WEATHERLY *CREATIVE BRIEF*

CLIENT
WEATHERLY

Weatherly is an app dedicated to weather prediction, allowing its users to get insights each day on what their climate will be like and how it may affect their daily activities.

KEY PHRASES

» "TODAY'S WEATHER"
» "CURRENT TEMPERATURE"

COMPETITION

Competition includes the standard Weather app included with most iPhones, as well as The Weather Channel app and AccuWeather.

AUDIENCE

Although the app's general audience includes most demographics, likely users are those who are tech-fluent and like planning accurately. This would most likely include young adults ranging from 18 - 35. Theses users are often busy and need quick information on the weather to plan their daily activities and schedules.

PROJECT

A video demonstating animated elements of the Weatherly app. This includes how user interactivity is expressed in the app such as screen swipes, menu pulldowns, and content transitions. 4 different screens will be displayed with 2 user interactions, including 1 menu interaction, and 2 transitions animated.

TONE

Friendly, helpful, and clean. The Weatherly app is designed to aid its users through weather data and suggested actions based on this information. The app's design should feel streamlined and spacious to allow users to quickly scan through content in order to find data.

STRATEGIC CONSIDERATIONS

Weatherly is used to quickly access information and understand important weather changes, so animations should be fast and efficient. Timing should generally stay in the range of 100 - 300 ms. Standard mobile screen size of 360 x 640 should be the project dimensions.

BRANDING
COLOR SWATCHES

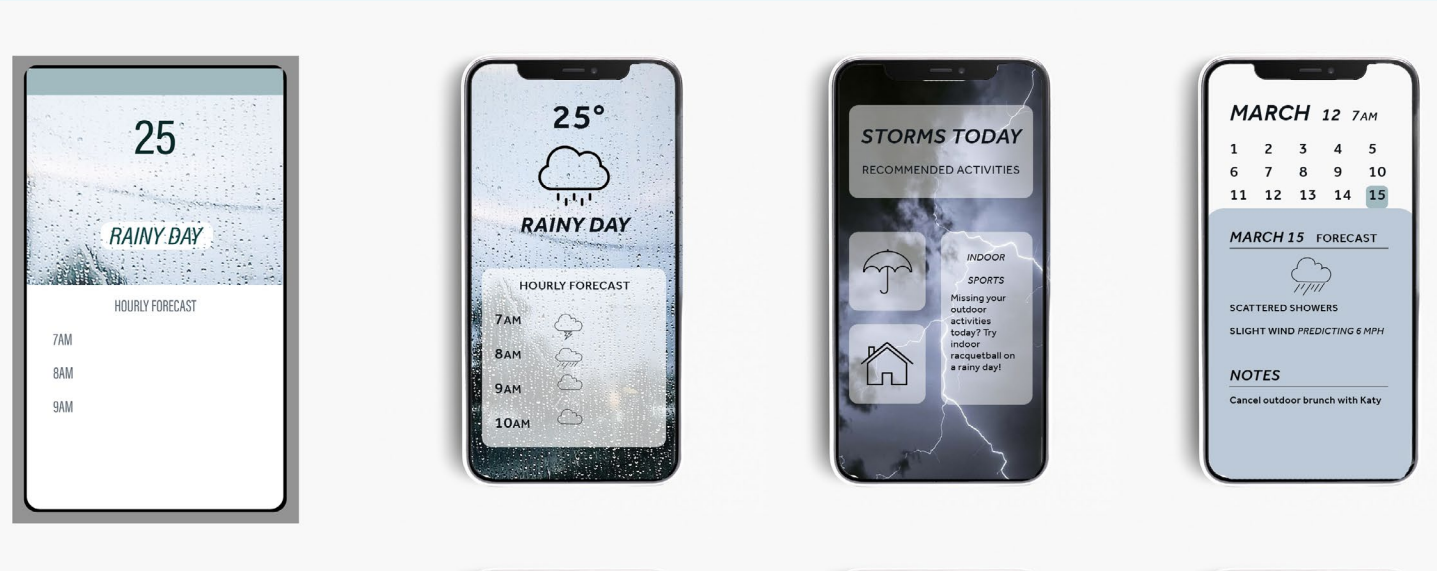|				
#20232B	#55B8D9	#B2E8D7	#1D5861	#BADEFF

FONTS

» AGENCY FB

» *EFFRA*

ICONS

MARKETING COLLATERAL

One animated GIF showcasing the Weatherly app's animated elements, specifically user interactivity and experience.

MOCKUPS

NAVIGATION CHART

4 screens will be displayed in total including:

» homepage

» 2 secondary information pages

» calendar page

1 menu interaction from the homepage taking the user to the calendar page

2 user interactions including swipes and taps

2 transitions including page transitions and collapsing into menu navigation