

SWIM APP

COMPETITIVE BENCH-MARKING

DOIREANN NÍ GHRIOGHAIR

OBJECTIVES

- Learn from tide & sea mobile apps that swimmers already use
- Understand conventions we should follow, identify strengths & areas that could be improved on.
- Highlight best practice
- Use the materials to build portfolio

FEATURES EXAMINED

- Landing Page
- Search for Local Swim Spot
- Other Features
- Search for Alternative Swim Location

KEY POINT LEGEND



Positive

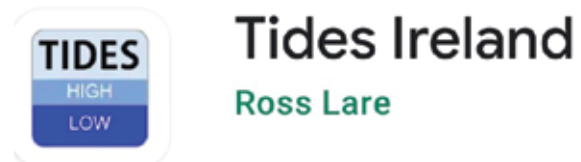


Negative



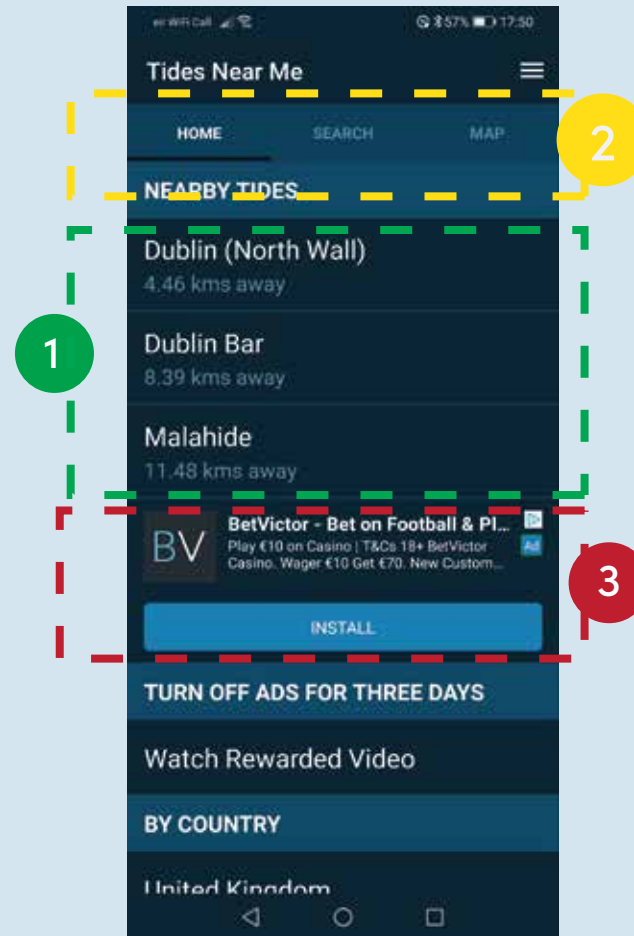
Convention

CASE STUDY MOBILE APPS & MOBILE WEBSITES



LANDING PAGE

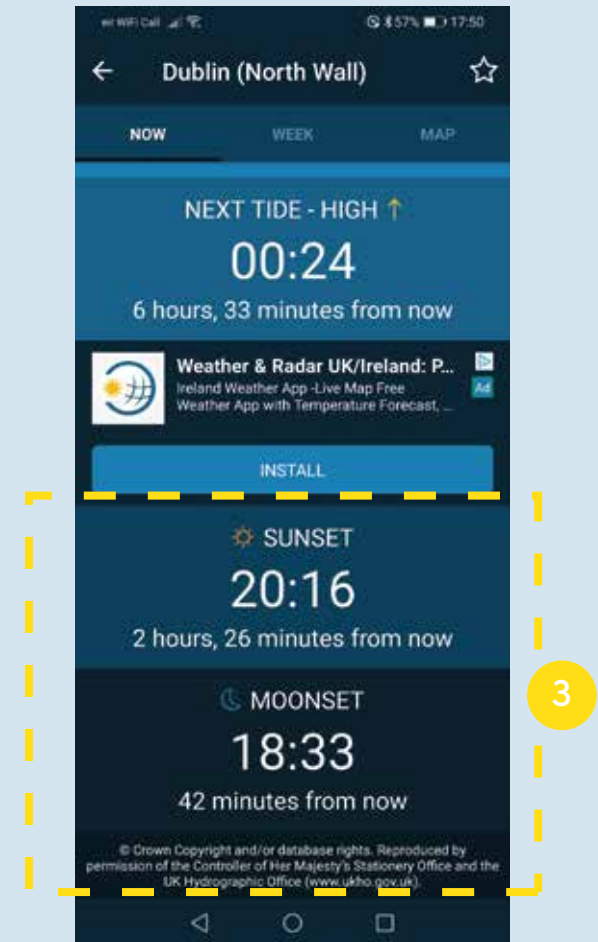
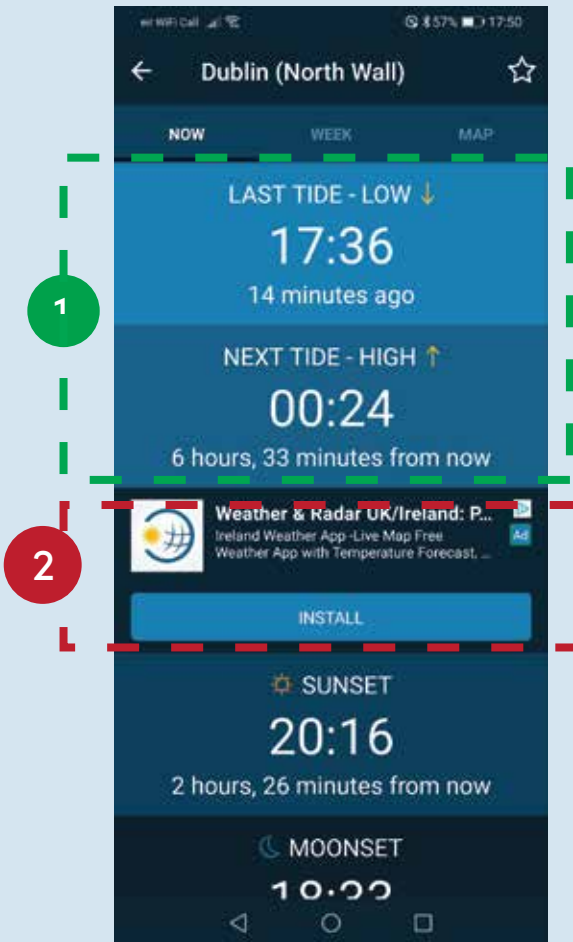
- 1 Straight-away, nearby swim locations are displayed (although I don't know what 'Dublin Bar' is..)
- 2 Menu bar shows options to search for location and a map.
- 3 The advertisement is very distracting.





LOCAL SEARCH

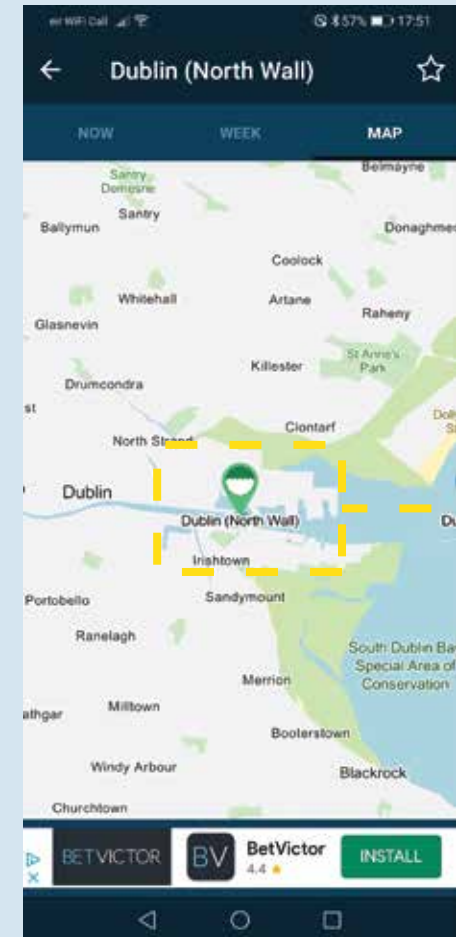
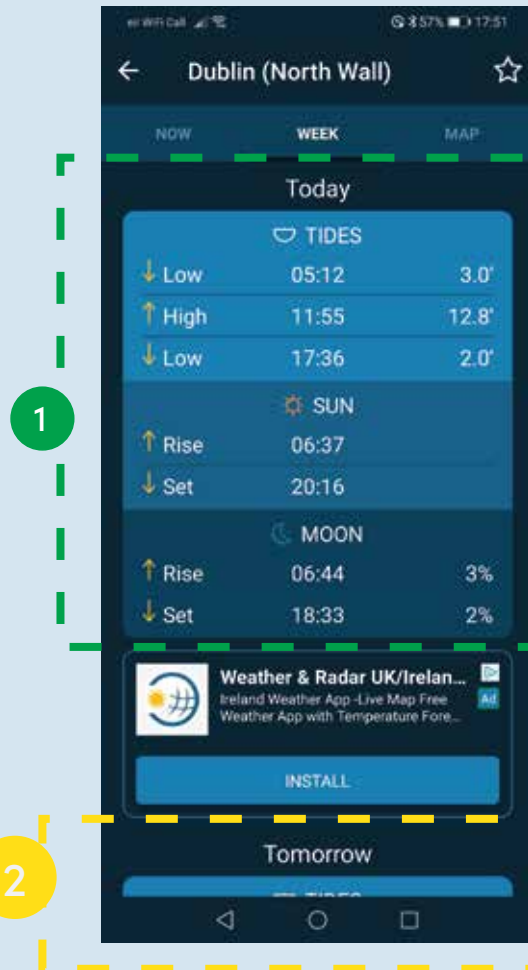
- 1 The most relevant tide information is displayed very clearly
- 2 Again, a distracting advertisement
- 3 Scrolling down, I can see the sunset time - which is useful. Although I'm not really sure the use of knowing the moonset for swimming?
- 4 There's no weather, wind or any other useful information for sea swimming.





OTHER FEATURES

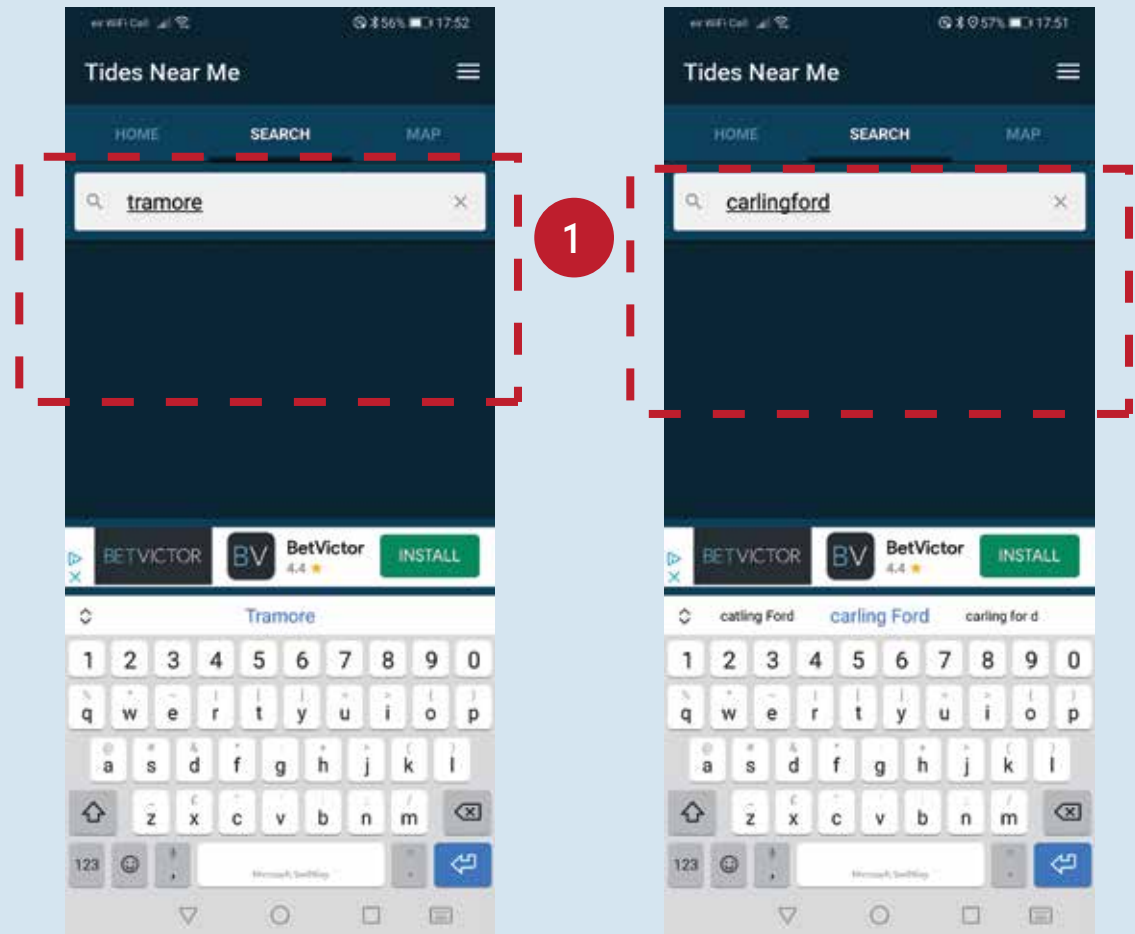
- 1 Looking at the information available for the week - it's more clearly displayed than the daily info previously seen.
- 2 I can scroll down to see the results for tomorrow and the following days of the week.
- 3 I can see a map of my closest swim location. - but actually no other information about it.





ALTERNATIVE SEARCH LOCATION

- 1 Other locations I sometimes visit and swim at can't be found through the search. I even put 'Louth' in instead of Carlingford and it revealed nothing.



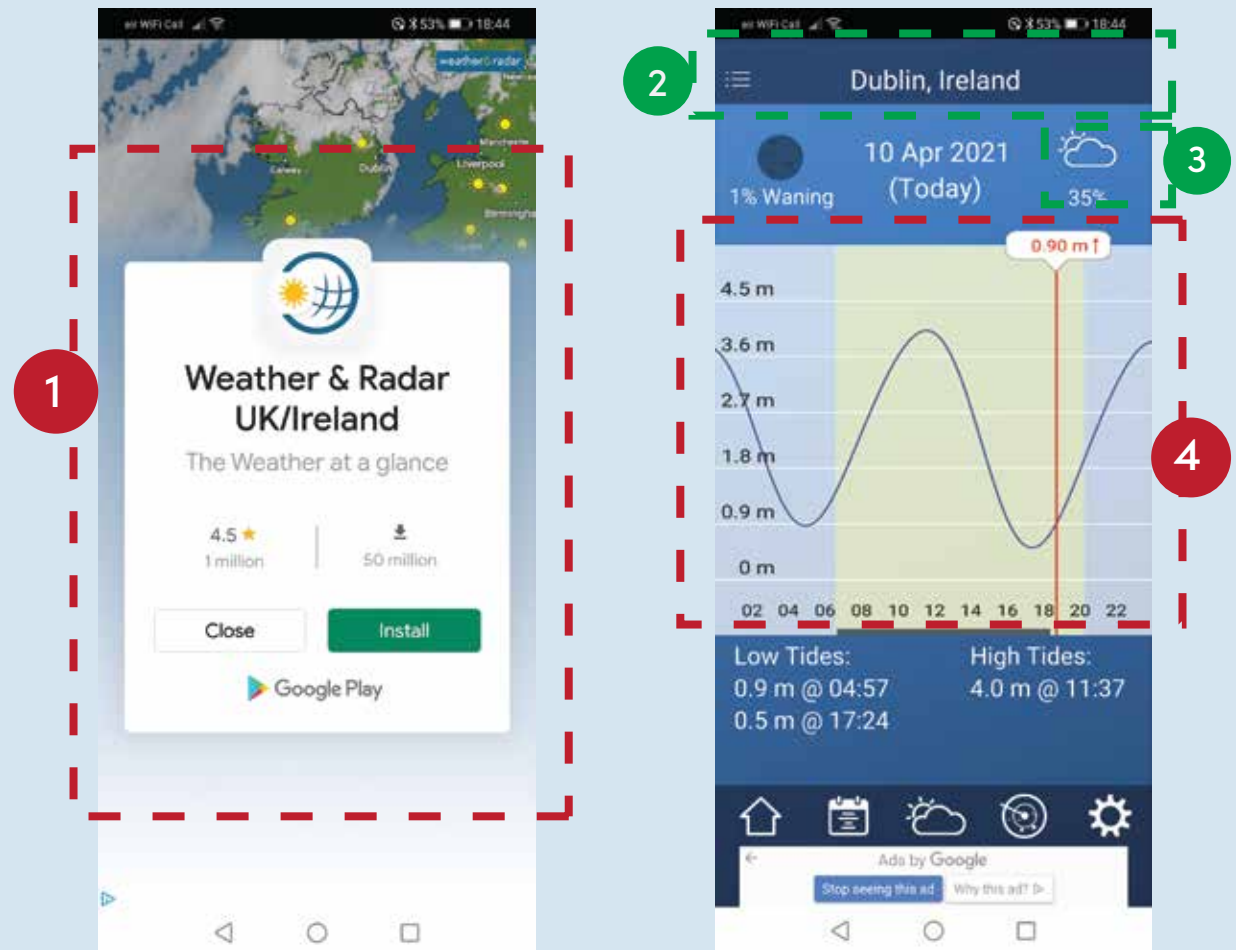


Tide Charts

Tide, weather, and lunar predictions

LANDING PAGE

- 1 An advert appears first before page loads
- 2 Immediately I'm brought to tide information for my location.
- 3 Weather info also shown.
- 4 I'm not reading this graph. I'm just looking for the tide info below.





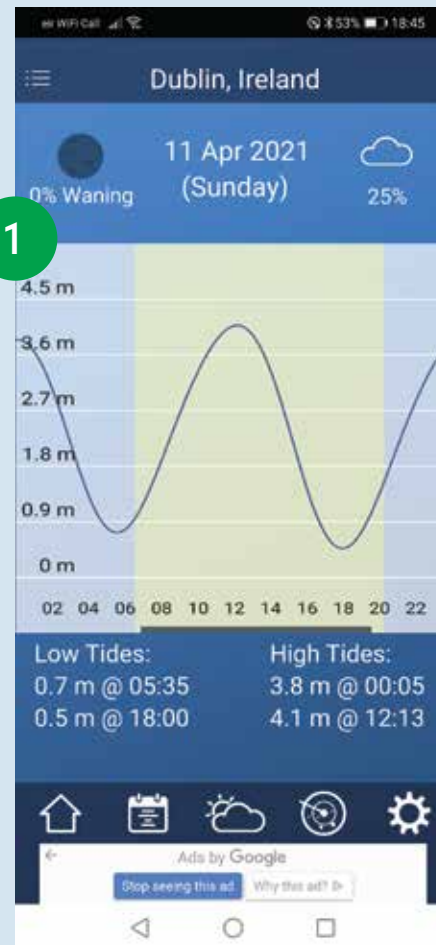
Tide Charts

Tide, weather, and lunar predictions

LOCAL SEARCH

1 I like the way you can slide right to the next day.

2 Weather forecast & wind is also shown.





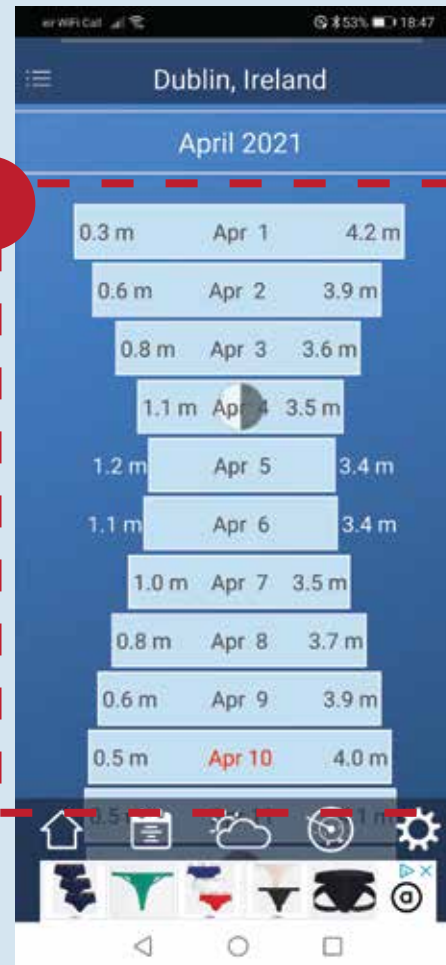
Tide Charts

Tide, weather, and lunar predictions

OTHER FEATURES

1 I don't really know what this means or its relevance.

2 I can change the units and tide station. But, I don't know what 'Tide datum' means.



Tide station on launch:

Show nearest

Tide datum:

MLLW

Tide data units:

Meters

Weather data units:

C°

Remove Ads

View Other Apps

Contact Us



Tide Charts

Tide, weather, and lunar predictions

OTHER FEATURES

1 I can see a list of 'nearby' stations - although none of them are really nearby!

2 There is a map to show tide forecast location.





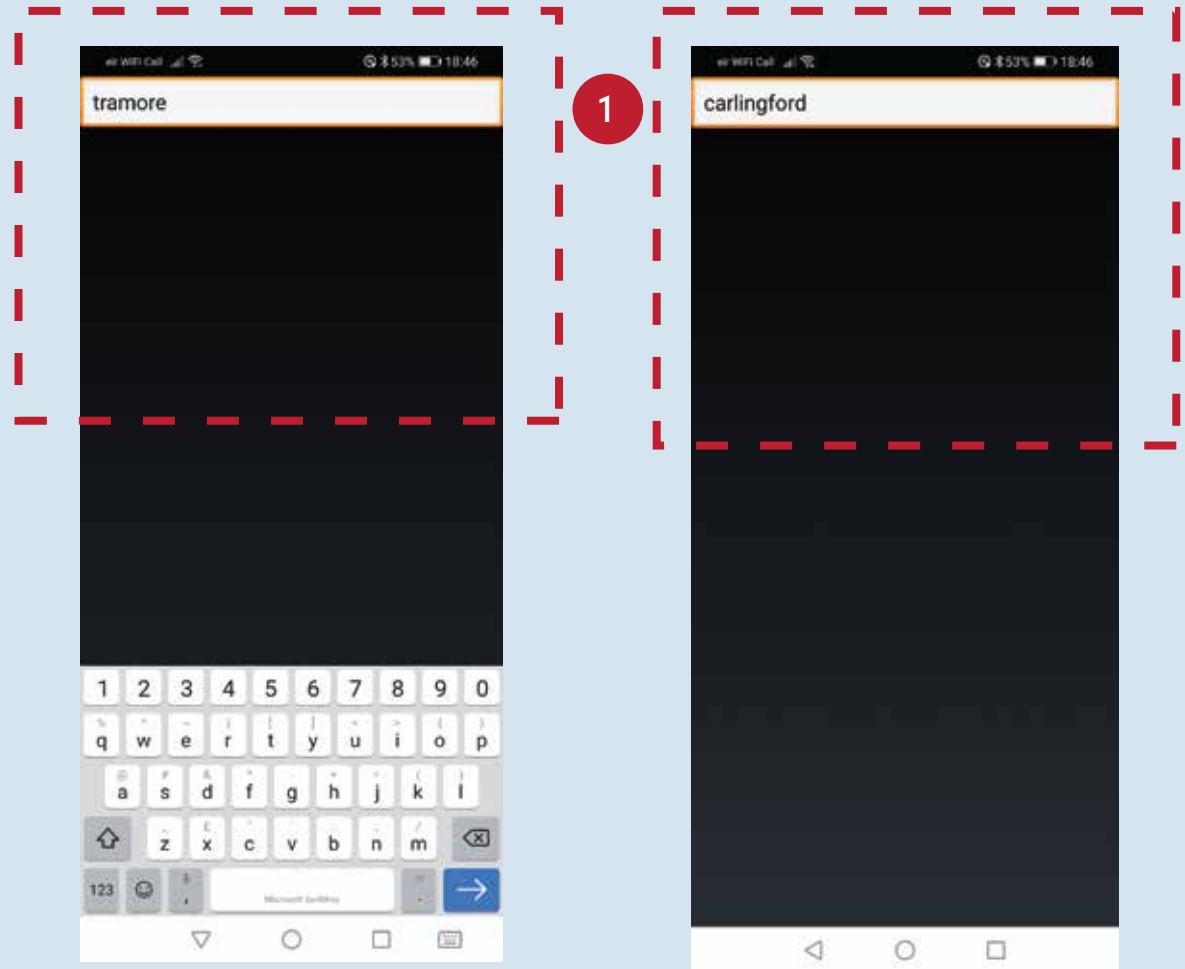
Tide Charts

Tide, weather, and lunar predictions

ALTERNATIVE SEARCH LOCATION

1

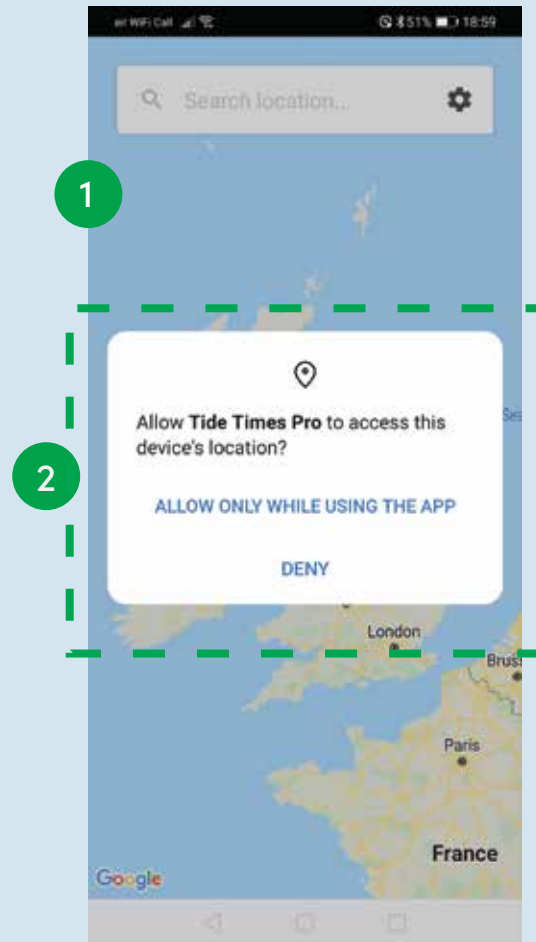
When I try to find information for other favourite swim spots, there is no result.



Tide Times Pro

LANDING PAGE

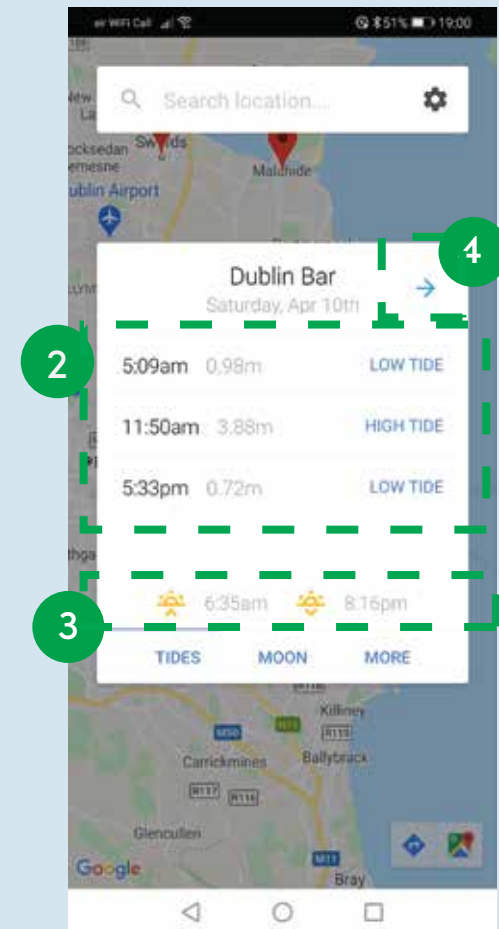
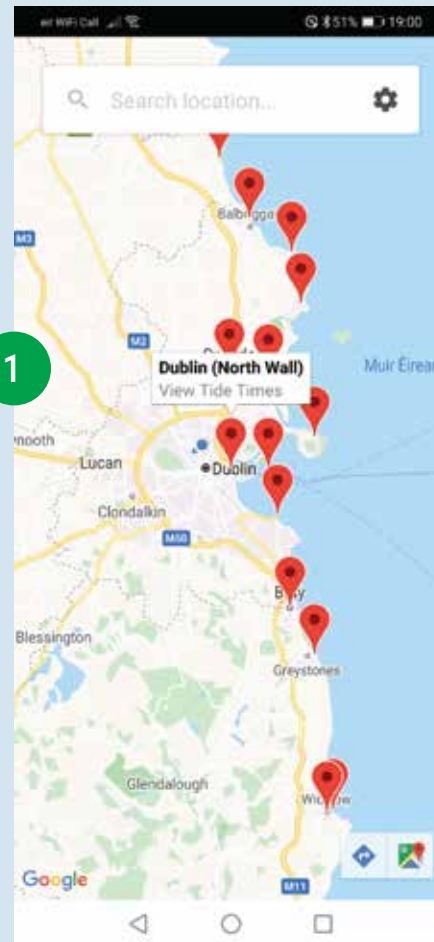
- 1 Simple map interface on page load. No advertisements - but this is a paid app.
- 2 It's polite when apps ask if they can use your location.
- 3 My location isn't hidden on my phone, but it didn't bring me to my closest tide area, which I expected. However when I used this app for a second time, it zoomed in straight to Dublin and gave me options for local swim spots



Tide Times Pro

LOCAL SEARCH

- 1 When I manually zoom in, I can see lots of options in my locality to choose.
- 2 Information for my local area is very clearly presented - no overload.
- 3 Sunrise and sunset clearly communicated with icons.
- 4 I know I can press arrow to see next day's info.



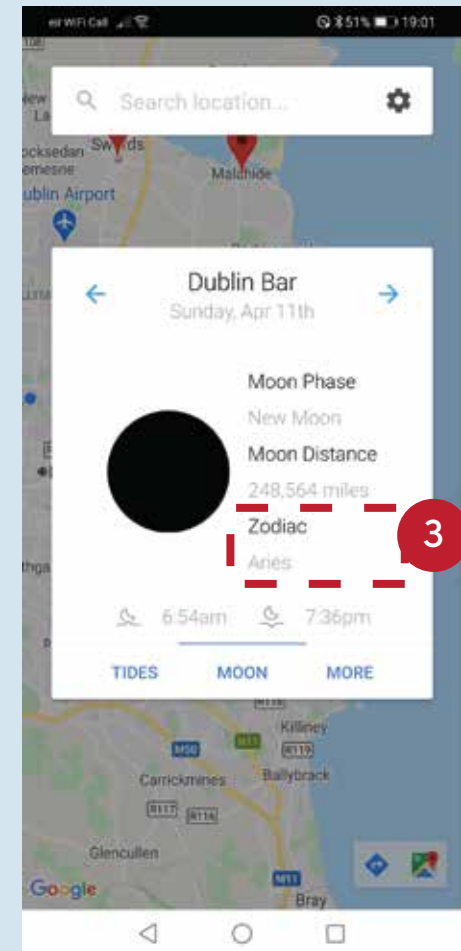
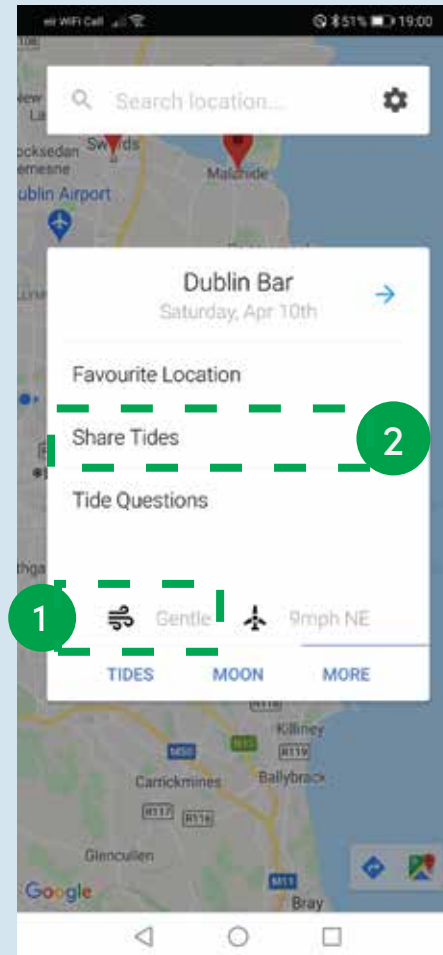
Tide Times Pro

OTHER FEATURES

1 I like that the wind information is spoken in everyday language eg. 'gentle'. Sometimes it's hard to know what wind info really means.

2 Being able to share tide info is useful as swimmers rarely swim alone.

3 Why is there zodiac information?

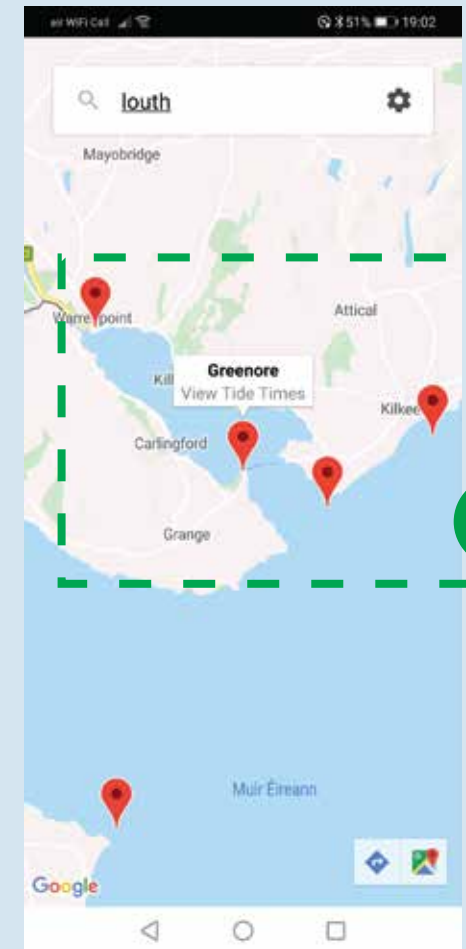
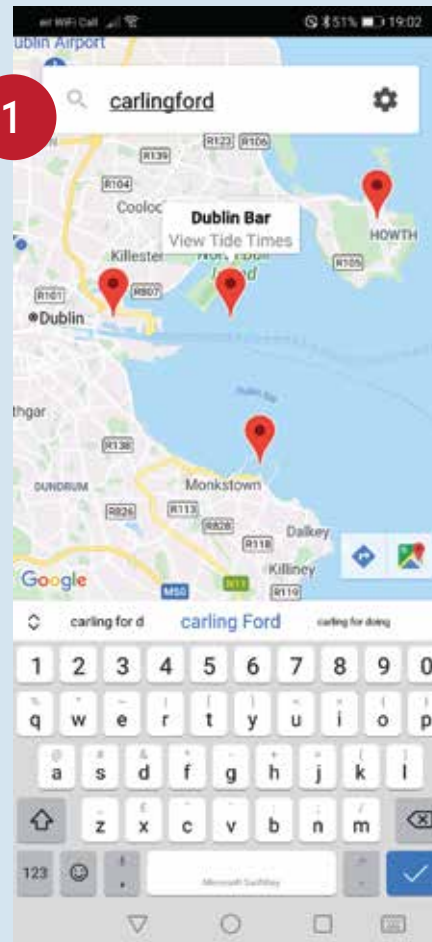


Tide Times Pro

ALTERNATIVE SEARCH LOCATION

1 No luck with searching for Carlingford here either!

2 However, using the map, I was able to navigate to the area and see that 'Greenore' has options - which suits fine for Carlingford.

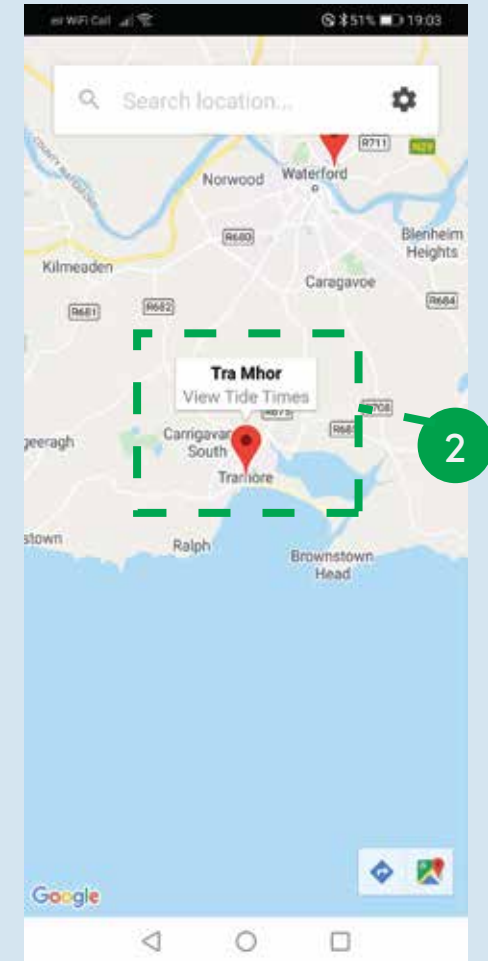
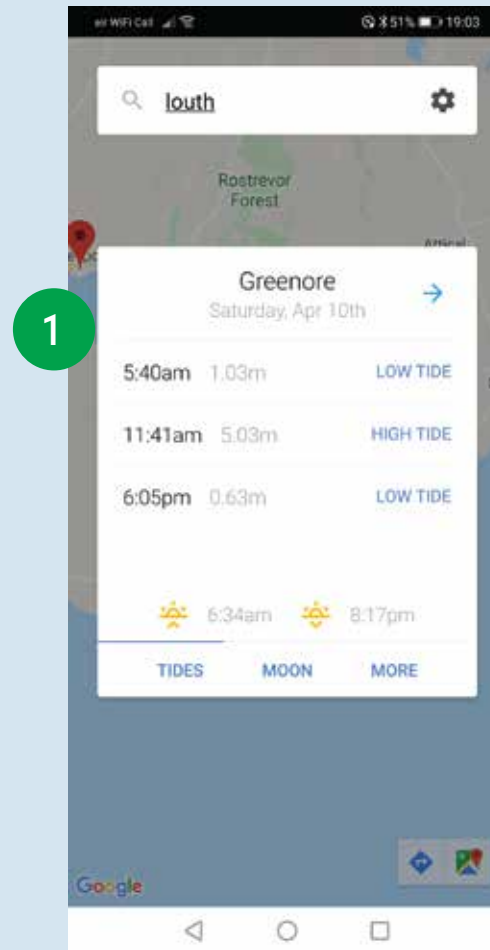


Tide Times Pro

ALTERNATIVE SEARCH LOCATION

1 Information for desired location displayed really clearly.

2 I can find Tramore also by the map and see that the location is registered in Irish - so that's why I couldn't find it in search bar!





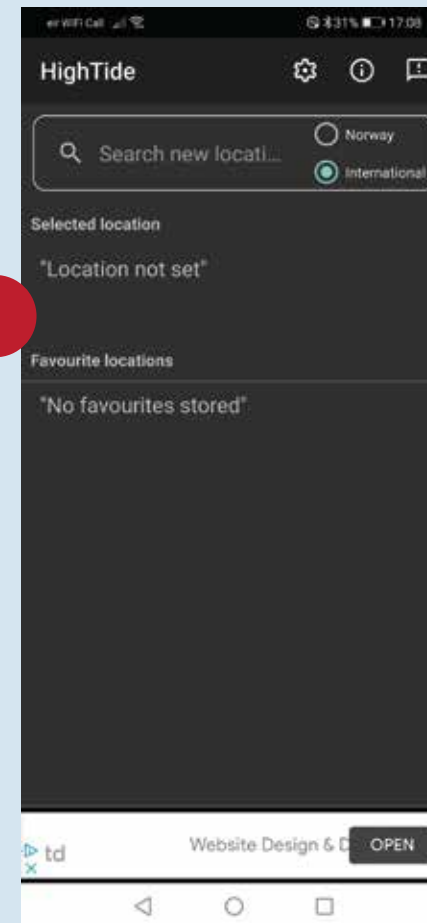
HighTide

LANDING PAGE

1

Very underwhelming landing page.
No GPS locator - have to search manually.

1

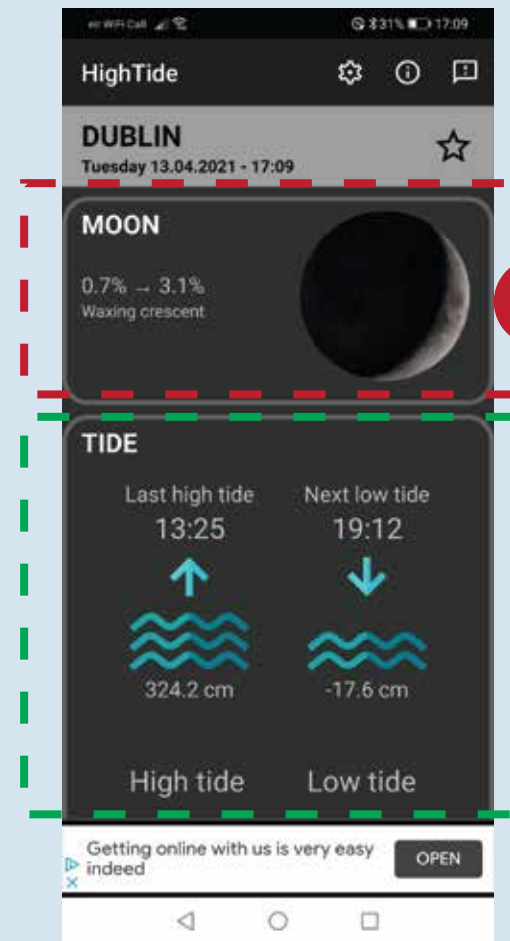
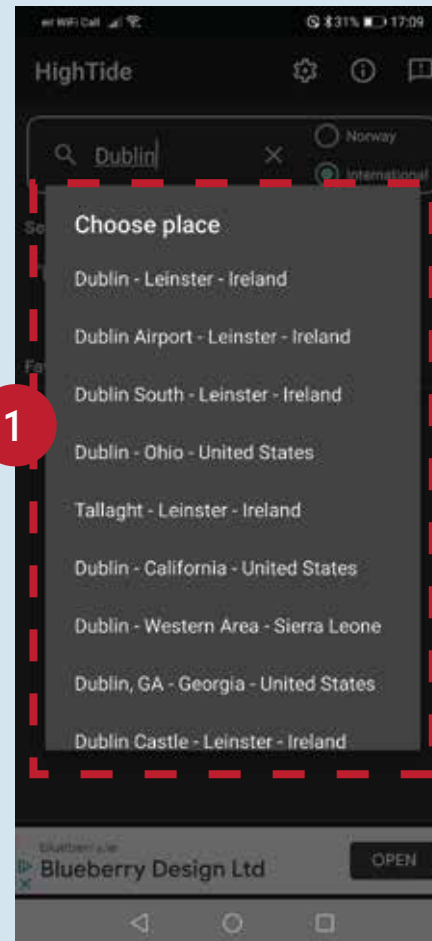




HighTide

LOCAL SEARCH

- 1 A lot of options for Dublin - using a GPS could avoid all this clutter.
- 2 The first thing I see is what kind of moon is out. I'd prefer the tide info first.
- 3 Tide icons and display is nice and clear.



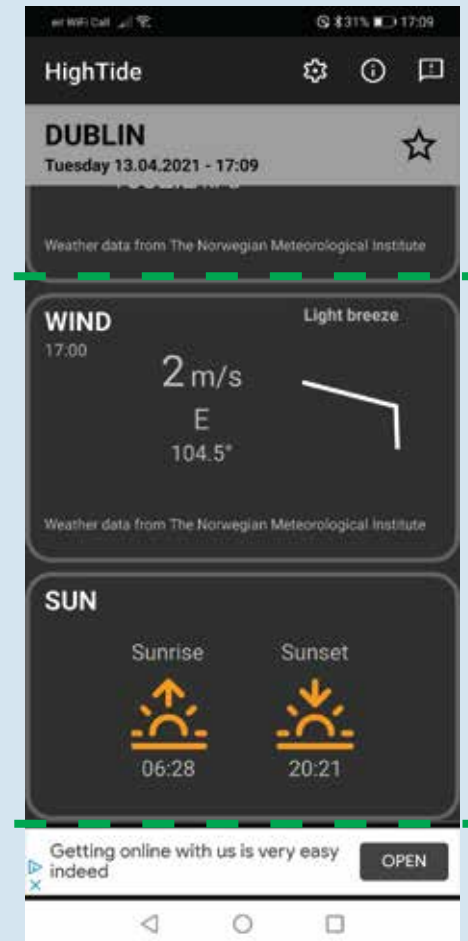


HighTide

OTHER FEATURES

1 Tide info is just for same day and next day and no clear options available to see more.

2 Weather, wind and sunrise/sunset info and icons displayed nicely when I scroll down the screen

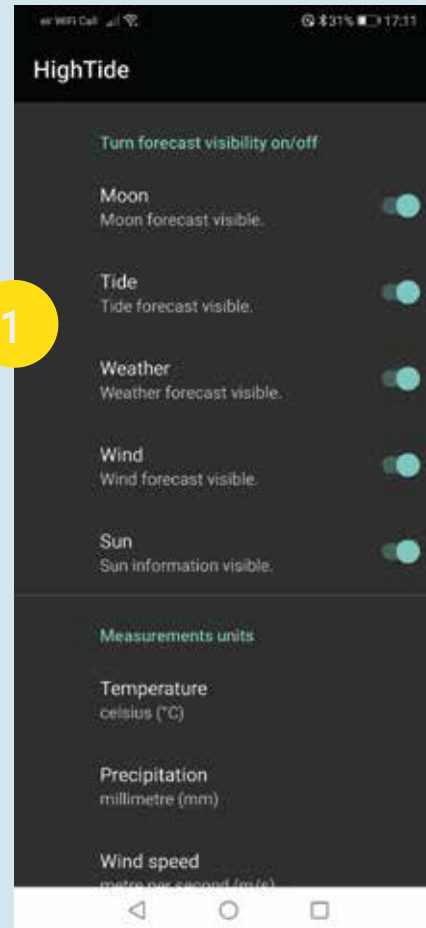




HighTide

OTHER FEATURES

- 1 I can manage what features are displayed in the settings



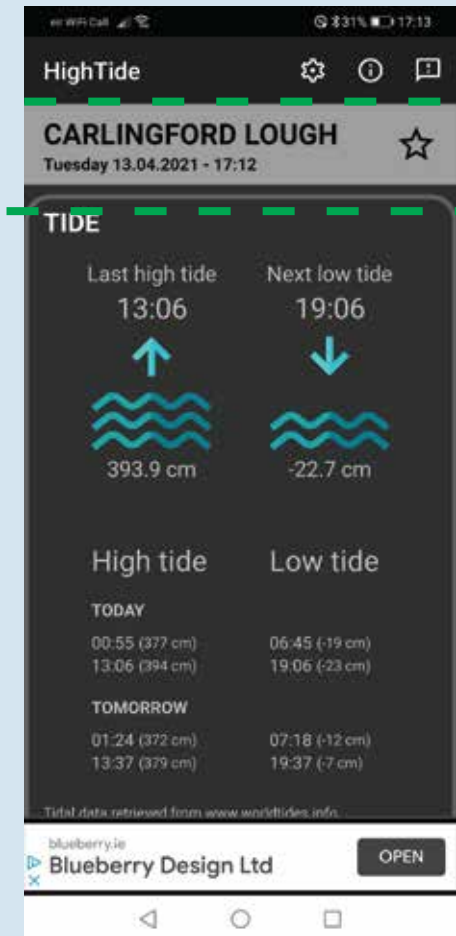
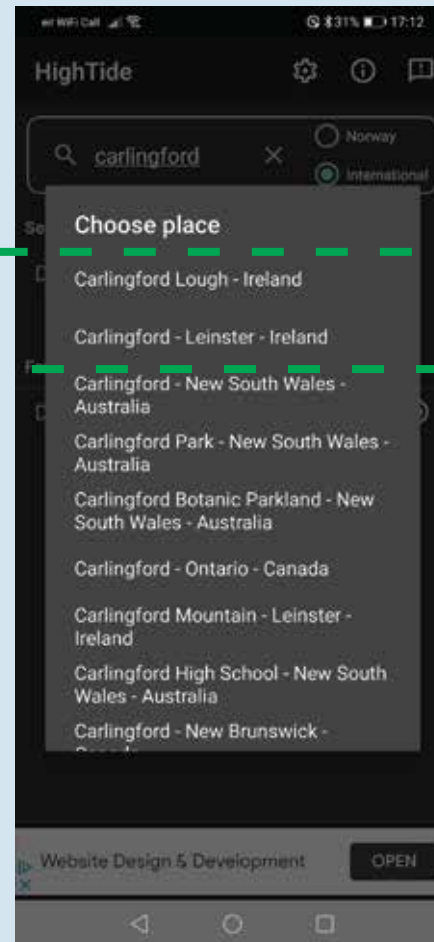


HighTide

ALTERNATIVE SEARCH LOCATION

1

Pleasantly surprised to see Carlingford Lough when I entered it into the search bar!





LANDING PAGE

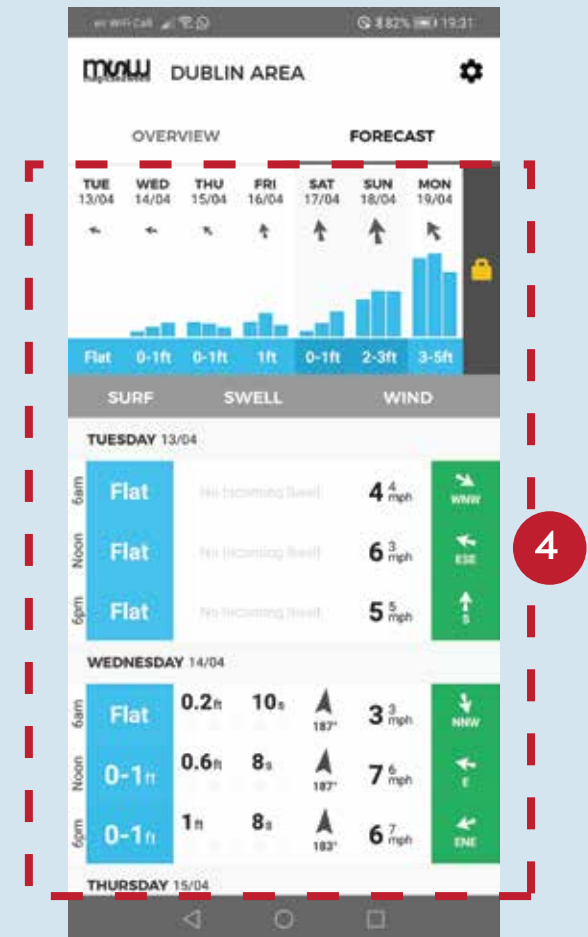
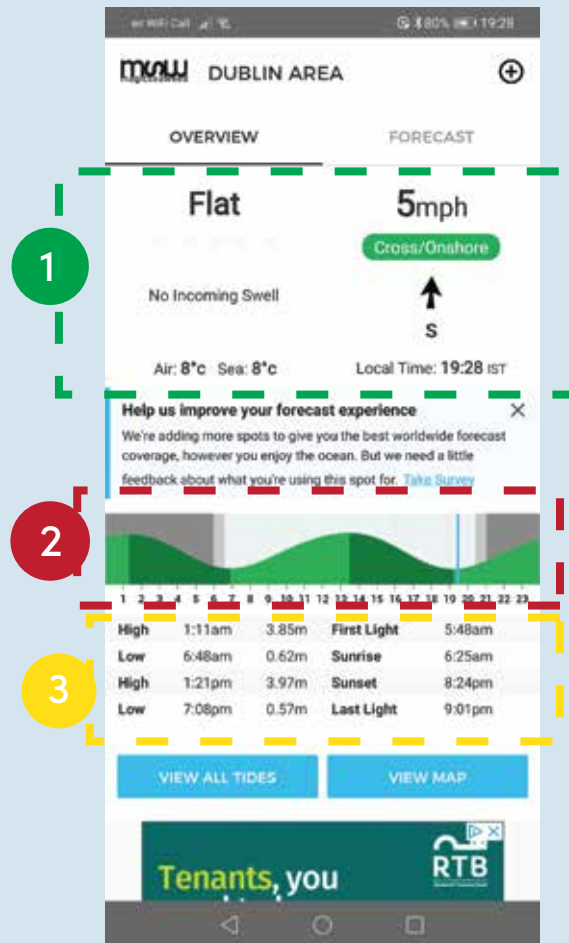
1 Straight-away, I'm shown a list of nearby beaches/swimming spots

2 Options to search location, change settings & see map



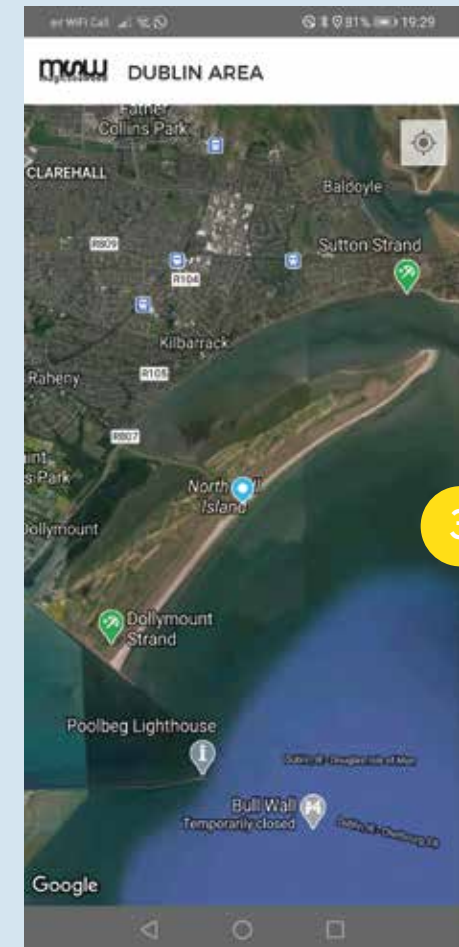
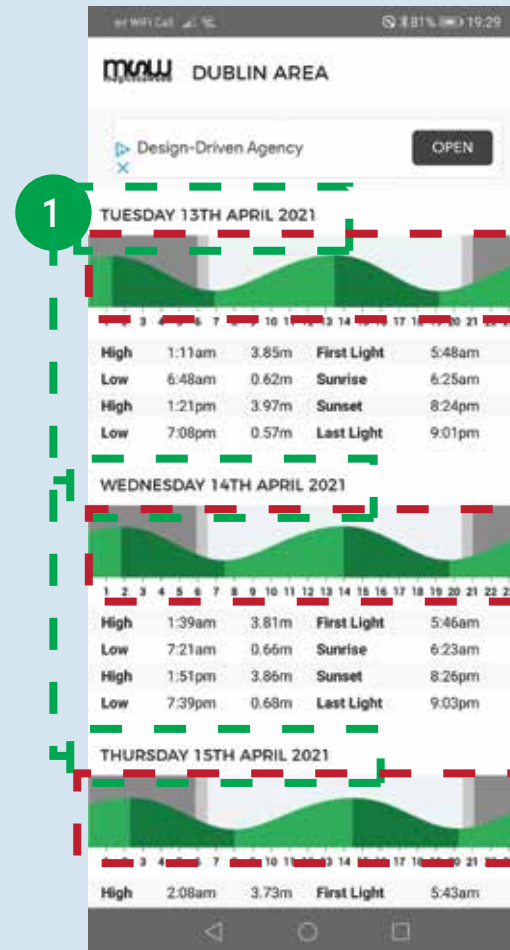
LOCAL SEARCH

- 1 Swell, wind and water temperature information displayed clearly here
- 2 I'm not going to look at this graph.
- 3 Standard information on times of high/low tides, sunrise, sunset & last light
- 4 This information about swell & wind is useful, but I've difficulty understanding it all



OTHER FEATURES

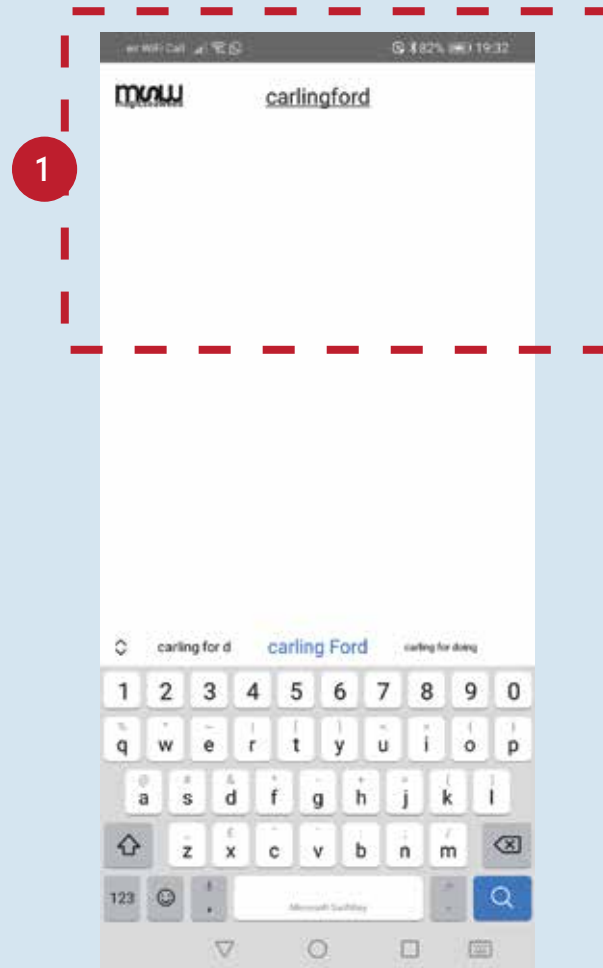
- 1 There is an option to see tide times for next few days.
- 2 I think the layout/UI could be better. Do I need to look at the graph or not? Is it a decoration?
- 3 Map of nearest swim spot.



ALTERNATIVE SEARCH LOCATION

1 A search for Carlingford reveals nothing

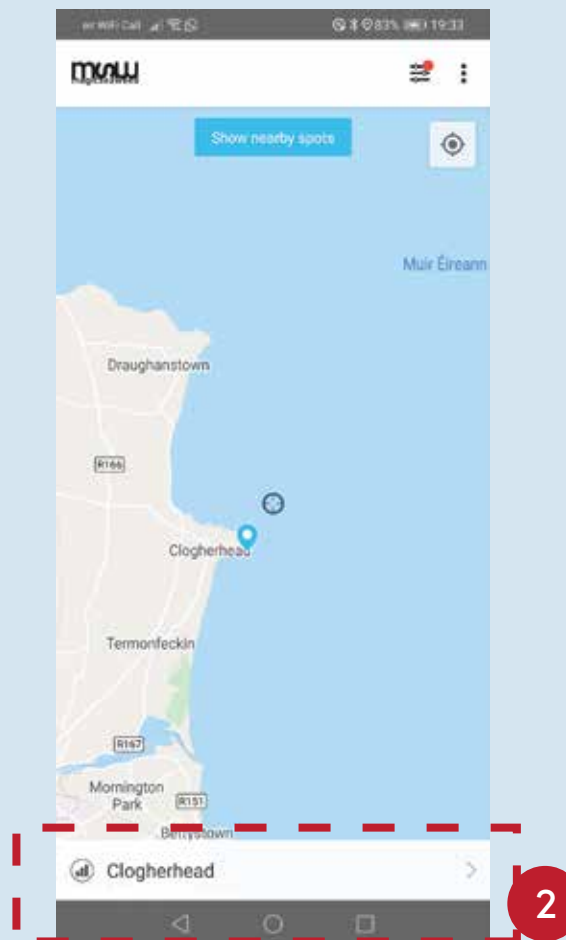
2 However, on the landing page, I press the map icon to search for Carlingford.

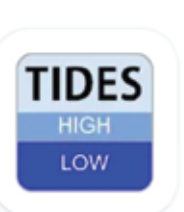




ALTERNATIVE SEARCH LOCATION

- 2 Clogherhead is the closest option available. That's fine except I found myself tapping around the screen for ages until I saw that I had to tap the bottom of the screen.



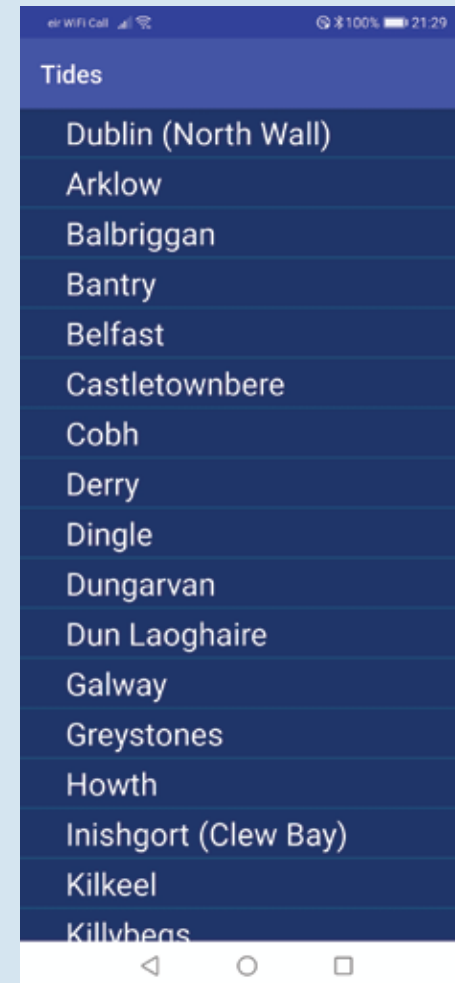


LANDING PAGE

1

Immediately brought to
list of possible sites to
check tide.
No Geolocation option

1





Tides Ireland

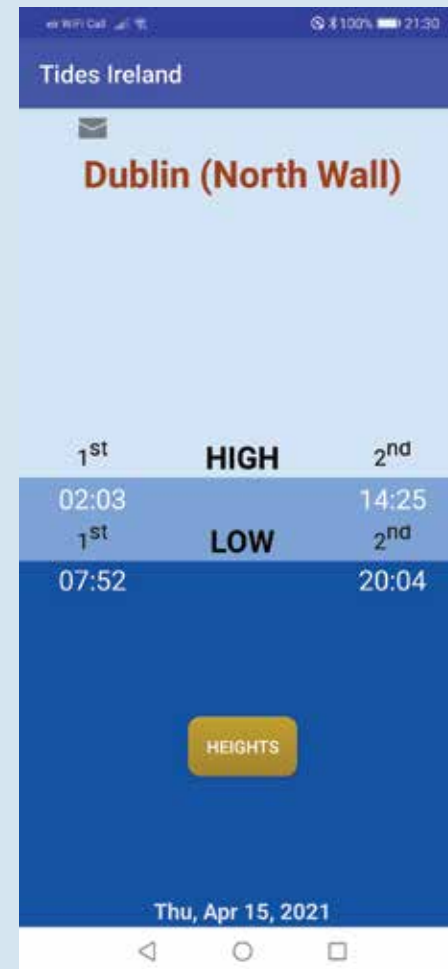
Ross Lare

LOCAL SEARCH

1

Simple UI with basic information about high & low times for same day

1



TIDES

HIGH

LOW

Tides Ireland

Ross Lare

OTHER FEATURES

1 Option to send results -
this is good as swimmers
don't usually swim alone

2 Option to see wave height

3 No option to see other
days or forecast





ALTERNATIVE SEARCH LOCATION

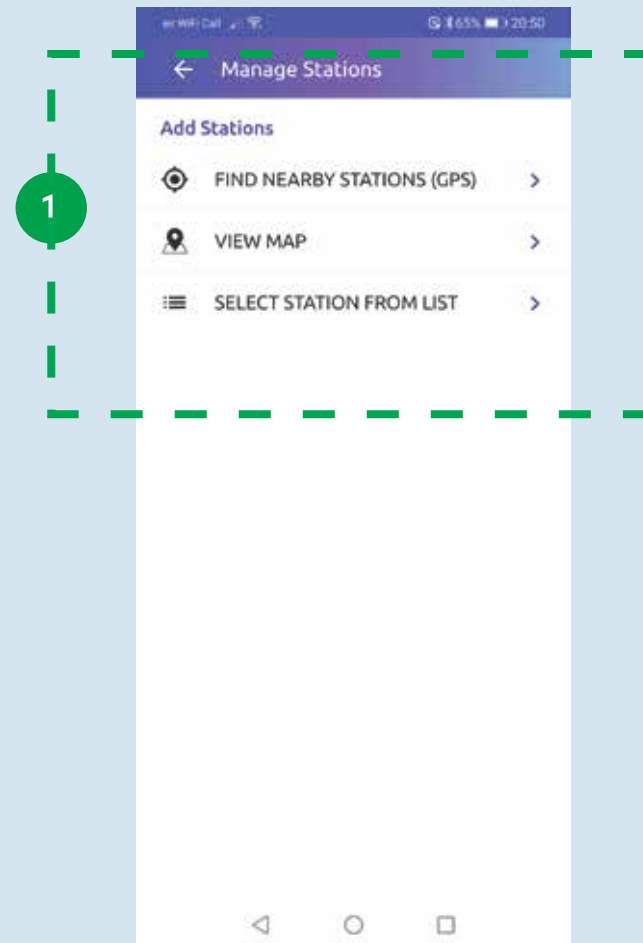
1 No Carlingford, but I can see Warrenpoint, which is close.





LANDING PAGE

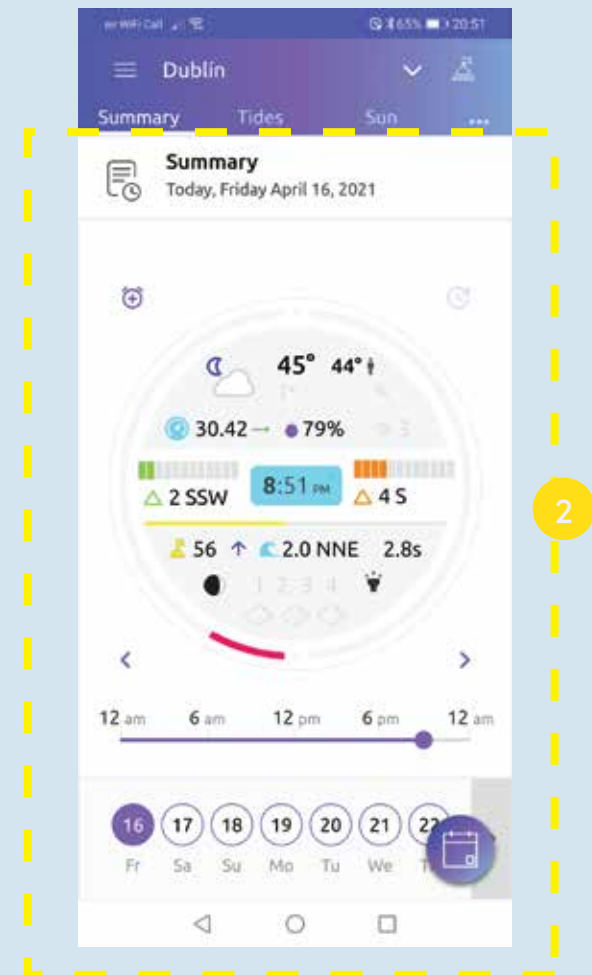
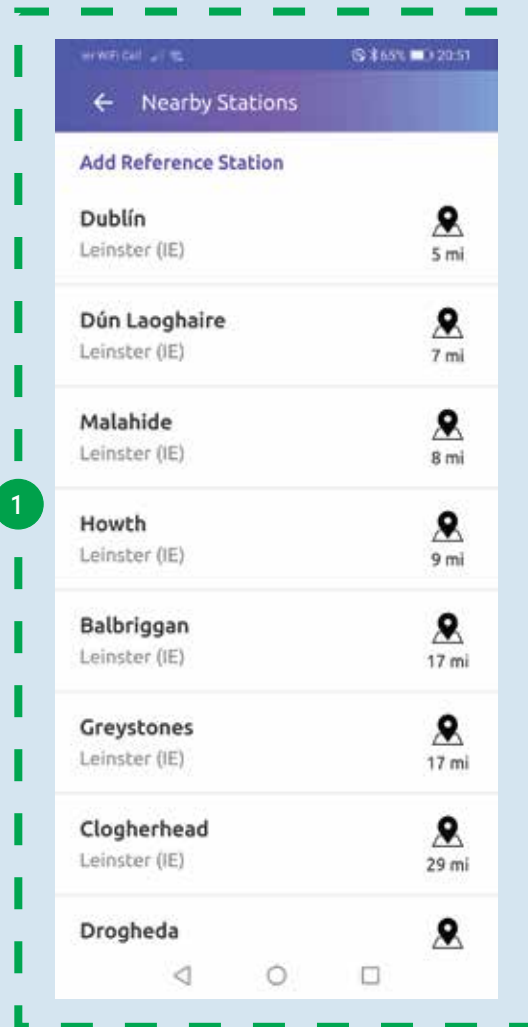
- 1 Straight-away 3 options from which to search tide location





LOCAL SEARCH

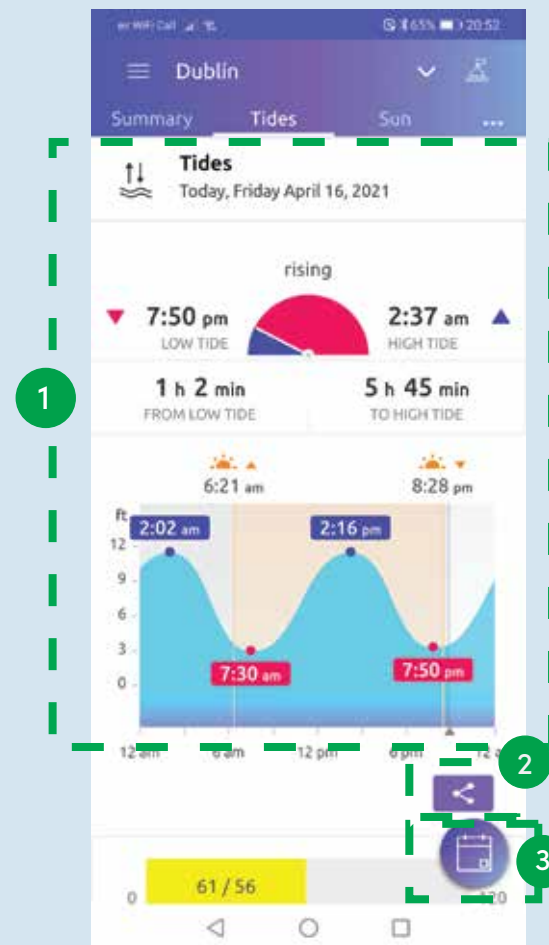
- 1 Nice clear list of nearest locations
- 2 A really nice interface - but a little too much information altogether





LOCAL SEARCH

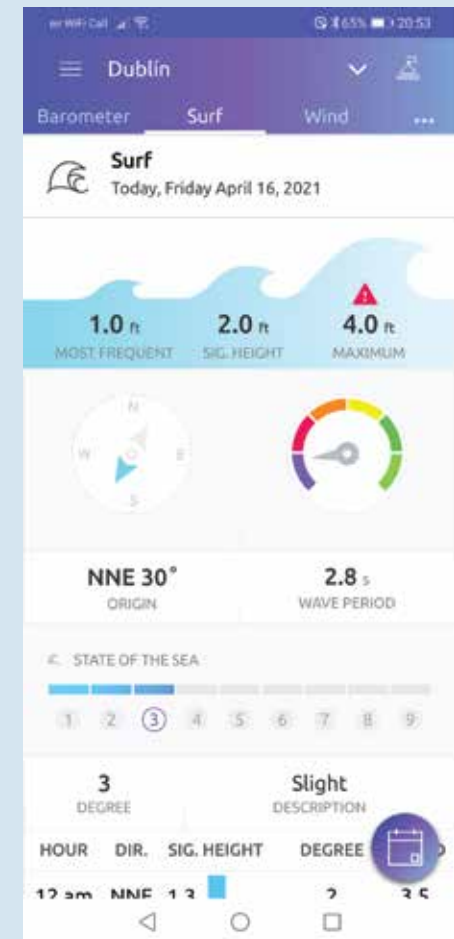
- 1 Tide information displayed really nicely.
- 2 Option to share
- 3 Calendar option to see other days





OTHER FEATURES

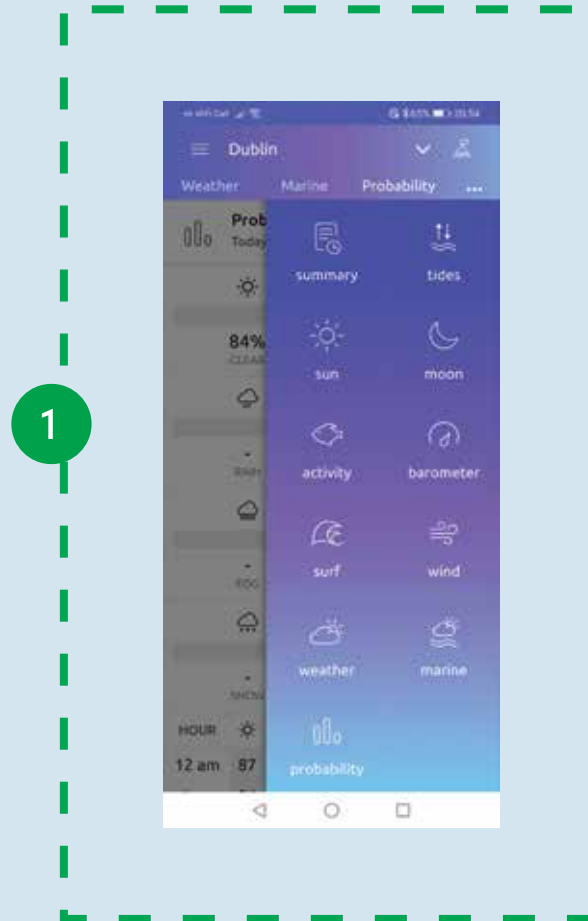
There's a lot of other features and info on this app. It's hard to take it all in - from fish to the moon - it's all encompassing. Some of it would be very useful to swimmers, but I feel the useful information could get lost between all the other more irrelevant information





OTHER FEATURES

- 1 Even though there is an overwhelming amount of information, this menu bar is really nice - nice UI, clear to move around too





ALTERNATIVE SEARCH LOCATION

1 I can easily find
information for other
locations

1





Ibiza Jellyfish

LANDING PAGE

- 1 Quick onboarding on landing page





LOCAL SEARCH

- 1 I really like how the weather and jellyfish information is communicated in very clear language



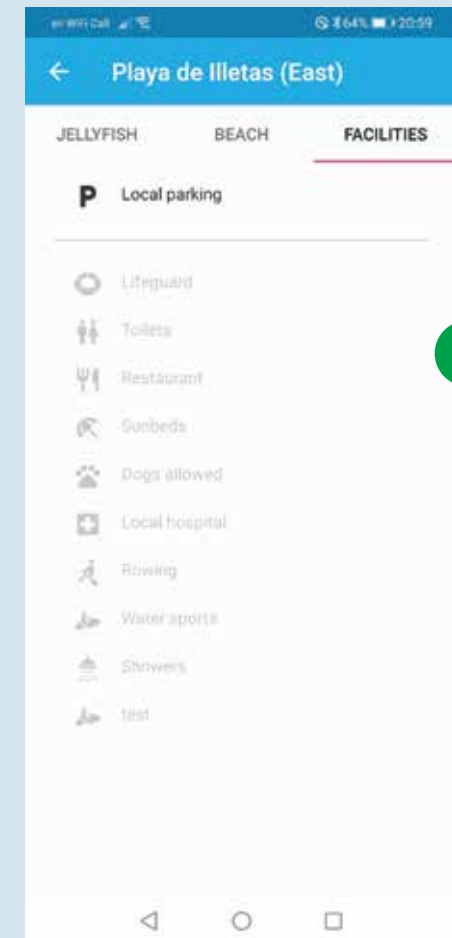


Ibiza Jellyfish

OTHER FEATURES

1 Picture of beach

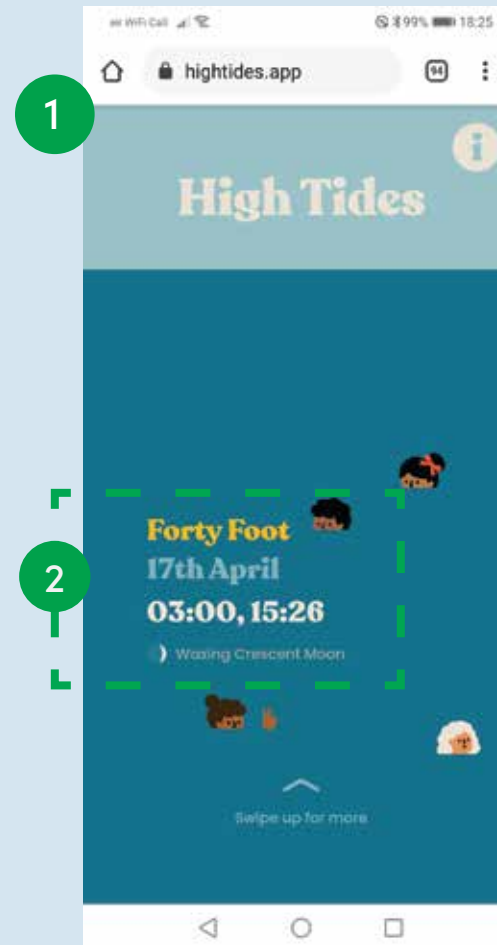
2 Summary of facilities at location



High Tides

LANDING PAGE/ LOCAL SEARCH

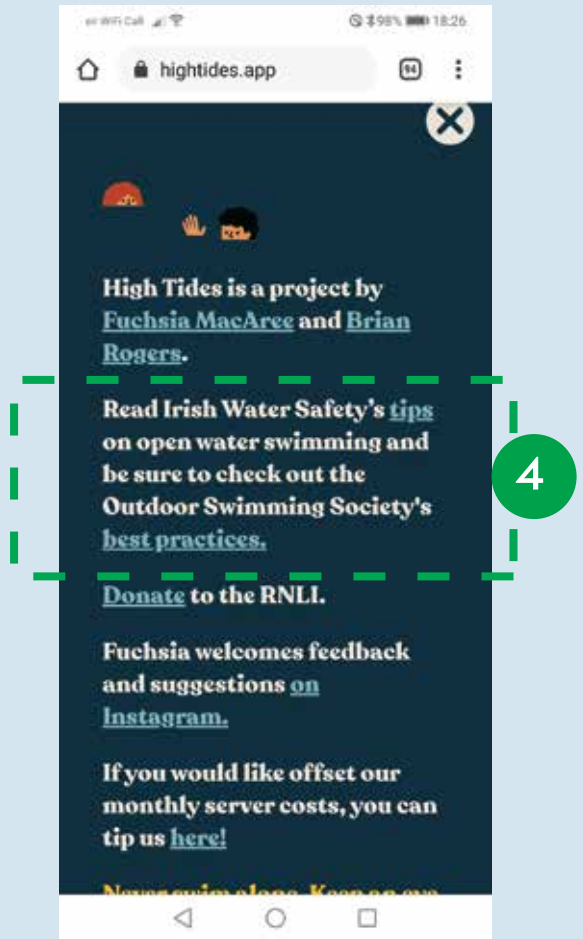
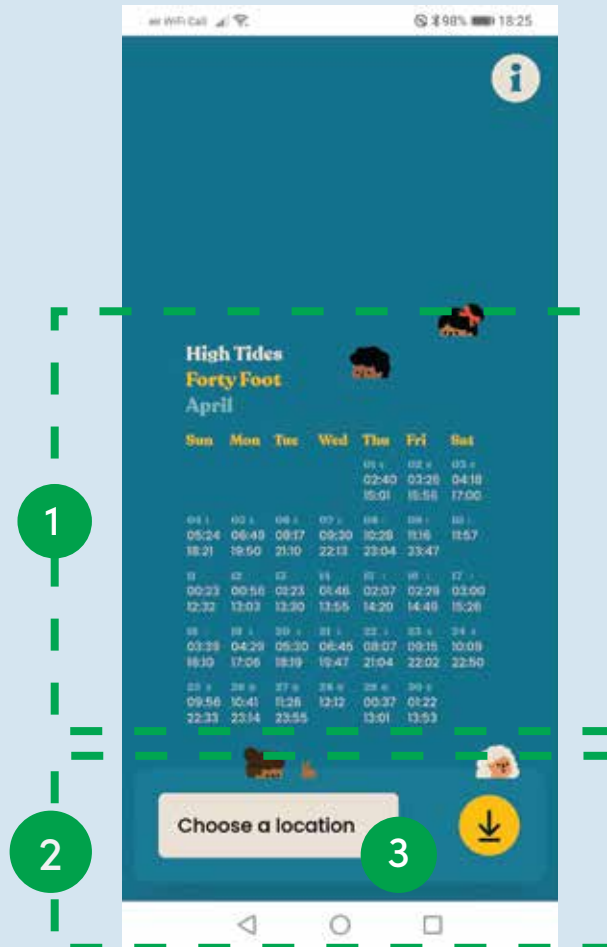
- 1 Beautiful UI on landing page
- 2 Straight-away I'm brought to tide info from a previous search (no Geolocation). The information is really clearly, easy to understand and not too much information.



High Tides

OTHER FEATURES

- 1 I can see the tide times for the whole month ahead.
- 2 I can download the times as a pdf.
- 3 Clear option to see information for a different location
- 4 Link to safety tips from Irish Water

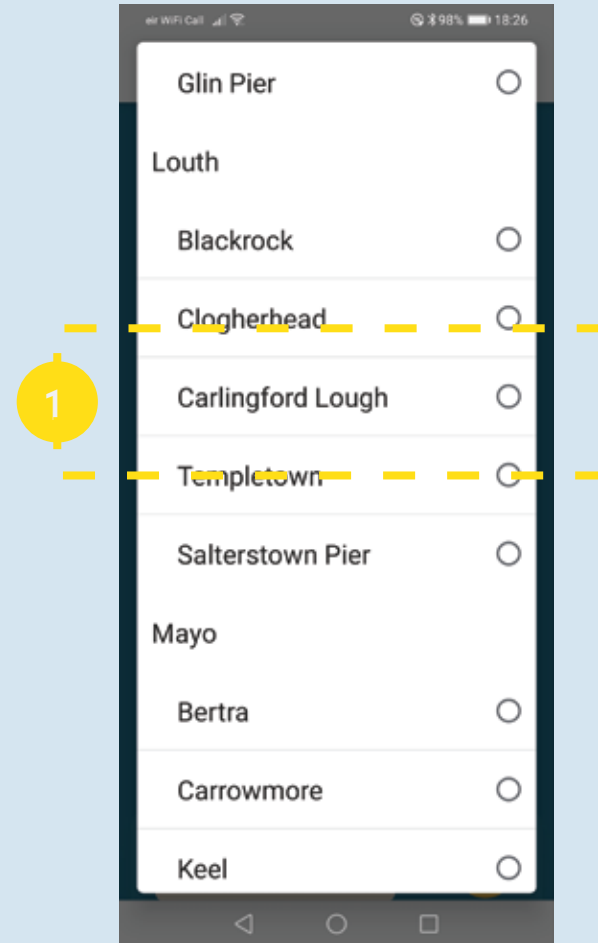


High Tides

ALTERNATIVE SEARCH LOCATION

1

After a good bit of scrolling, I can see Carlingford Lough.



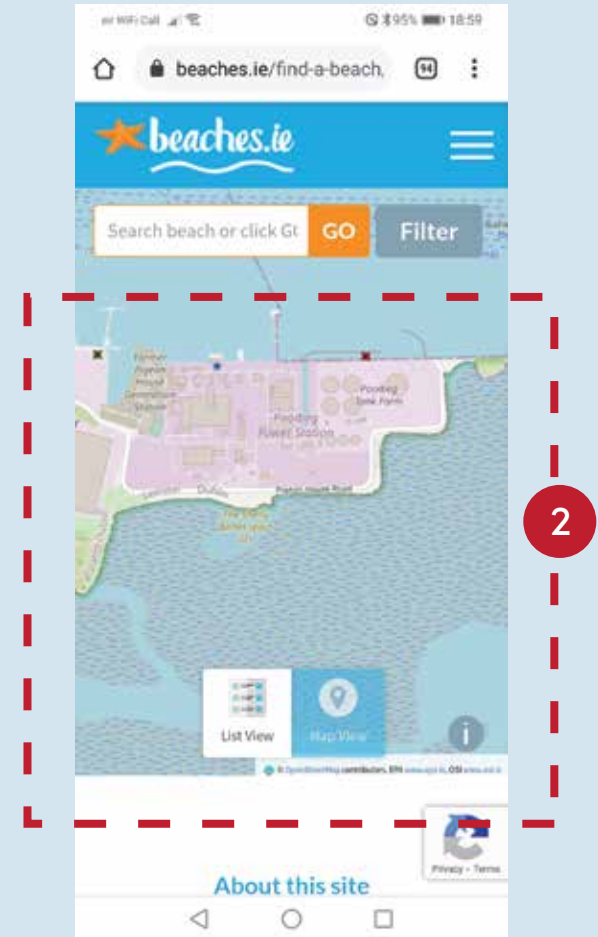
LANDING PAGE

- 1 Overall, nice bright UI on landing page. Clear CTA to 'find a beach'.



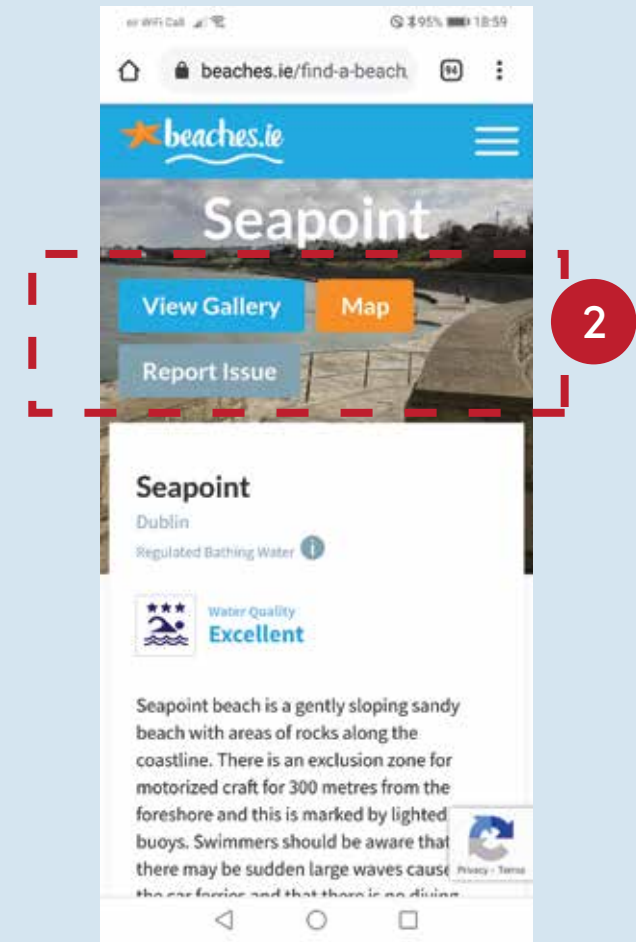
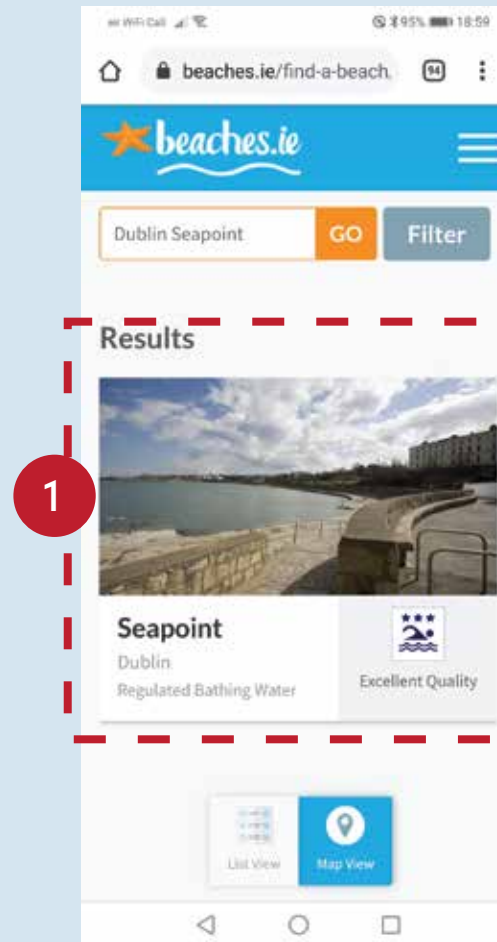
LOCAL SEARCH

- 1 No geolocation used, so I have to zoom in on a map manually.
- 2 I'm tapping away on different spots close to the sea - that I think are beaches anyway - but nothing happens so I give up searching this way and type in a beach name instead



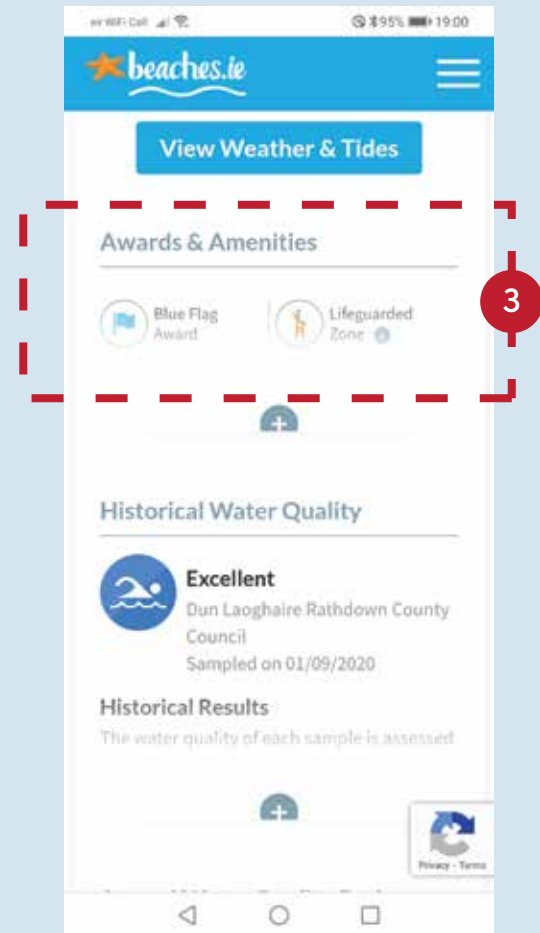
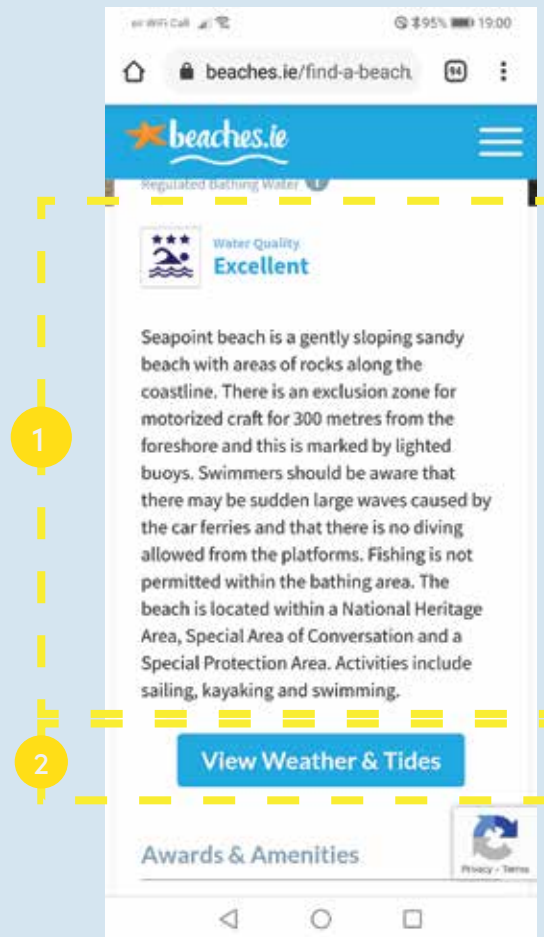
LOCAL SEARCH

- 1 It's annoying that I have to click again before I can get to see required information.
- 2 I feel that these are less primary options than what's underneath - I want to know more information about the beach itself before I look at the pictures or map, etc.



LOCAL SEARCH

- 1 Beach information and description - a little text heavy
- 2 Weather and tides is a secondary function of this app.
- 3 I feel like all this icons & info could be displayed instead of the previous text - more immediate for the user to take in the basic specs of what's available.



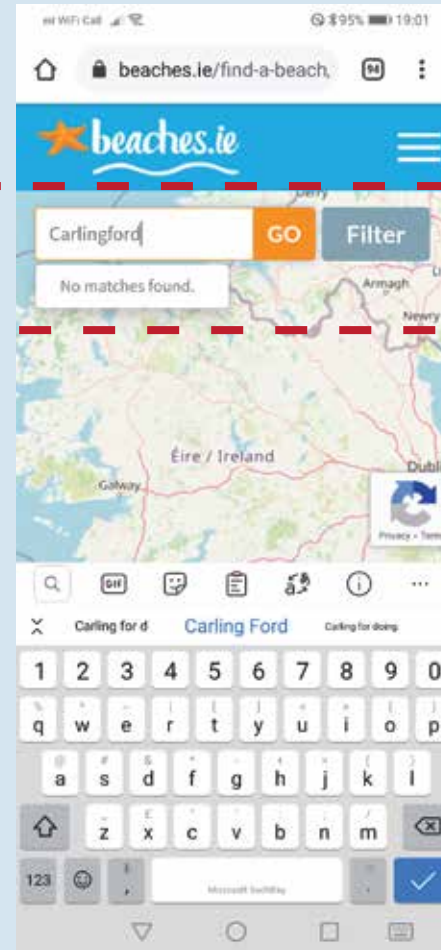
- 1 Just the tide info is shown here. Looks like I have to visit Met Eireann website to see the weather
- 2 I need to click here for lifeguard info - I thought I already saw it on the icons earlier up the page.
- 3 Having to download a pdf with technical information is irritating and not user friendly.



ALTERNATIVE SEARCH LOCATION

1 No results for Carlingford

2 Again, I'm tapping around on the map and nothing is happening.



BEST IN CLASS

Landing page

Magic Seaweed: straight-away shows a list of nearby options to select from

High Tides: beautiful animated illustrations, overall very simple and most importantly, straight-away shows tide info for current day from last search (no GPS though)

Other Features

Magic Seaweed & Nautide: both show very useful extra information eg. swell & wind, but also alot of other information that might not be legible or useful for swimmers.

High Tides & Magic Seaweed: both show weekly/monthly forecast altogether on one screen - very useful feature for swimmers planning ahead.

Tide Times Pro: displays wind information in normal everyday language

Local Search

Tide Time Pro: Clearly laid out information for current day, with easily navigable tabs for other days & features

High Tide: Nice use of icons and separated boxes for each feature.

Nautide: Very attractive graphics used to show tide information

Alternative Search Location

Tide Times Pro: You can use a map to search a location (easier to do if it's relatively close by)

High Tide: uses API that returns a long list of locations so you can easily find a more remote place.

Nautide: Has several methods to find other locations on menu bar: GPS, map & worldwide station list

