

UX IMMERSION EXERCISE 2.6

TASK ANALYSIS & USER FLOW

by: Sam Carlson



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.

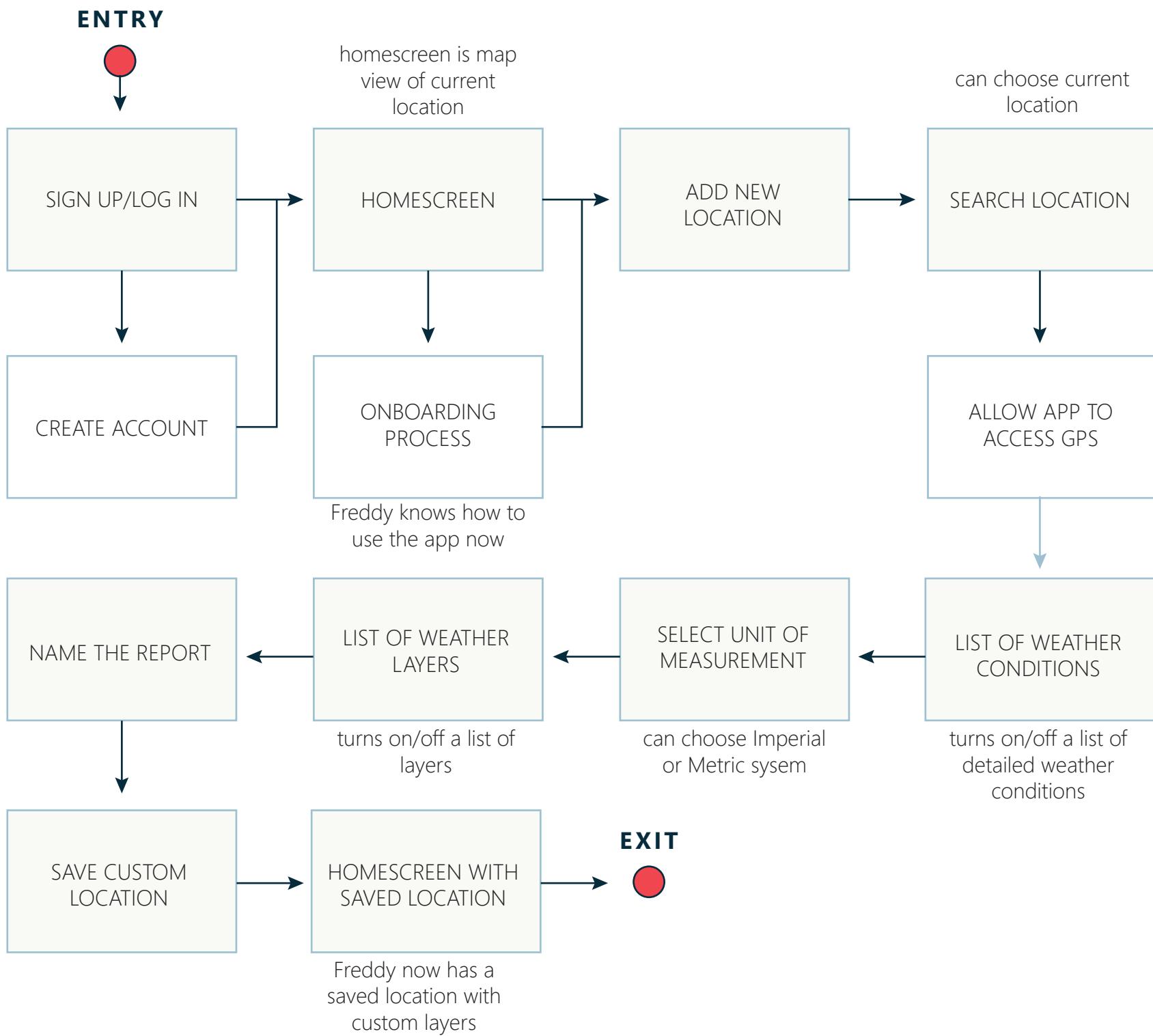
TASK ANALYSIS

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."





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.

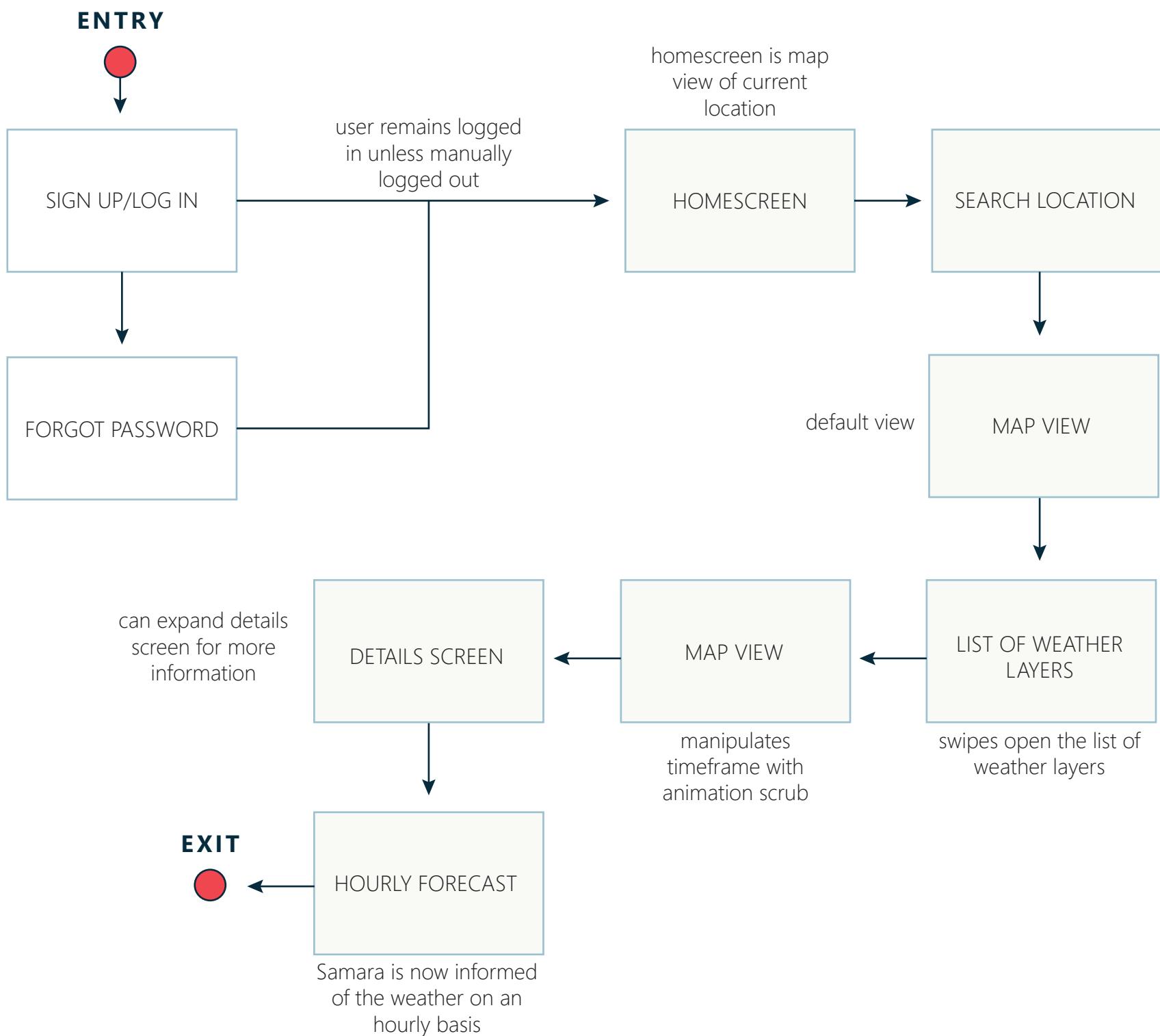
TASK ANALYSIS

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.”





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 his 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 activies from other boaters, so that I stay in the loop and feel included in the lake community."

ENTRY

