

Weather App Proposal

Overview

This app would be minimalist, efficient, intuitive, and non-intrusive, while at the same time there will be layers of information available to the user should they wish to access it. My user base wants a non-intrusive app that will simply display the information that they desire in a concise manner.

Ideally, this application will allow seamless, intuitive access to desired data presented in a minimalistic fashion which will reduce visual clutter as well as have minimal impact on speed and performance of the mobile device.

Goals

My plan is to design an application that is minimalist, yet attractive, without unnecessary decoration or animation.

I would like to present the content through layers, accessed through gestures and swiping. At first the user will have very basic weather information available, but they will be able to drill down into increasingly specialized content if they wish.

Additional content will also be available through customization options pulled down from the top of the screen. The user could then set notifications, customize their home screen (include multiple locations, always show barometer etc), and change other elements of the interface so that the app would be tailored to fit their needs

User Profile

The target audience will be busy professionals age 25-40. These users rely heavily on their smart phones to provide many varied services and streams of data. Users in this group are often on the move or working and have little free time for browsing for information. While they may have a need for a weather app, they don't want to spend a lot of time on it. They need to be able to access information quickly and efficiently without adding clutter to their device.

User Response

Having interviewed someone from this demographic, he agrees that this is basically what he is looking for. He says he doesn't mind color, but he doesn't need a complicated animation of sun and clouds, for instance, to know it's sunny outside. He said that he basically wants to know what the temperature is, and otherwise, he doesn't want to see the app unless he needs it. Ideally, his weather app would have "informative layers," easy to read radar, and be easy to adjust.

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