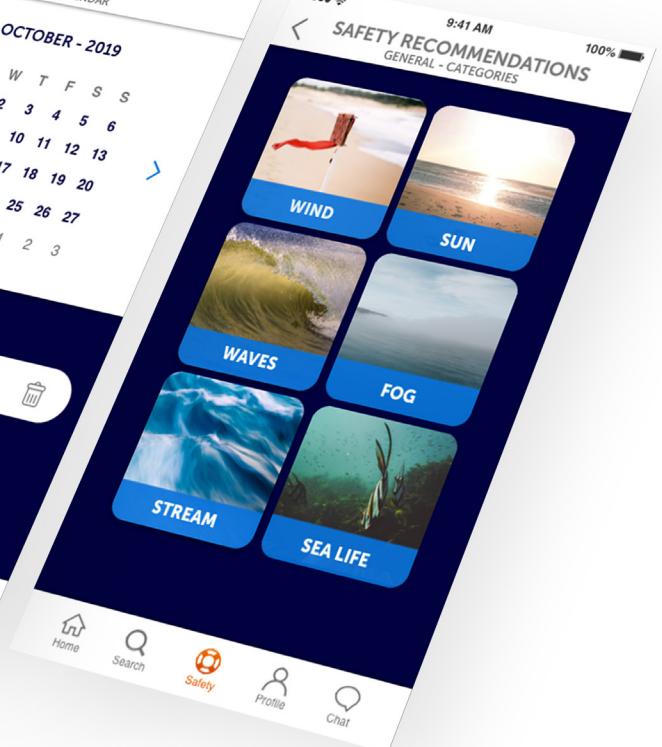
DETAILED WEATHER OVERVIEW



CALENDAR



INFO ABOUT SAFETY ON THE SEA



DESIGN PROCESS

STYLE GUIDE

PART 1.

1. LOGO DESIGN



PREFERABLE VERSION



MOBILE ICON

2. COLORS



#00BDDE / Bright Blue Sky /
use on dark background
#0873DD / Clear Water /
use on light background



CLICKABLE ELEMENTS



#FF6D00 / Sun

ACTIVE ELEMENTS



#ED7878 / Coral

ERRORS



#727474 / Dark Grey



#01013F / Dark Blue Sea



#FFFFFF / White

TEXT AND BACKGROUND

3. TYPOGRAPHY

Header / Headline
Museo Sans 700 / 20pt

Header / Headline
Museo Sans 700 / 15pt

Header / Headline
Museo Sans 700 / 14pt

Header / Headline
Museo Sans 700 / 12pt

BODY TEXT
Helvetica Regular / 15pt
Helvetica Regular / 12pt
Helvetica Regular / 10pt

WEATHER FORECAST BAR
Helvetica Bold / 15pt
Helvetica Bold / 13pt
Helvetica Bold / 12pt

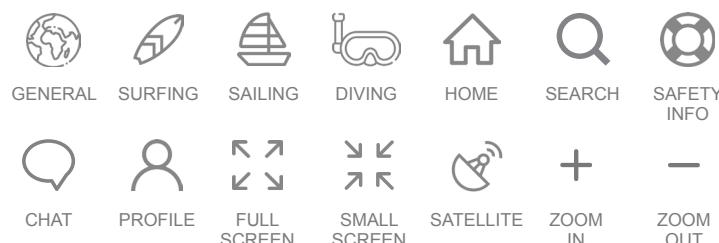
COACH-MARKS
Bradley Hand Bold / 24pt

STYLE GUIDE

PART 2.

4. ICONS

NAVIGATION



WEATHER FORECAST

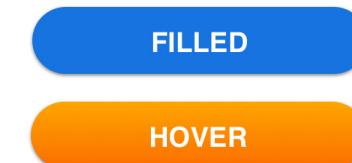


OTHERS



5. BUTTONS AND CONTROLS

CONTAINED BUTTON HIGH PRIORITY



CORNER RADIUS 28, COLOR FILLED - #0873DD / HOVER #FF6D00 + GRADIENT #FFA600, (SHADOW IF NECESSARY - X0Y2 BLUR 4 SPREAD 0), TYPE HELVETICA BOLD 19DP.

OUTLINED BUTTON MID PRIORITY



CORNER RADIUS 28, COLOR FILLED - #0873DD / HOVER #FF6D00 + GRADIENT #FFA600, TYPE HELVETICA BOLD 19DP.

TEXT BUTTON LOW PRIORITY



COLOR FILLED - #0873DD / HOVER #FF6D00 + GRADIENT #FFA600, TYPE HELVETICA BOLD 19DP

TOGGLE BUTTON



COLOR #0873DD / HOVER #FF6D00 + GRADIENT, TYPE HELVETICA BOLD 10DP, ICON 24DP

STYLE GUIDE

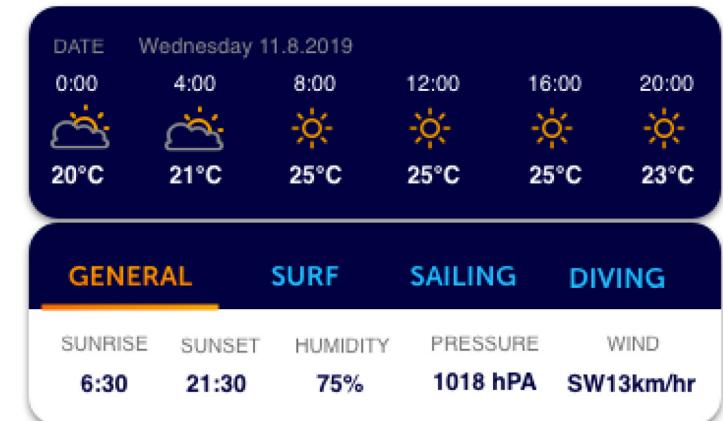
PART 3.

5. UI ELEMENTS

QUICK WEATHER OVERVIEW



DETAILED WEATHER OVERVIEW



BAR MENU



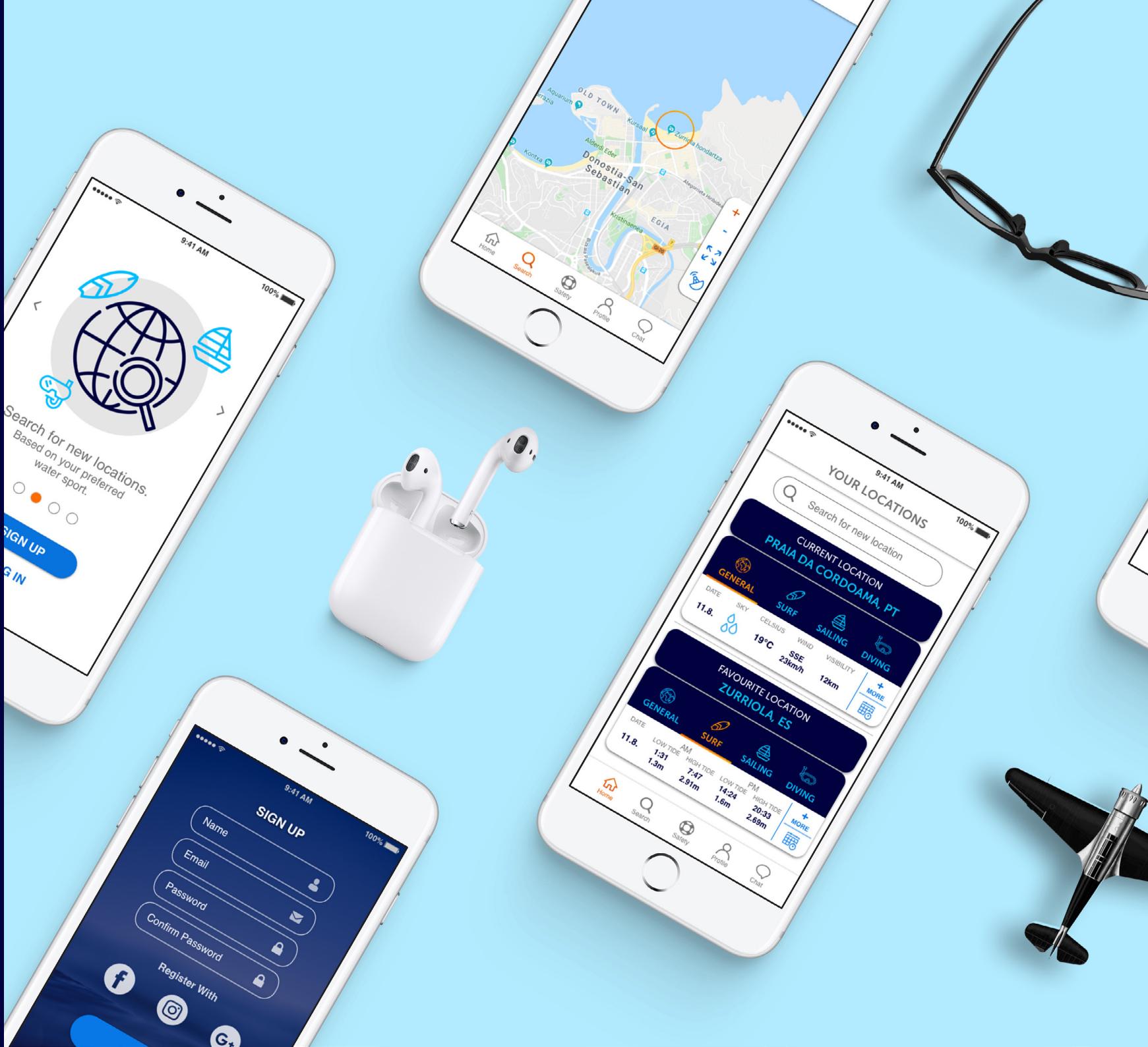
TIMER



TONE OF VOICE

Vela is a weather forecast application for people who love adventures on the Sea.

The look and feel of the app is communicating a **free time activity combined with a seriousness** as the **safety** on the sea is for us **crucial**. The app is presenting itself as **playful yet reliable**.



LINK TO INTERACTIVE PROTOTYPE

<https://invis.io/9PV8NYPSYC2>

