

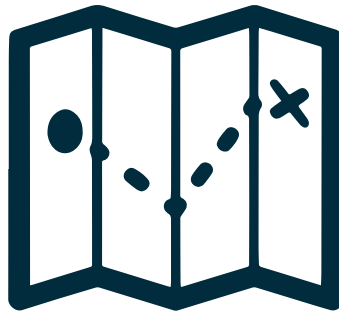
UX IMMERSION EXERCISE 2.9

PORTFOLIO REVIEW

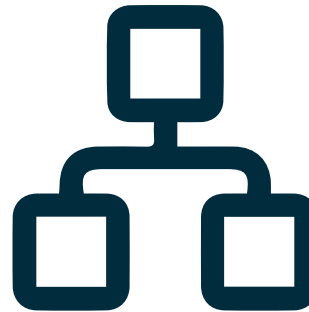
by: Sam Carlson



User Personas



Journey Maps



User Flows



Mobile 1st Plan

UX IMMERSION EXERCISE 2.4
DESIGN USER PERSONAS



Surfing Samara

Photographer

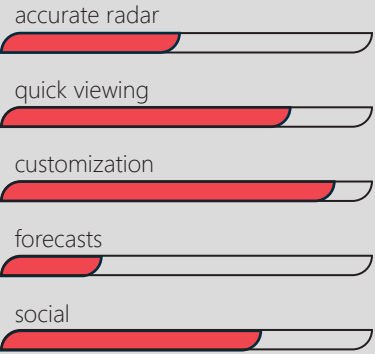
26, Single
San Louis Obispo, CA

"Sometimes I'll cancel all my plans and go sail or surf if the conditions are good."

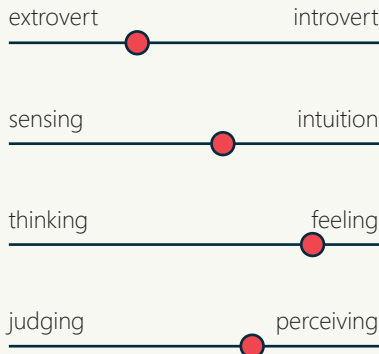
Persona Story

Samara is an adventurous person trying to live her best life in California. Being single and a photographer gives her the flexibility to spend the majority of her time outside surfing, kayaking, paddle boarding, or sailing. She struggles to balance a job and steady routine with her spontaneous nature but feels her need for adventure is more important. Unpredictable weather contributes to her desire to chase the wind. She likes meeting new people and trying new things and almost always goes to the water with other people or will meet up with others.

Needs



Personality



"I have my main spots I go to but I follow the weather or try new places with friends."

Goals

- Get a quick weather report in the morning when she wakes up so she can start planning her day.
- Wants to share her time and experiences with friends as well as strangers on the water.

Motivations

- Living on the coast in a beach town, she wants to make the most of her time while her lifestyle and work schedule allows her to be adventurous.

Frustrations

- Annoyed that her collection of weather apps don't offer enough customization for her variety of activities.
- Some of her apps aren't easy to use. It takes quite a bit of time to find locations, look at the conditions, and then compare.
- Forced to bounce back and forth between multiple apps to find all of the information she needs before making a decision.



Fishing Freddy

Project Manager

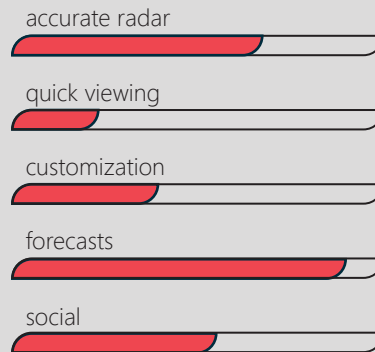
31, Married
Denver, CO

"I can't wait for fishing season and love the process of planning all my finishing trips for the year."

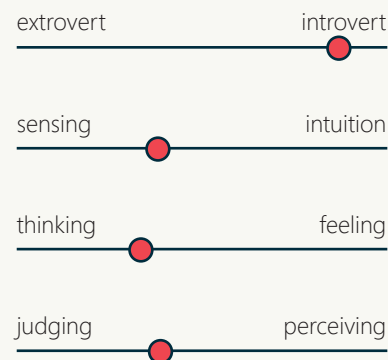
Persona Story

Freddy is an avid fisherman and will actually compete in tournaments occasionally. His day job as a Construction Project Manager limits his time outdoors and is forced to plan short trips or long weekends to go fishing. He takes his fishing seriously and values his precious time while on the water. He is annoyed by distractions and the unpredictable nature of weather since it can ruin his trips. About half his time fishing is spent solo while the other half is with small groups. Freddy is also married but doesn't have kids yet.

Needs



Personality



"I struggle to find enough resources when I go to new locations. That is the biggest challenge."

Goals

- Wants to plan his fishing trips down to the last detail.
- Likes to see what others have done on similar bodies of water.

Motivations

- Needs to practice in new areas to learn best techniques when he enters tournaments.
- Values the solitude and peacefulness while fishing.

Frustrations

- Lots of research is required ahead of time when he goes to new locations. But the weather can change quickly and ruin his plans.
- Relies on good information from friends when checking out new spots. But there is a lack of good resources about lake, river, and fishing conditions.
- Forced to use multiple apps for fishing, weather, and water conditions.



Boating Bob

Retired

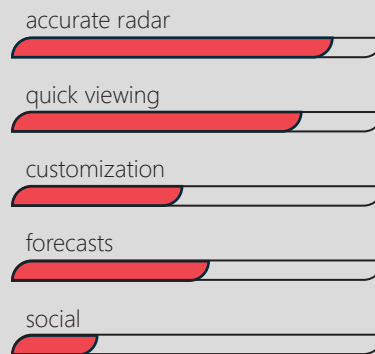
59, Married with adult children
Minnetonka, MN

"I'm really not too worried about the weather in the summer unless I'm out on the boat."

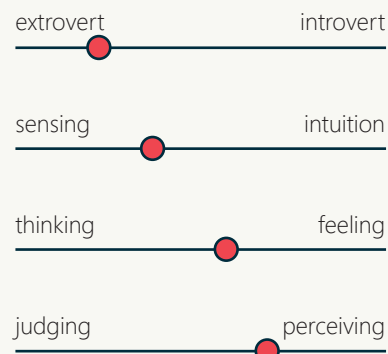
Persona Story

Bob is recently retired and has all the time in the world to cruise around the lake. He lives on the lake and owns a fishing boat as well as a speed boat. He's a casual fisherman but likes tinkering with new gear and gadgets to get the best experience. His adult children visit frequently during the summer and the whole family spends the day on "Bob's Boat". Bob feels a certain responsibility to make sure everyone is having a good time while being safe. Because he lives on the lake and summer is short, Bob tries to take advantage of good weather as much as possible.

Needs



Personality



"I love taking people out on the boat to show them a great time. Especially when our kids visit."

Goals

- Enjoys spending time with others while getting to do what he loves. Boating!
- Find the best fishing spots on the lake.

Motivations

- Looking to engulf himself in new hobbies.
- Makes the most of Minnesota summers and retired life by relaxing on the water.

Frustrations

- Annoyed of apps with lots of advertisements. But those are usually the ones with better reports.
- Has a hard time navigating his more robust weather app. Has to swipe through lots of information and layers just to get to a radar map.
- Hates when a good summer day gets ruined by poor weather. Or worse when a storm rolls in while he's still on the water.

UX IMMERSION EXERCISE 2.5
USER JOURNEY



SURFING SAMARA

Photographer

26, Single
San Louis Obispo, CA

SCENARIO

Samara just found out that her photo shoot was canceled for the day. She wants to quickly scope out the weather at her favorite spots to determine what she should do for the afternoon.

CURRENT CONDITIONS

- Swipe on phone's home screen to view weather in simplified widget
- Open mobile app to view home screen with a quickview of saved locations

"A way to read conditions quickly when I open the app would be nice."

DIFFERENT LOCATIONS

- Swipe through saved locations for customized weather reports
- View detailed conditions
- Open up map to view different layers

"I bounce back and forth in apps to check different locations, times, and conditions."

CHECK FORECAST

- Once location is decided, tap to view forecast
- Scroll through hourly conditions
- Play animated radar map

"I'm usually looking at a specific time frame to go out on the water. It's important I pack accordingly."

Neutral and curious

Excited to make final decision

Bogged down with options

Include a condensed hourly forecast on the widget to give user a general idea of the upcoming weather

Use expandable feature on the details portion to avoid user needing to leave page when still deciding on location

Integrate hourly forecast into animated radar map
Motion scrub smooth and responsive



FISHING FREDDY

Project Manager

31, Married
Denver, CO

SCENARIO

Freddy has a three day weekend coming up and wants to plan a fishing trip to a new lake. He has a couple in mind but needs to do more research.

SEARCH LOCATIONS

- Open app
- Tap onto search bar or icon
- Type in location
- Select autofill suggestion

"I have my main spots but I change locations frequently because I usually am following the weather."

RESEARCH LAKES

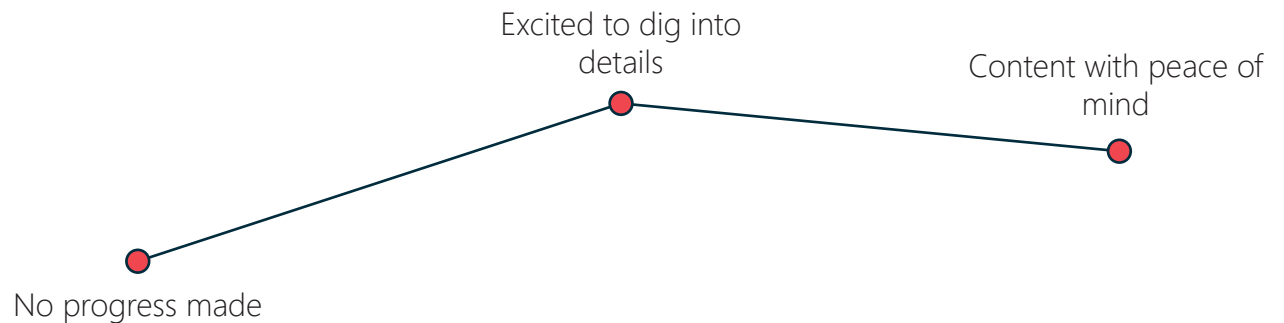
- Enter map view
- Zoom in/out and move map around
- Open up layers tab
- Select the desired layers to show

"I look at all kinds of conditions but radar and maps is the most important."

SAVE FAVORITES

- Tap 'add to favorites'
- Select reports to include on quickview card
- Select layers to include on map
- Save location to favorites

"I save frequent locations and toggle back and forth if traveling to different spots."



Option to pin exact location if broader city name doesn't match specific location

Clear all unnecessary info from screen when viewing map. Ability to preview layer before applying.

Create saved location in a WYSIWYG format so user understands how the information will be displayed.

UX IMMERSION EXERCISE 2.6
TASK ANALYSIS & USER FLOW



FISHING FREDDY

Project Manager

31, Married
Denver, CO

OBJECTIVE

Freddy needs to create and then save a custom weather report of his current location.

INFORMATION GATHERING

- He goes fishing on this lake frequently and would like to access the data quickly without having to select location and layers each time
- Freddy will know the task is over when a saved location shows up with his selected information
- He knows what information should be included in the report. He's also techsavvy and shouldn't have too difficult time navigating
- First time using the app and needs to know the interface as well as features and function.
- Will need to have downloaded the app and either be in or know the location he wants to save.

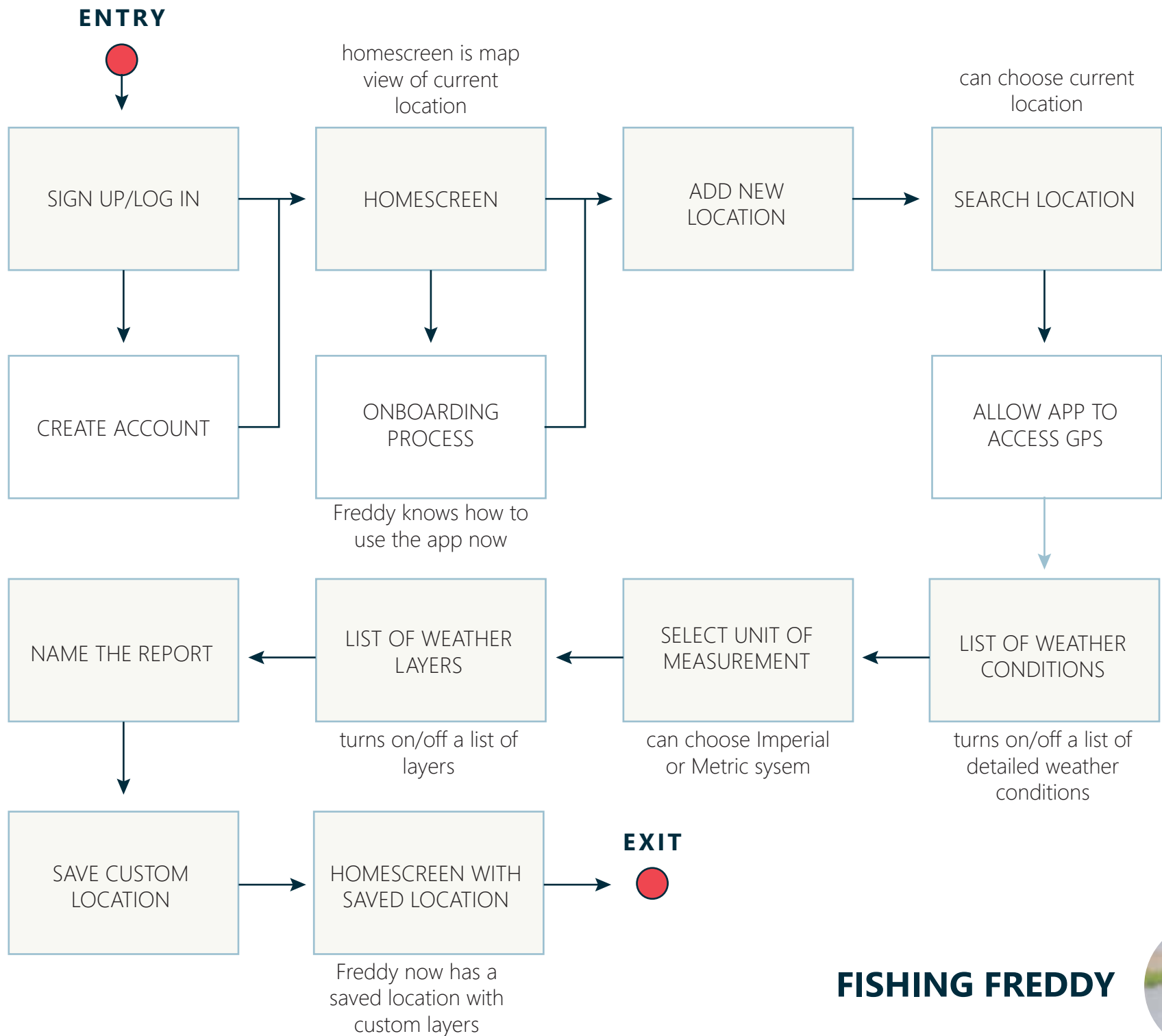
TASK ANALYSIS

Entry Point: Home Screen

1. Open app
2. Onboarding Process
3. Add new custom forecast
4. Select current location
5. Select conditions to display
6. Select unit of measurement to use
7. Select layers to display on map
8. Name the report
9. Save custom report

Success Criteria: A new custom forecast location is saved to the home page with the correct conditions and layers displayed

“As a frequent fisherman, I want to save both locations and weather conditions that I look at on a regular basis, so that I can quickly gather the information I need when I open up the app.”



FISHING FREDDY





SURFING SAMARA

Photographer

26, Single
San Louis Obispo, CA

OBJECTIVE

Samara needs to verify the wind speed and direction at an unsaved location during the afternoon.

INFORMATION GATHERING

- Wants to go sailing in the afternoon but needs to find out if it's windy enough
- Samara will know the task is over when she sees the wind speed and direction
- She already knows how to read wind maps as well as the data she is looking for.
- Needs to know how to toggle layers, navigate between current conditions and forecasts
- Will need to have downloaded the app and created an account.

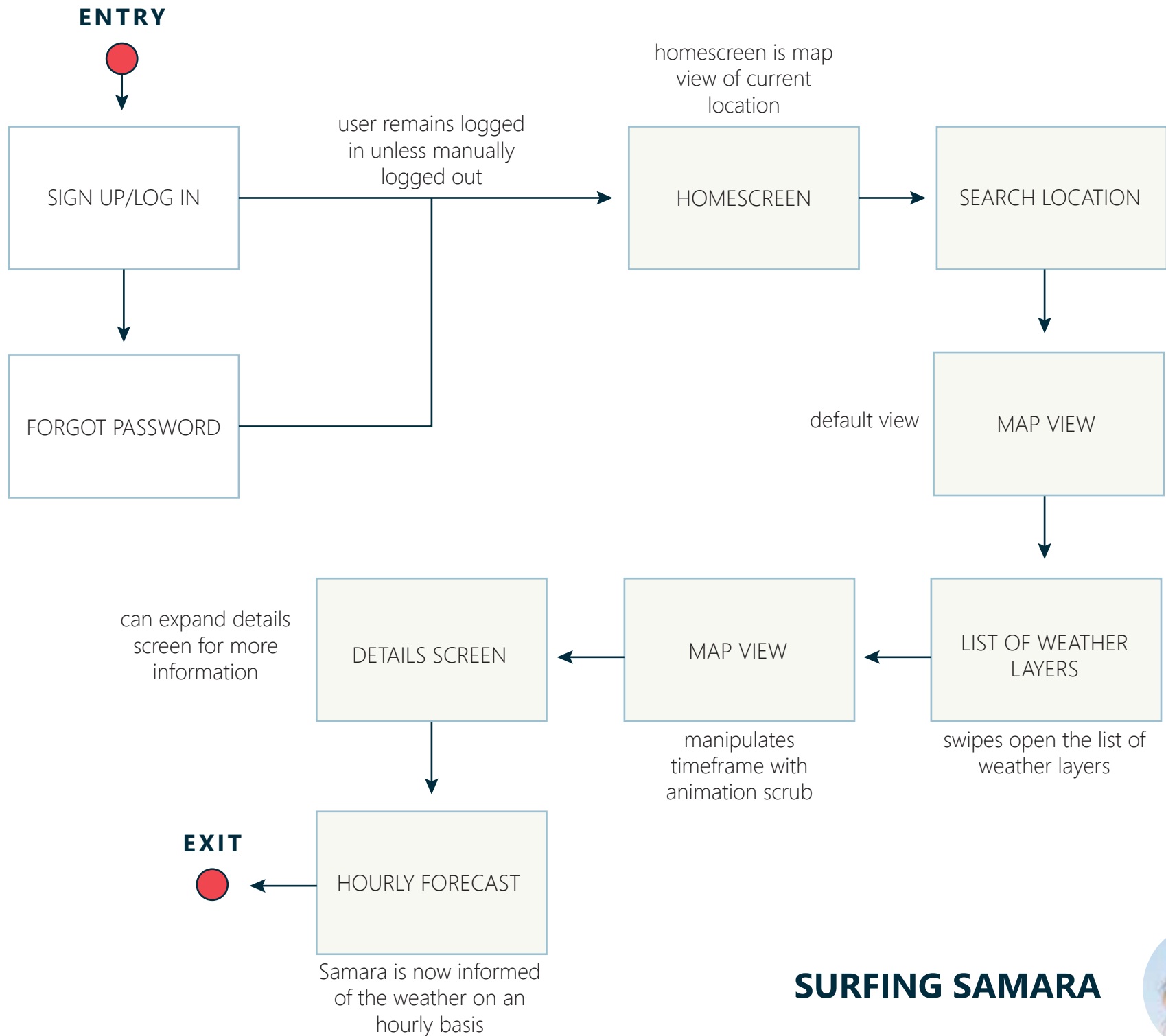
TASK ANALYSIS

Entry Point: Home Screen

1. Open app
2. Search for location
3. Open up map
4. Turn on wind speed and wind direction layers
5. Fast forward animation forecast to desired timeframe
6. Study map

Success Criteria: Can accurately identify both the wind speed and direction at the specific location and time she will be sailing.

“As a spontaneous water enthusiast, I need to look up lots of different conditions at multiple locations based on what sport I’m doing, so that I’m confident my time on the water won’t be wasted.”



SURFING SAMARA





BOATING BOB

Retired

59, Married with adult children
Minnetonka, MN

SCENARIO

Bob needs to see the user notes that other boaters are posting within the app. Specifically at the lake where is cabin is located.

INFORMATION GATHERING

- Is scheduled to go up to the cabin next weekend and wants to see if anything unique has happened from fishermen, boaters, etc. while he's been gone.
- Bob will know the task is over when he's read through several posts/notes on his specific lake.
- Bob already has the lake saved, knows how to turn of/off layers, and how to check weather.
- Needs to know how to locate the notes layer and open individual posts.
- Will need to have downloaded the app and created a saved location

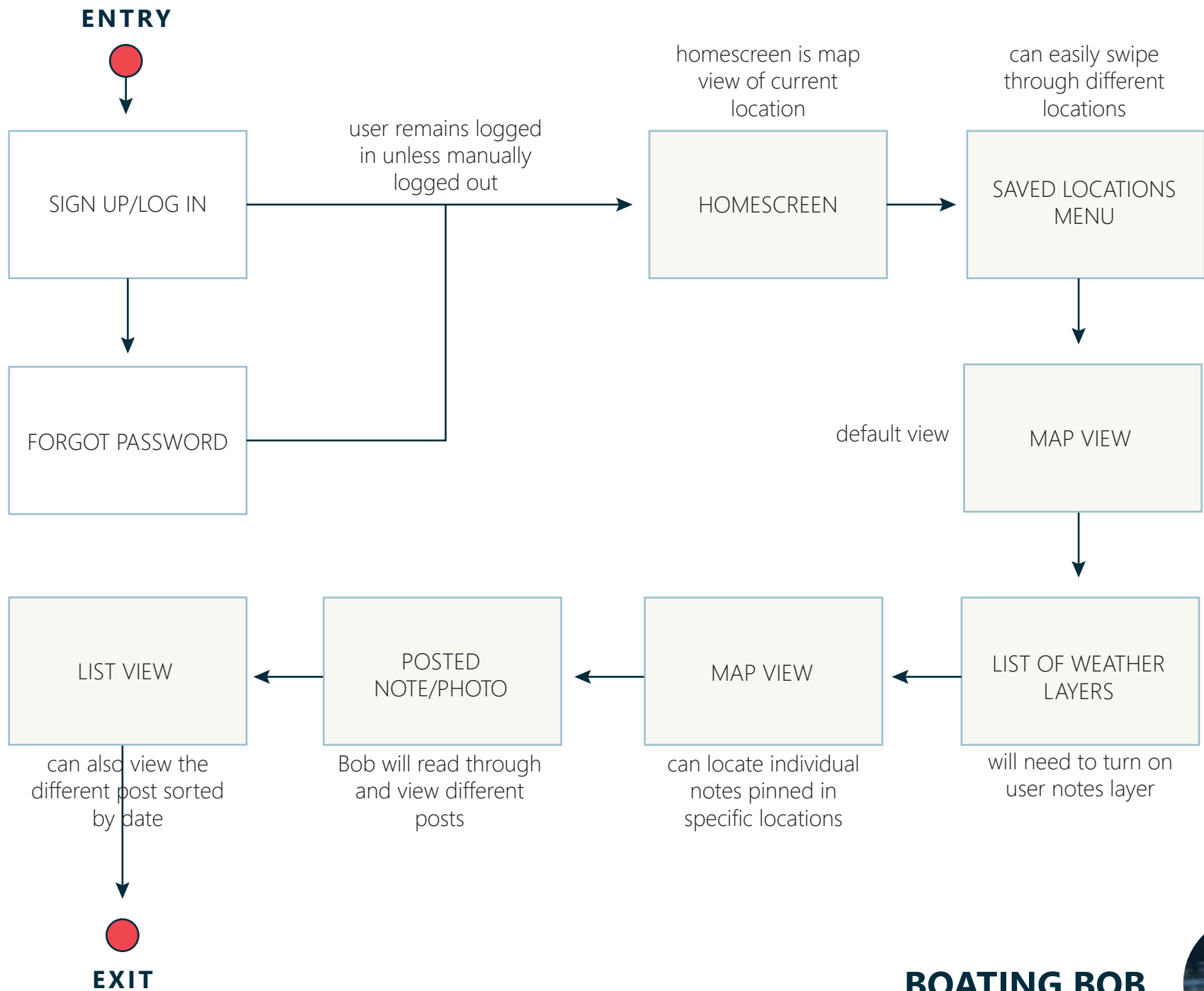
TASK ANALYSIS

Entry Point: Home Screen

1. Open app
2. Select the saved custom location
3. Expand the layers tab
4. Turn on User Notes
5. Find notes pinned on the map
6. Read different posts

Success Criteria: Can open, read, and close multiple posts left by others users on a specific location.

“As a curious resident on the lake, I like to look at different activities from other boaters, so that I stay in the loop and feel included in the lake community.”



BOATING BOB



UX IMMERSION EXERCISE 2.7
MOBILE FIRST DESIGN



MOBILE

FUNCTION	CONTENT	PERSONA	NOTES
Onboarding	Text	Samara, Freddy, Bob	A quick overview of the function, features, and layout will help all three utilize the app
Log in/Sign Up	Text	Samara, Freddy, Bob	All three personas would login so they can create custom views and saved locations
Navigation	Text	Samara, Freddy, Bob	Very flat navigation on mobile where nearly every page will be within one tap or swipe from the homescreen
Search	Text	Samara, Freddy, Bob	A search bar will be located at the top of the screen with the ability to search for cities and bodies of water
GPS	Text/Map	Samara, Freddy, Bob	GPS location can be turned on or off to find current location
Layers	Animation	Samara, Freddy, Bob	Users can enable up to three layers at a time on the map with smooth animation
Radar Map	Animation	Samara, Freddy, Bob	Live radar animation is available on mobile with a light theme and satellite map
Forecast	Text/Map	Samara, Freddy, Bob	Mobile will have an hourly and 10-day forecast
Custom Views	Text/Map	Samara, Freddy, Bob	All three personas would benefit from creating a custom view/location with the most relevant conditions
User Notes	Text/Photo	Samara, Freddy	Users can view and post a single photo with a text note to a specific location on mobile
Widget	Text	Samara, Freddy	Samara and Bob are most concerned with a quick overview of the weather without having to open up the app



TABLET

FUNCTION	CONTENT	PERSONA	NOTES
Onboarding	Text	Samara, Freddy, Bob	A quick overview of the function, features, and layout will help all three utilize the app
Log in/Sign Up	Text	Samara, Freddy, Bob	All three personas would login so they can create custom views and saved locations
Navigation	Text	Samara, Freddy, Bob	Very flat navigation on tablet but there will be a side menu bar displaying the different pages
Search	Text	Samara, Freddy, Bob	A search bar will be located at the top of the screen with the ability to search for cities and bodies of water
GPS	Text/Map	Samara, Freddy, Bob	GPS location can be turned on or off to find current location
Layers	Animation	Samara, Freddy, Bob	Users can enable up to three layers at a time on the map with smooth animation
Radar Map	Animation	Samara, Freddy, Bob	Live radar animation is available on tablet with a light theme, dark theme, and satellite map
Forecast	Text/Map	Samara, Freddy, Bob	The tablet version will have an hourly and 10-day forecast with a detail summary for each day
Custom Views	Text/Map	Samara, Freddy, Bob	All three personas would benefit from creating a custom view/location with the most relevant conditions
User Notes	Text/Photo	Samara, Freddy	Users can view and post a single photo with a text note to a specific location on mobile
Widget	Text	Samara, Freddy	Samara and Bob are most concerned with a quick overview of the weather without having to open up the app
News	Text/Photo	Samara, Freddy, Bob	A page will be included on tablet providing recent weather news in the area



DESKTOP

FUNCTION	CONTENT	PERSONA	NOTES
Onboarding	Text	Samara, Freddy, Bob	A quick overview of the function, features, and layout will help all three utilize the app
Log in/Sign Up	Text	Samara, Freddy, Bob	All three personas would login so they can create custom views, saved locations, and contribute to the blog/forum
Navigation	Text	Samara, Freddy, Bob	Flat navigation that has a permanent menu display with each feature visible from the homescreen
Search	Text	Samara, Freddy, Bob	Ability to search for city, body of water, as well as specific coordinates
GPS	Text/Map	Samara, Freddy, Bob	GPS location can be turned on or off to find current location
Layers	Animation	Samara, Freddy, Bob	Users can enable up to three layers at a time on the map with smooth animation
Radar Map	Animation	Samara, Freddy, Bob	Live radar animation is available on mobile with a light theme, dark theme, and satellite map
Forecast	Text/Map	Freddy, Bob	The desktop version will have an hourly and 15-day forecast with a detail summary for each day as well as daily averages for the year
Custom Views	Text/Map	Samara, Freddy	Ability to create custom views and locations. Then can compare two locations at the same time
User Notes	Text/Photo	Samara, Freddy	Users can upload multiple photos and videos to a post
News	Text/Photo	Samara, Freddy, Bob	A page will be included on desktop providing recent weather news in the area
Blog/Forum	Text	Samara, Freddy	The ability to view and post on the blog/forum directly in the website
Historical Data	Text	Freddy	A more detailed report showing monthly averages, totals, and historical data of the location