# 1

Our primary stakeholders are professionals based in sales, who travel frequently for work.

# 2

Sales people, executives, real estate brokers, analysts and many other professionals having multiple client meetings each day. These can be at different places around a city, in multiple cities or even in multiple countries. To perform well and achieve their goals of high sales, it is crucial that these professionals are always perfectly dressed. What must not be forgotten, however, is that their clothing must be suitable for all weather conditions they will be facing throughout the day as they often have no chance to change their outfit between meetings.

This target group is most often between the ages of 20 and 70, not specific to any gender, and exists in many cultures. They primarily live in cities and are used to a stressful and fast-paced life. This implies that they will not spend much time with our app and will rather just want very quick feedback to their query. Moreover, this means that we need to provide a fast and efficient way for them to submit queries to the app.

Almost all of them are technologically versed. As 94% use a smartphone daily, we can expect them to know how to interact with standard smartphone apps. While they will likely be able to understand weather information such as wind speed and likelihood of rain, their limited busy schedules might not allow them time to derive conclusions from these values for multiple locations, which is why a broken down summary could be preferred.

# 3

The primary stakeholders are professionals who have to travel around frequently to different locations within the same work-day. This includes realtors, bankers, salespeople and executives at large companies. For example, a consultant at McKinsey might have to travel between offices in London and Paris. This app helps them plan their day according to the weather at the different places they will visit over the course of 24 hours.

A secondary feature, that will be implemented if time permits, will help the users decide what to wear. Professionals typically have a limited number of clothing choices (either business casual or business formal) and cannot change their outfits throughout the day.

The secondary stakeholders are the clients, potential buyers and other professionals that the users interact with at the different locations. For instance, if a realtor turns up well-prepared for an open house, the potential buyers are more likely to purchase the house.

Tertiary stakeholders will be the employers of the professionals that use the app. A company gets higher returns if their employees are more productive and organized. These companies also have to purchase the app for their employees, so they will have to make a significant financial commitment.

Facilitating stakeholders include us (the developers) and weather API providers (currently Dark Sky API).

# 4

Our main methods of gathering data will be talking to examples of our primary stakeholder (so professionals who have to travel to meetings during their work day) and people who know how these people work - we have members of our group with this knowledge, and can also contact some people that we know. We will also do secondary research online, looking for articles about business travel, as well as finding out if it's likely that our app is likely to actually be used.

# 5

\* \_\_Secondary research\_\_: Our data gathering revealed that considering what to wear is a "very real concern" for people travelling for business, and that this decision is based on the weather[[1]](#footnote-1). Typical real estate agents arrange most of their appointments for the afternoon, but would usually have to travel to their office in the morning and may also go out at lunch time, without being able to go home in between[[2]](#footnote-2) [[3]](#footnote-3). This means that our app would be helping to solve a real problem.

A study[[4]](#footnote-4) by Harvard Business School also found there is "a lot of travel and a lot of flights", including someone who took 105 flights in a year.

As the typical business professionals use a smartphone (for example, 94% of real estate agents use a smartphone daily[[5]](#footnote-5)), the app could be accessed and used by a large portion of our primary stakeholder.

Continuing to focus on salespeople (e.g. real estate agents and bankers), we found that the typical real estate agent is 54 and female[[6]](#footnote-6), while more than 3/4 of entry-level Wall Street bankers are male[[7]](#footnote-7). This means that the app could have a wide audience for both men and women. However, according the Office for National Statistics[[8]](#footnote-8), men take longer commutes and are more likely to work in a different region to where they live, which suggests that men are more likely to travel between areas with significantly different weather.

\* \_\_Primary research\_\_: We interviewed a sales and marketing person, who works for a company based in Vienna, asking how their work day is structured and whether the weather app, along with the specific features we've considered, would benefit them. Their answers agreed mostly with the secondary research - their day begins in the office with emails and phone calls, and then, depending on the day, they may go out to meet potential sponsors and exhibitors. They also said that they often move around the city a lot, and sometimes drive to other neighbouring countries. They also said that they do think about the weather when they're travelling, but beyond carrying an umbrella, they can't prepare much, especially in autumn and spring, when the weather is not so predictable and consistent across one day as it in summer or winter. They said that it would be "cool" to be able to see a summary of the weather for two places together on the days that they move between cities. Another interview told us that people with more junior positions tend to travel to a city and stay there for a few days before returning, while more senior positions take frequent but shorter trips. They also said that if they have a free weekend in the middle of a trip, some offices will pay for them to use that time to visit another city rather than flying home.

![alt text](https://github.com/btfs2/studious-spork/blob/master/Planning/officeForNationalStatistics.JPG "Office for National Statistics")

Graph from Office for National Statistics

![alt text](https://github.com/btfs2/studious-spork/blob/master/Planning/commutingAndBusinessTrips.png "Department of Transport")

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# Appendix - Interviews

**Interview 1**

Interview with Austrian Sales & Marketing Person working at a company that organizes conferences

Q: How does your average day look like? A: I have a strict morning routine although work hours and locations are flexible and vary greatly. My work day usually starts with e-mails and phone calls. Whenever I plan to call someone, I like to do it early in the day - before they have other meetings. On some days, I am in the office for the majority of the day and handle internal stuff and work with the marketing people to develop synergetic strategies. On many days, I am out meeting with potential sponsors and exhibitors to discuss details of potential cooperations.

Q: Do you move around a lot during your day? A: I drive to different locations in the city on most days. Sometimes I also need to drive to other counties [the business is situated in Vienna, the capital of Austria] where we organize events or where certain partners may be based.

Q: Do you at all think about the weather on the days you move so much? A: Of course, but I always have an umberella in my car's trunk because you never know. Other than that, I often can't really prepare much.

Q: Do seasons make a difference with what you wear? A: In winter and in summer it is quite obvious what to wear. In spring and autumn you sometimes want to wear a coat and sometimes not. It is quite annoying if you have your coat on on a day with 23° or if you don't on a day with 13°.

Q: Would an app giving a worst-case summary of the weather at all the places you will be at during the day be helpful for these times? A: Definitely for the days where I move between cities. Currently, I would check the weather for both places seperately. It would be cool if I could just get a summary for both places for the times I am at each of them.

**Interview 2**

This interview was with a research scientist at a software company, and was conducted primarily to decide the practicalities of our app. What their typical day looks like – Get in very early, lots of meetings, academic work in the evenings. Meetings are generally conducted throughout the day in the office, rarely outdoors. “How much does weather influence the outline of your day?” – “Not at all! I still have to get on with my day anyway.” “How long would you say an average trip lasts for you?” – [Their job involves shuttling between different locations within the country] – “Trips do not generally last for longer than a day. Overseas trips are the exception.” – this justifies the 24-hour window for our app. “What do you plan your day on?” – “Laptop” – Since our app is primarily aimed at professionals who travel a lot on business, it makes sense for it to be designed for PCs, specifically office computers. “What apps do you use to plan your day?” – “[Currently, this person has their own platform which helps them] I have been using [their own platform] for 15 years, but before that, I kept it simple. Excel spreadsheets.”

**Interview 3**

This interview was given by a subordinate of the former CTO of a mid-sized insurance company. It was mainly conducted to assess how the app might be used by someone (an assistant, for example) who is planning a day for someone else. An example of a day : Office catch-ups till noon, fly out to Barcelona to meet with clients, meet with local employees, stay in Barcelona for the night [Executives’ days tend to be filled with mostly meetings and little to no desk work]. What is the difference between planning your own day and planning for someone else? “The level of detail that goes into the planning. If I were planning the day for myself, then I would probably just book any nearby hotel. But when you are planning someone else’s day, you want them to have the best day possible. For example, if the evening will be pleasant, they may want to explore the city and I may book a hotel near the theatre.” Since executives’ lives tend to be fast-paced, they sometimes have to travel to different locations on very short notice. In that case, having an app that displays all the data at once would be highly convenient when making fast bookings etc.

1. http://saleshq.monster.com/training/articles/350-what-to-wear-for-business-travel [↑](#footnote-ref-1)
2. https://theagentspot.com/real-estate-business/successful-realtors-work-schedule/ [↑](#footnote-ref-2)
3. https://topagentmagazine.com/the-daily-schedule-of-a-successful-real-estate-agent/ [↑](#footnote-ref-3)
4. https://www.hbs.edu/faculty/conferences/2013-w50-research-symposium/Documents/Gender\_and\_work\_web\_update2015.pdf [↑](#footnote-ref-4)
5. https://www.nar.realtor/research-and-statistics/research-reports/real-estate-in-a-digital-age [↑](#footnote-ref-5)
6. https://www.nar.realtor/research-and-statistics/quick-real-estate-statistics [↑](#footnote-ref-6)
7. https://dealbook.nytimes.com/2014/09/30/wall-streets-young-bankers-are-still-mostly-white-and-male/ [↑](#footnote-ref-7)
8. https://www.ons.gov.uk/employmentandlabourmarket/peopleinwork/employmentandemployeetypes/articles/thecommutinggapmenaccountfor65ofcommuteslastingmorethananhour/2018-11-07 [↑](#footnote-ref-8)