

Project 3: Designing User Interface

BUS 444

Date: 11/28/2018

Application: A Weather App

Research:

Notes:

Everyone likes to know the weather before heading out and be prepared for any rain, snow, or any type of storm. After looking at some of the weather apps, we have realized some are more popular and used than others. Some of the weather websites we looked at are AccuWeather, National Weather Service, Weather Spark, and Weather Underground. There are some differences among these websites with different features that it offers to the user. So, there are some pros and cons to each of those websites. For instance, the AccuWeather web page was easy to read the forecast; however, it was difficult to find the toggle button to switch from Fahrenheit to Celsius or Celcius to Fahrenheit. It was hidden in the settings whereas the other website was visible to the user.

Our goal for this weather app is to make the web page user-friendly and as simple as possible for the users. The task is to make sure the users are informed with the daily forecast and having real-time alerts. We also like to make sure the users can access their daily forecast quickly and easily while reducing the scrolling and browsing on the web page. A feature that we think would be cool to have is not just having the persons local location weather, but also his or her favorite cities. This keeps the users informed about their cities which is probably where they visit often. So, this is a good feature to have as it can give the person a heads up and be prepared before traveling to that specific destination.

Inspiration:

What really inspired us is that the Weather Spark website offers 9 different languages. This is a big plus for those whose English isn't their first language. Another thing that got our attention is that it provides a weather summary of the full year. Unlike the other three website they can go back up to a month max.

Website Links:

- <https://www.accuweather.com/>
- <https://www.weather.gov/>
- <https://weatherspark.com/>
- <https://www.wunderground.com/>

Persona(s) Identification

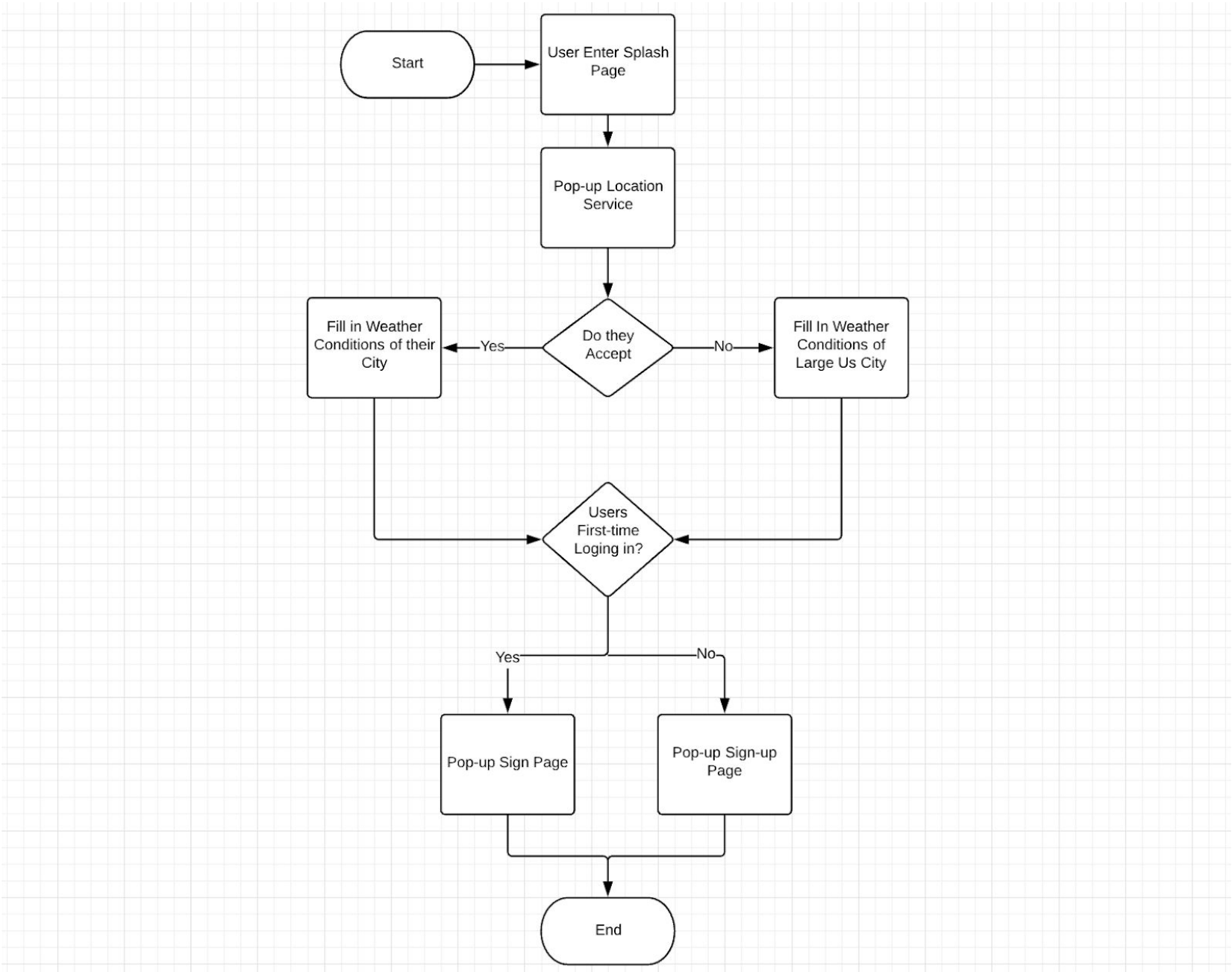
The casual user - Almost always has his/her mobile device with them. Will use the basic functionality of the app. Will use the app as a non-premium user to check weather at multiple locations.

The premium user - Always has his/her mobile device with them. Will use the basic functionality of the app. Will use the app to check weather at multiple locations. Will purchase the premium membership and expect ad-free browsing.

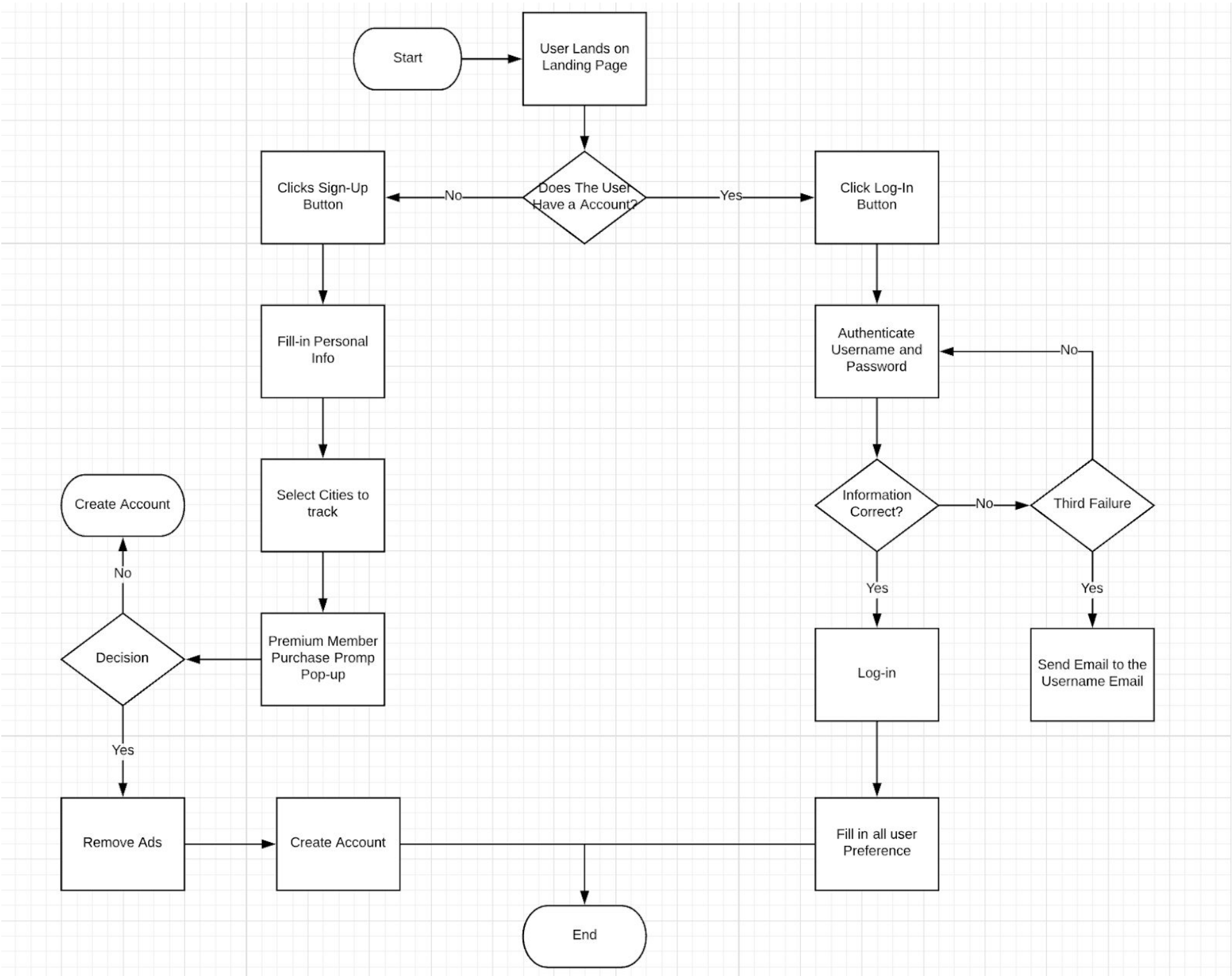
The power user - Always has his/her mobile device with them. Will use the app to check weather at multiple locations. Will use the advanced functionality of the app taking advantage of variables, units of measurement, and mapping. Will purchase the premium membership and expect ad-free browsing.

Task Flow Diagram(s)

Design 1: Task Flow

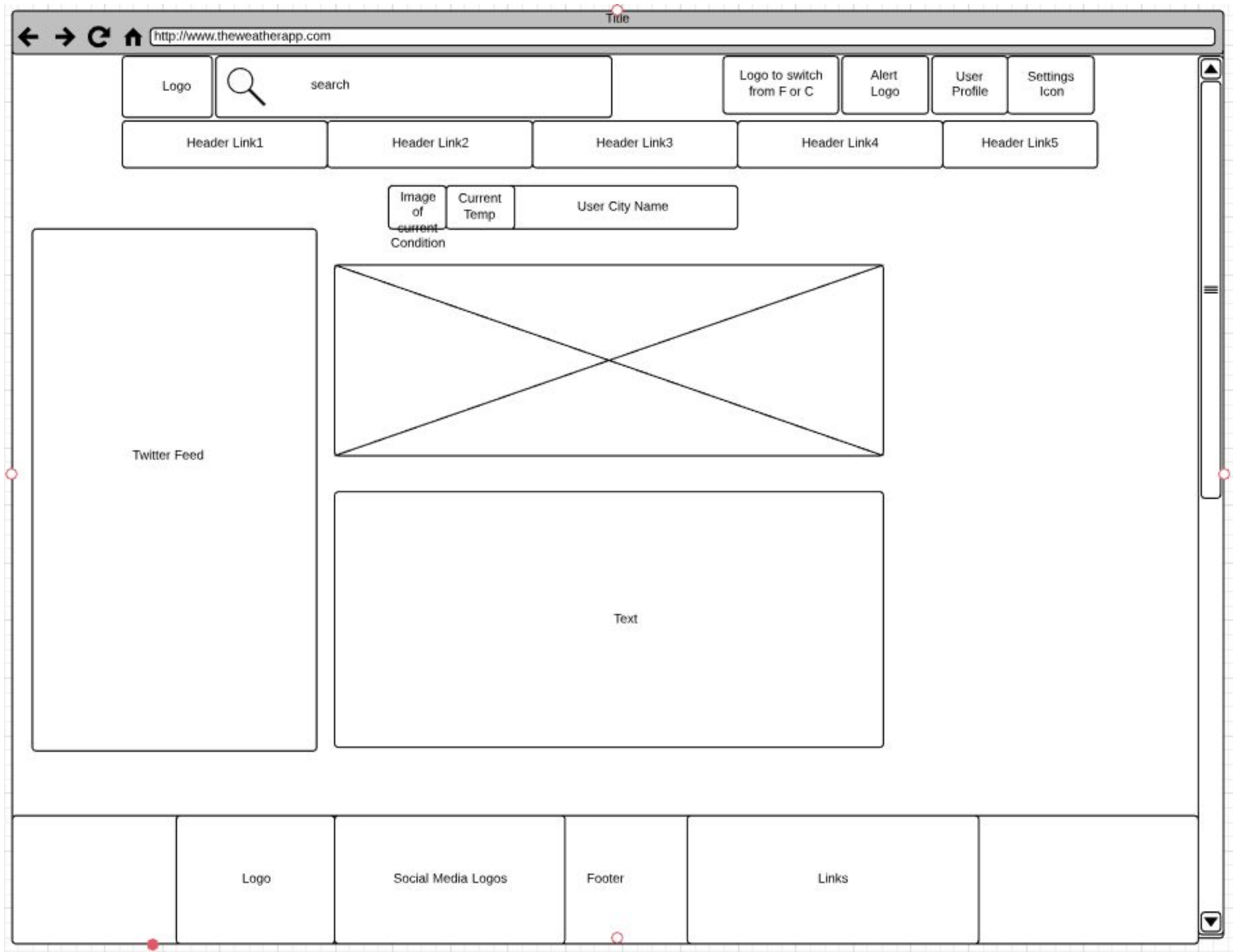


Design 2: Task Flow

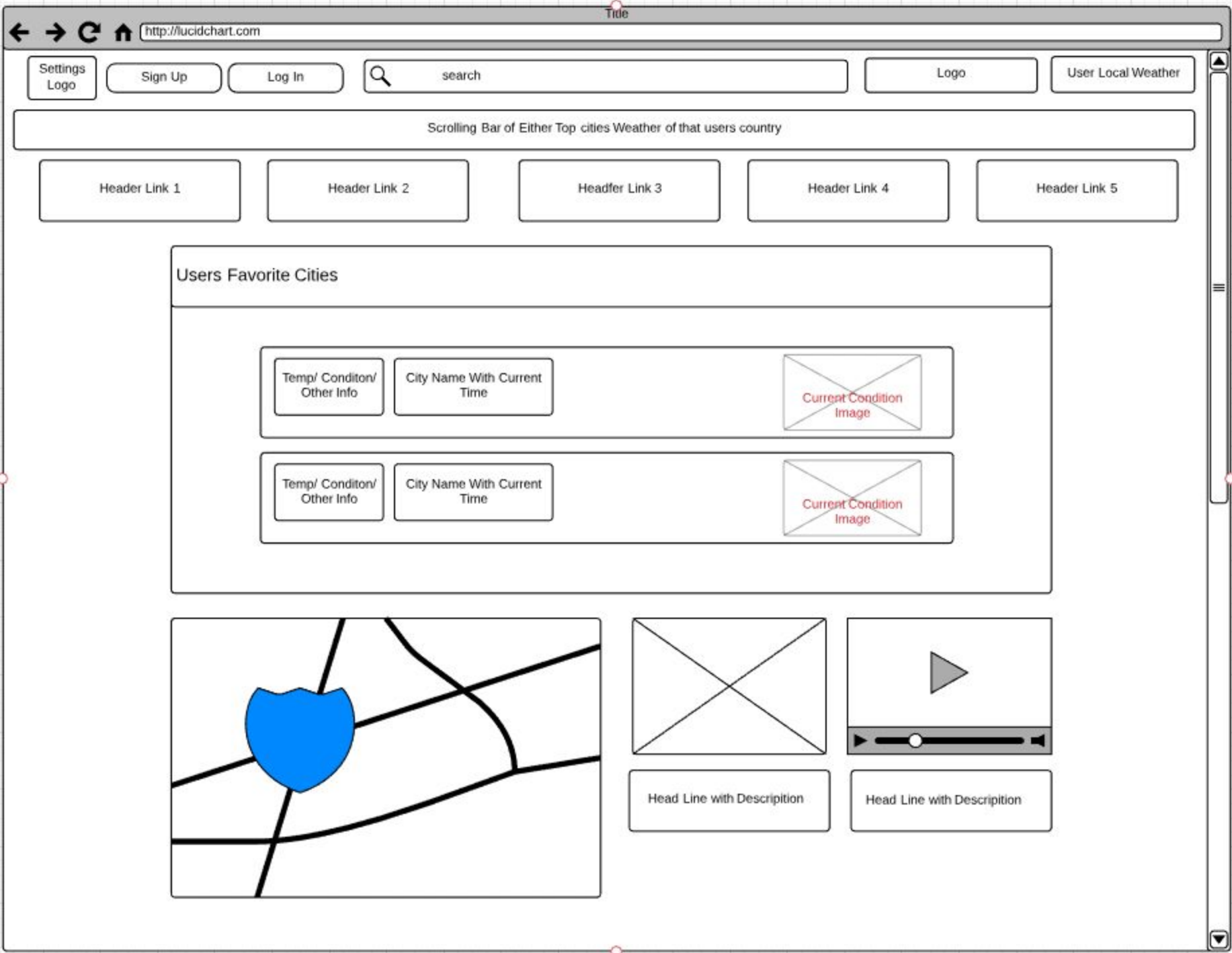


Wireframes

Design 1:

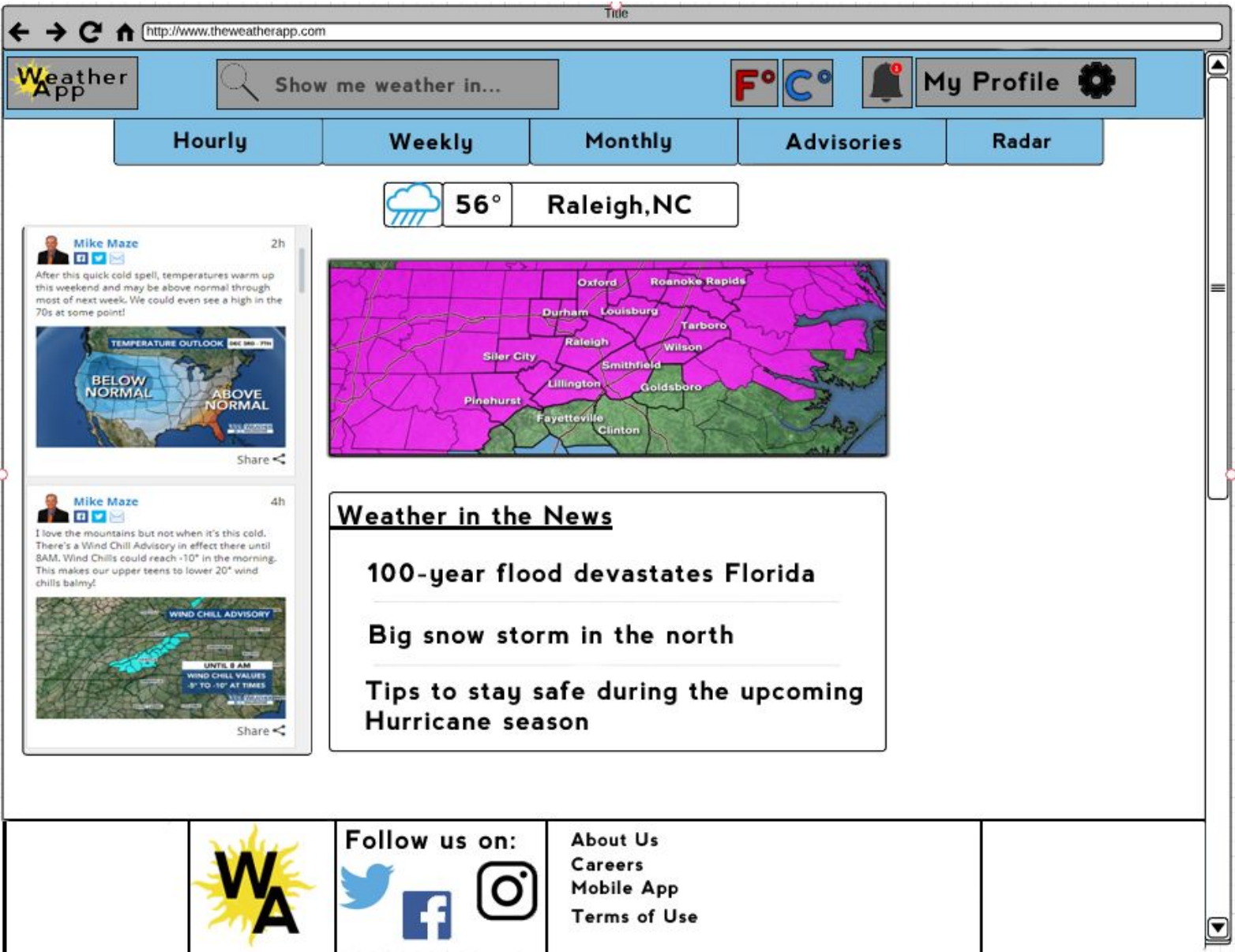


Design 2

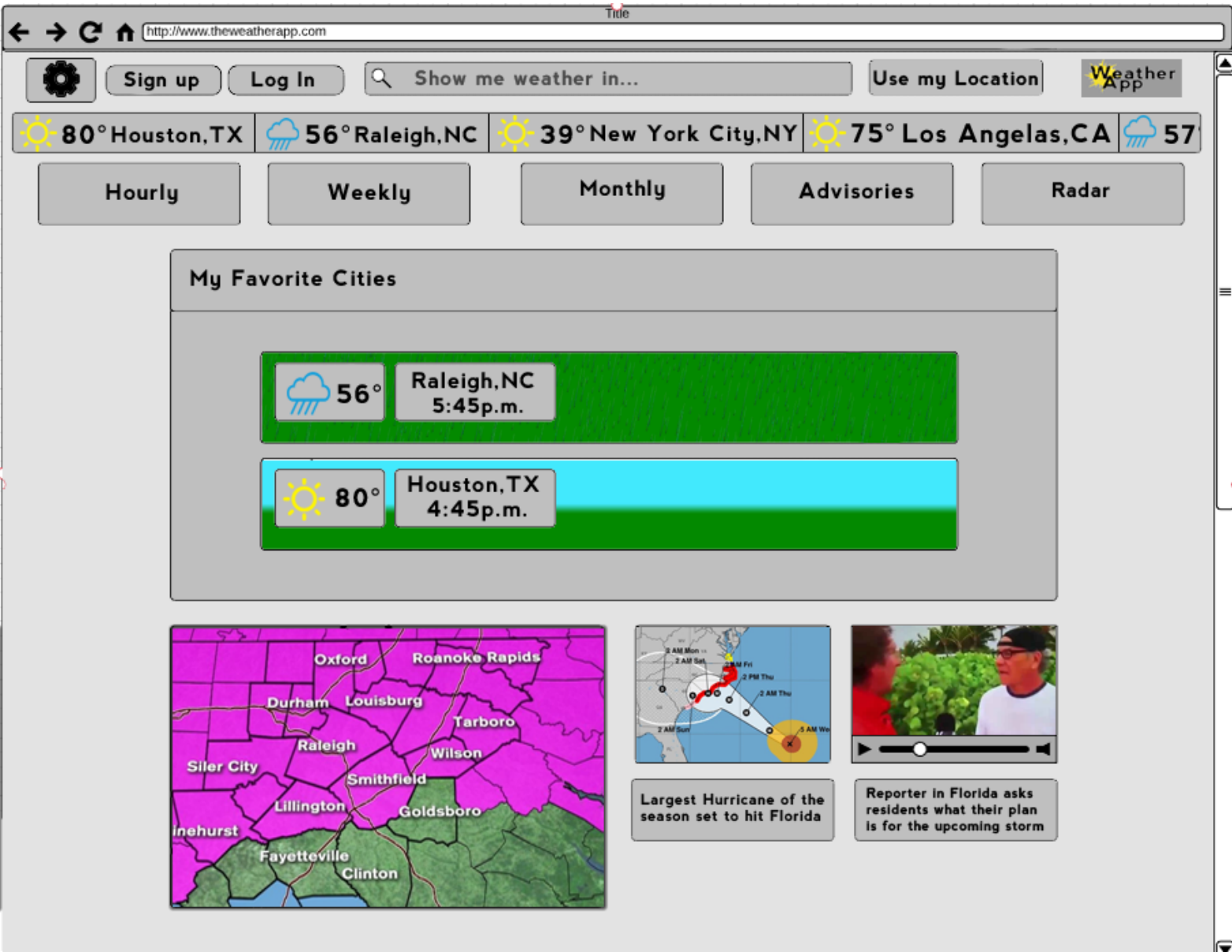


Mock-up(s):

Design 1



Design 2



Sample Page Review

- Design one has a minimalistic/open concept feel that is popular with some demographics
- Design two retains some minimalism while adding more advanced features such as mapping and current weather videos
- The active scrolling bar on design two will catch users attention

- Design one has a large area for a twitter feed that would be favored by twitter power users
- Design two fills the web page space in an organized way
- The interactive map on design two will be utilized by the power users
- Design one has a visible logo to switch from Fahrenheit to Celsius
- Design two informs the users the temperature and weather conditions of their favorite cities

We believe design two would be more appropriate for the users due to the web page look. It has a cleaner and organized look compared to design one. The cleaner look makes the reading easier for the users to follow up with the forecast weather. Also, in design two it shows their favorite cities which is a good feature to have. Another cool feature that makes design two better is the “Use My location” button. That makes the user access their current location weather quicker rather than typing the city or zip code.