

## Exercise 1.9 | **BUSINESS REQUIREMENTS DOC**

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The goal of this document is to outline the building process of the application and to align all parties involved with goals, audience, and production.

## 1.8 | EXECUTIVE SUMMARY

### TARGET AUDIENCE

Our target audience is someone who participates in a watersports once per week or for extended trips. They are 16 – 55, potentially own their own watercraft and are considered watersport enthusiasts or professionals. They may go sailing, surfing, fishing, etc. in groups but typically done individually. They value their time on the water and don't want to squander the experience. They also don't want to be distracted while on the water.

### RISK/OPPORTUNITY

The risk for app is that it doesn't differentiate itself, doesn't provide detailed forecasts, or the forecasts aren't reliable. There are hundreds of generic weather apps that are very well designed but not detailed. The other group or highly focused weather apps that aren't user friendly. The sweet spot and opportunity is to create a app robust enough for the enthusiasts and professionals but is just as easy to use as the major weather apps.

### COMPETITION

Some competitor apps are Windy, Surfline, Surftrack, and PredictWind. All of these apps provide reports on a combination of wind, waves, precipitation, temperature, and water conditions. With the exception of Windy, they focus on a specific genre of sport with the data provided.

### CONCLUSION

The goal is to consume the space that the two major styles of weather apps miss. Clarity and education will be essential for growing the awareness and popularity of the app as a new and better to use app for a very niche group of people. However, if the app can fulfill watersport aficionado's needs, this target audience is a close-knit and loyal community that we can gain preference.

## 1.8 | S.M.A.R.T. GOALS

- Design and launch a simple yet robust application to gain 5% of market share. We're going to measure results based off of user testing and download quantities. The timeframe for this goal is three months after launch.
- Become the Featured Product in the iTunes App Store and Google Play Store. Results will be measured on whether app is featured or not. The timeframe for this app is within the first two months of launch.
- Achieve a user review rating of 4+ stars. Results based on the user reviews in the App Store and Play Store. Our timeframe is one month after launch.

## 1.8 | SCOPE

### APPLICATION

Fully functioning weather app with 25 different layers, customization and up-to-date database.

### WEBSITE

A desktop website with the same maps and features so users can access data on multiple devices or off the native app.

### WIDGET

A feature of the app that allows the user to access a quick report without opening and loading the app.

### MARKETING

Strategy and plan to promote, educate, and receive reviews within the first three months after launch.

### FORUM/SOCIAL MEDIA

An open line of communication with the user for feedback, advice, tips, recommendations, FAQ, troubleshooting, and sharing experiences.

## 1.8 | FUNCTIONAL REQUIREMENTS

- Login/Sign Up
- Search Locations
- Save favorite locations in list format as well as placing pin on map with specific notes about location.
- Multiple profiles that allow the user to pick and choose what weather data is included on the home page.
- Ability to toggle on/off three map overlays at once with a quick scroll feature that allows you to preview the layer without leaving map.
- Smooth high definition live radar and a discrete motion scrub with more control than other apps.
- Hourly and 10-day forecasts represented in a timeline for easier visualization.
- In-depth details page of current conditions that expands/collapses so that it doesn't take up valuable space if the user doesn't need that much information.
- App extension widget that can be placed on home page of phone for a quick view.
- Link to community forum placed in app so the user doesn't need to leave the app.

## 1.8 | DELIVERY SCHEDULE

### WEEK 1 - 2

User Surveys, User Interviews, User Personas, Stories and Flow Charts

### WEEK 3

Low-fidelity sketches, application framework, and meet with Developers, UI, and Marketing.

### WEEK 4

High fidelity mockups and Finalized user interface

### WEEK 5 - 6

Usability testing with high fidelity prototype, Develop marketing plan

### WEEK 7

Finish user testing, begin developing app and website, create content on forum and social media

### WEEK 8 - 9

Finish development of app, website, forum, social media. Final testing. Meet with developers, UI, and Marketing before launch

### WEEK 10

Application launched, website launched, forum and social media launched