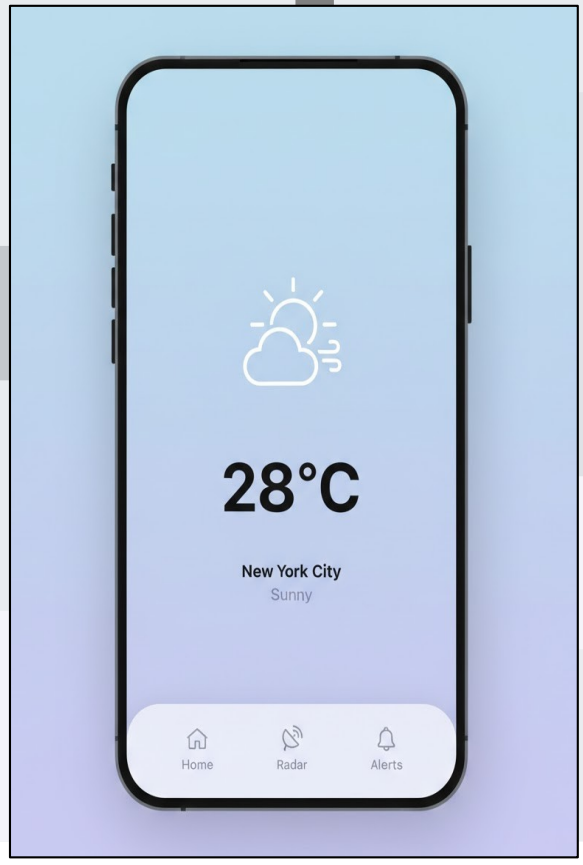

Weather Forecast App (UI/UX Design)

A Minimal, Smart, and User-Friendly Weather Experience

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B.Tech Information Technology

Tool: Figma

Abstract

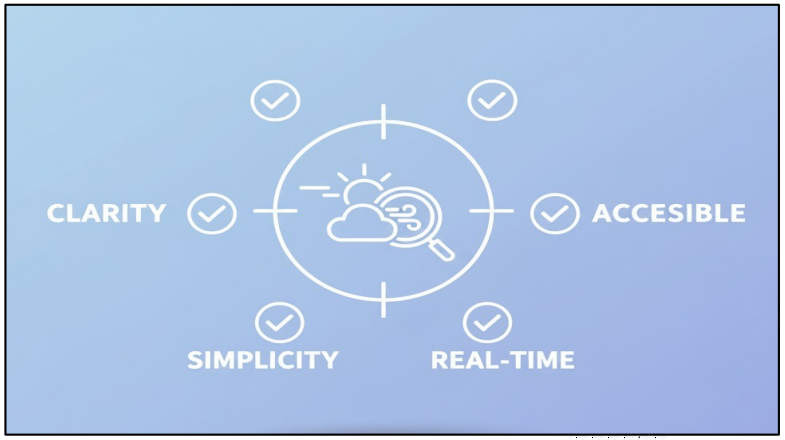
- The Weather Forecast App focuses on simplifying how users access weather information.
- Existing apps often have cluttered UIs, excessive ads, and confusing data layouts. This project redesigns the experience to be minimal, informative, and context-aware, featuring daily forecasts, radar visuals, and smart alerts.
- Built using Figma, it emphasizes intuitive navigation, aesthetic clarity, and real-time responsiveness — showing how UI/UX improvements can make weather data engaging and easy to digest.

Main Objective:

To design a clean and user-friendly weather app that presents accurate data with simplicity and visual clarity.

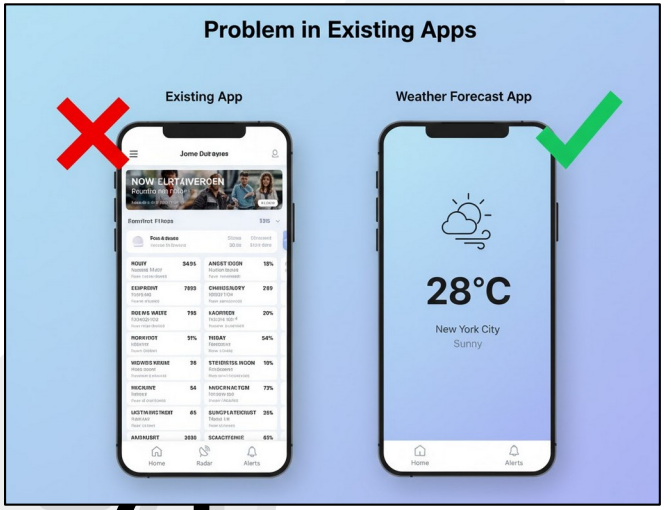
Specific Objectives:

- Identify pain points in existing weather apps (ads, complexity).
- Create a minimalist interface with quick access to key data (temperature, rain chance, air quality).
- Integrate interactive radar visuals for real-time updates.
- Design smart alerts for severe weather.
- Ensure responsive, accessible design adaptable to all devices.



Problem in Existing Apps

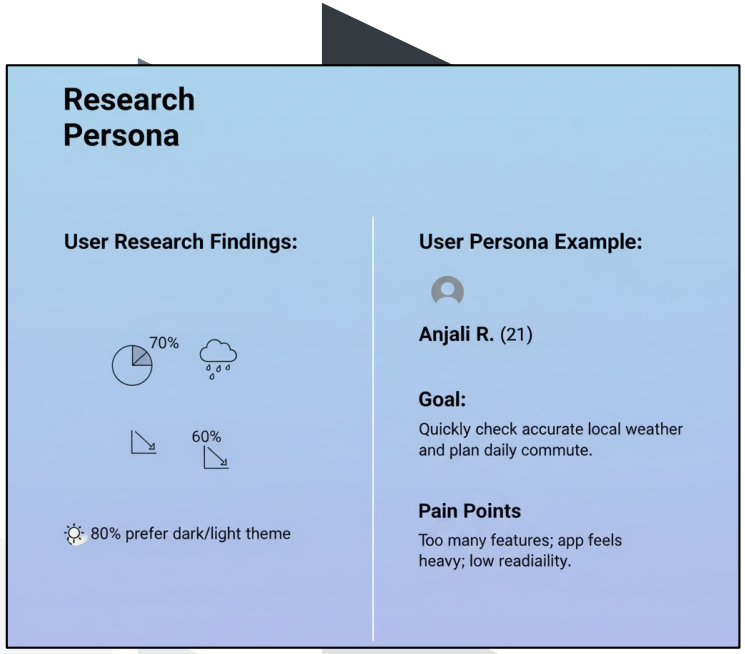
Problem Area	Observed in Existing Apps	Proposed Change in TaskEase
Visual Clutter	Too many ads and unnecessary elements	Clean layout with only essential weather data
Data Overload	Too much text and complex graphs	Simplified icons, color-coded data
Navigation	Deep menu hierarchies	Flat structure (Home → Details in 2 taps)
Personalization	Limited or paid	Free smart alerts + location-based forecast
Accessibility	Low contrast themes	WCAG-compliant color and font contrast



Research and Persona

User Research Findings:

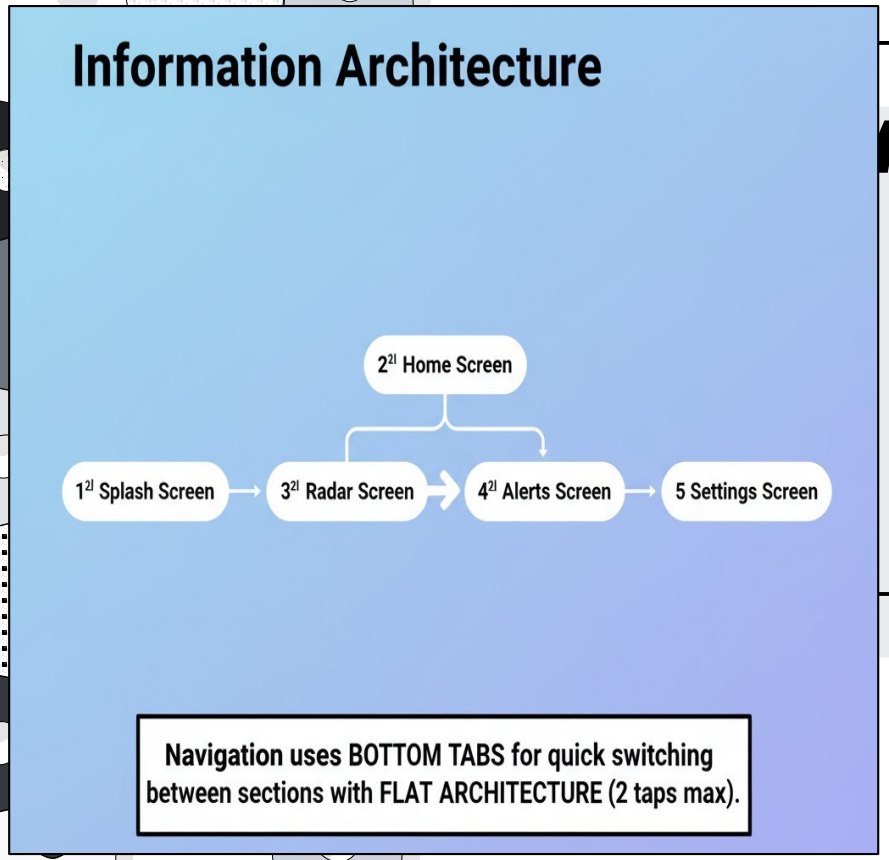
- 70% of users check weather daily but only for key info (temperature, rain chance).
- 60% dislike pop-up ads and distracting visuals.
- 80% prefer dark/light theme toggle.



User Persona Example:

- **Name:** Anjali R. (21)
- **Goal:** Quickly check accurate local weather and plan daily commute.
- **Pain Points:** Too many features; app feels heavy; low readability.

Information Architecture



App Flow:

- 1️⃣ Splash Screen → App Logo and Animation
- 2 Home Screen 2 → current weather, hourly forecast, temperature, icons
- 3 Radar Screen 3 → Animated radar with precipitation visualization
- 4 Alerts Screen 4 → Smart notifications for severe conditions
- 5 Settings Screen 5 → Theme toggle, unit preferences, and notifications

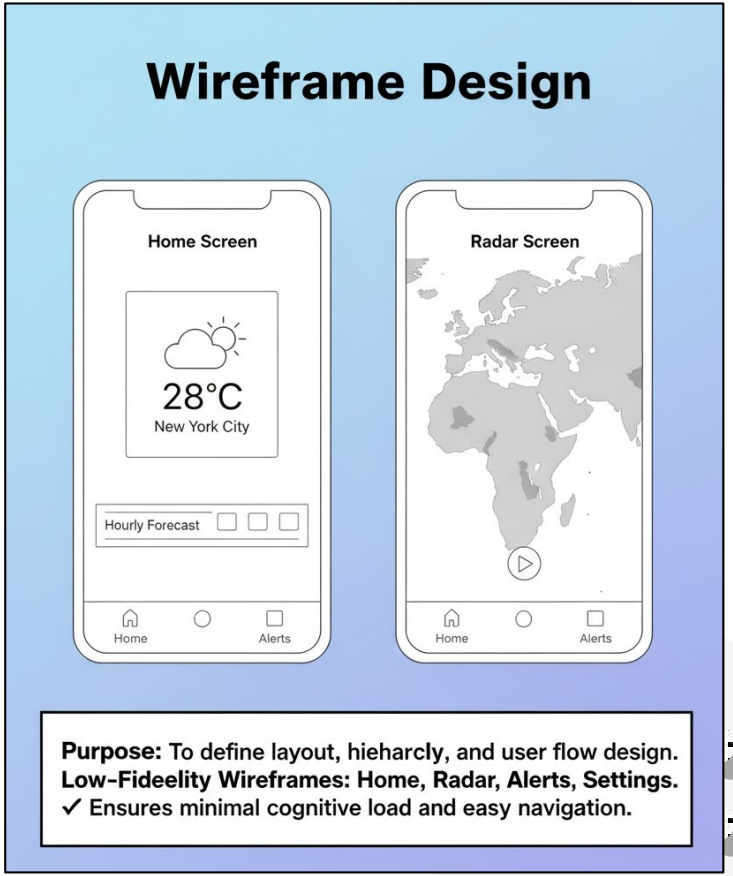
Wireframe Design

Purpose:

To define layout, hierarchy, and user flow before final design.

Low-Fidelity Wireframes:

- Home: Temperature, condition, location bar, quick hourly view.
- Radar: Simplified map preview with zoom.
- Alerts: Card-based list of notifications.
- Settings: Switches for themes and units.



High-Fidelity Design (Figma)

Design System:

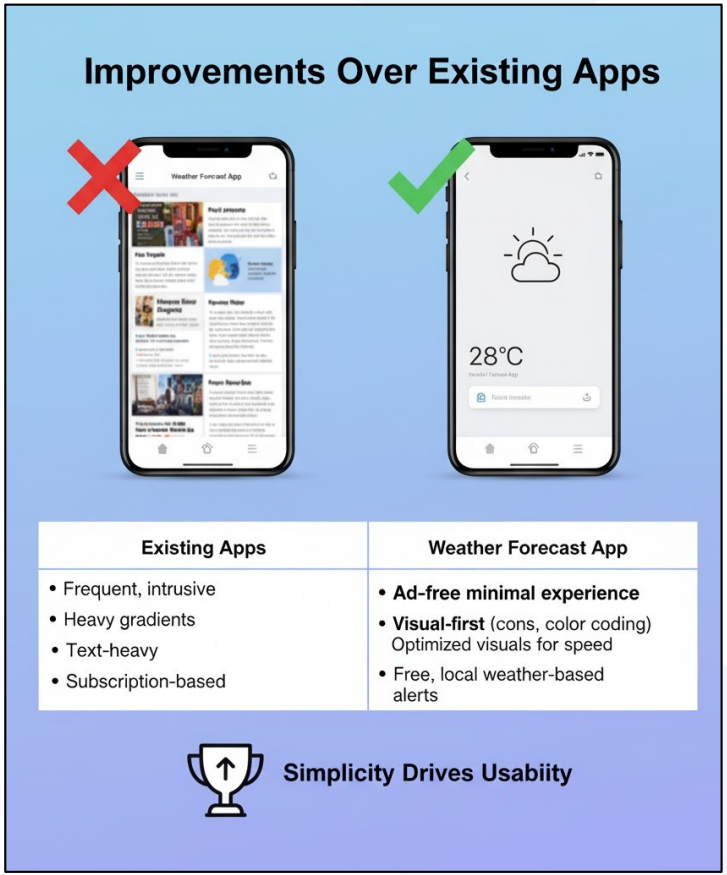
- Colors: Blue gradient (clear sky), gray (clouds), yellow (sunny), red (alerts).
- Typography: Inter / Poppins for readability.
- Icons: Line-style weather icons for minimalism.
- Auto Layout: Used for responsive resizing across mobile/tablet.

Key Screens:

- Home Screen (clean data view)
- Radar Visualization
- Smart Alerts Panel

Improvements Over Existing App

Feature	Existing Apps	Weather Forecast App
Ads & Pop-ups	Frequent, intrusive	Ad-free minimal experience
Design Language	Heavy gradients, inconsistent UI	Flat design, smooth transitions
Information Layout	Text-heavy	Visual-first (icons, color coding)
Loading Time	High	Optimized visuals for speed
Personalization	Subscription-based	Free, local weather-based alerts



Conclusion:

The Weather Forecast App successfully demonstrates how thoughtful UI/UX design can enhance digital weather experiences.

By focusing on simplicity, accessibility, and responsiveness, the app transforms essential weather data into a visually appealing and easy-to-use interface.

Through Figma-based prototyping, this project illustrates a design-first approach that reduces complexity and delivers clarity — making weather updates not just useful, but enjoyable.