What is your app and what is its purpose?

The application I chose to do is the Weather Channel App. Its purpose is to provide users with real-time weather data and to try and forcast future weather conditions.

What do you believe the priorities are for users of this app?

I think users want accurate weather information, especially in the form of forecasts, real-time updates and alerts in case of severe weather, the ability to customize, such as have it set for current GPS coordinates with the ability to change and receive only alerts that impact the user, and maybe other settings for Fahrenheit and Celsius and things of that nature.

How does the app format data and present it to its users?

The Weather Channel App has a few different ways of formatting the weather data. They have hourly and daily forecasts which are basically in chart form. They also use maps to give a more visual representation of current, past and future weather conditions. For severe weather, they employ alerts on your device to notify you immediately. There are also vidoes of weather related events and meteorologists for information and entertainment.

What do you find surprising or interesting about the app's design?

What I find most surprising about this app is the hardcore push for monetization that has happened fairly recently. It is hard to even get to the weather anymore and I personally don’t use it because of slow loading and taking too long to get through all the un-weather related content. I totally understand wanting to make money, but when you make your app unusable in the process, I can’t imagine anyone paying for it.