



Persona 1:

Name: Chad Thunder

Role: Multi-Sport Athlete

Background: A College Dropout, Chad spends his days now crushing trails, slopes, bike paths, and any other physical challenge that dares stand against him. Chad doesn't watch the weather channel; meteorology goes over his head. His knowledge of the weather only extends as far as what his rippling abs experience when he takes his shirt off. Chad's greatest dream is to fall in love with someone more beautiful than himself. None have reached this (pullup)bar so far.

Key Goals: Chad's immediate goal is to crush every challenge, trail, and tough mudder in Colorado, his home state. He has a checklist longer than his body count, and with each accomplishment his power grows. Chad doesn't mind bad weather; it adds to the challenge. But he can't stand smog like the clouds of smoke from California fires. It makes his lungs tickle, reminds him he's mortal. Chad wants to be able to check his phone for local conditions so he can avoid any areas with heavy smog, and he wants to be able to do it quickly so he can get back to looking at things worthy of his gaze, like the sun or the mountains.

Stories:

As a chad, I want to be able to check the stream of my choice location quickly, with minimal screen changes.

As a chad, I want to be able to search specifically for reports of smog at my choice location, filtering out other non-concerning weather phenomena.

As a chad, I want to receive notifications just so I can turn them off, ignore my phone, and focus on the trail.

As a chad, I want to be able to keep my identity hidden if I post an update so I don't have to worry about my fanclub stalking me through the app.

As a chad, I want to be able to keep track of multiple locations at once, as I may be planning to hit several different places that day.



Persona 2:

Name: Broth McGraw

Role: Surf Bum

Background: Originally from Florida, Broth has surfed all his life, and is dedicated to his sport, at the age of 60 he is still going strong but wants to be more careful of the conditions he chooses to go out with. He lives in his van and uses it to travel all over the country for surfing, very rarely staying in one spot for long. Because of his experience he can generally read the weather and conditions well enough on his own. After his divorce Broth has had a long distance girlfriend on the east coast and likes to check the conditions over there no matter where he is so he knows if he can surf when he visits her. Broth really isn't interested in other sports, as he feels he's too old for anything else.

Key Goals: Broth wants to be able to make better predictions on where he should travel to next, and be able to pick safer conditions given his old age. As a 60 year old he is also not very tech savvy, and would appreciate a simple GUI. He is also really only interested in surfing, and would like a way to only focus his user experience on it, as well as check locations that are far away from him, no matter his location at the time.

Stories:

- As a surf bum, I'm really only interested in the conditions of surf locations and no other sports. I would like a way to focus my user experience around surfing.
- As someone who travels a lot, I am constantly surfing at different locations that vary greatly. I want to be able to easily check locations that are not close to me, to know if I should travel there.
- As someone who is not tech savvy, I am easily overwhelmed by complicated webpages and applications. I would like a GUI that is easy to understand and navigate.
- As someone who is usually far from my home break, I often wonder what I am missing at home. I would like to be able to check the conditions anywhere from anywhere.
- As someone who is new to sport tracking apps, I am unfamiliar with any other applications. I would like it if RainCheck provided links to other websites to help me with my research.
- As someone who is getting old, I am worried about harsh conditions, and would like a way to filter comments about the conditions being treacherous.

Persona 3:

Name: Lee Smith

Role: Planner

Background: Lee is the head of a non-profit organization that runs a ski club for poor and underprivileged kids. He is in his late thirties living in Texas. By day he owns a small business that brings in a large amount of profit, and in his free time he enjoys spending time with his girlfriend and exploring new places around where he lives. He hates bad weather and especially when it interferes with his non-profit, because he feels like he let the kids down.

Key Goal: Lee wants to minimize the amount of trips he has to cancel for the club. In the last few years, he has been snowed out of certain mountains and not been able to make it to some because of heavy snowfall and icy conditions. He wants to be able to get real-time updates on the weather in places he wishes to go, so he can make an informed decision to benefit the kids. He would like to be able to check multiple ski mountains conditions including amount of snow, current weather and snowfall, and road conditions when entering so he can weigh his options.

Stories:

As a ski club coordinator, I want to be able to see the current conditions for ski mountains and how busy they are, so I know how well I need to keep track of the club members.

As a ski club coordinator, I want to be able to see the current conditions on multiple ski mountains so I can make an informed decision on where the club should meet.

As a person who hates bad weather, I want to be able to see current weather conditions in a place I am planning to go so I can decide not to go if the weather is bad.

As a frugal spender, I want to know the current prices of tickets at the ski mountain, so I can decide if I want to spend that much money or not before I go.

As a generally cold person, I want to know the current temperature and wind speed at the mountain so I know how much gear I should wear.

As a coordinator, I have to communicate with others about conditions, I would like a way to send specific comments or pages to other people for them to see.