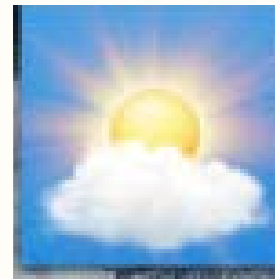


# Weather App Analysis

## Native App | *AccuWeather* Widget

*This is the native weather application that comes stock with my phone. It is integrated as a weather widget that provides basic weather information.*



## STRENGTHS

- Already integrated into phone
- Widget on homescreen with basic weather information
- Clicking on the widget reveals four day weather information
- There are simple icons and basic temperature information which is easy to digest
- Clicking on the individual day reveals further information for the selected day

## WEAKNESSES

- There is not a lot of content for this app—no radar or weather maps are built in
- The animated backgrounds distract from the information which is presented as well as affects battery life

## THREATS

- There are much more detailed apps available which make this application less desirable.
- The interface is too busy and distracting/ it doesn't have a modern feel.

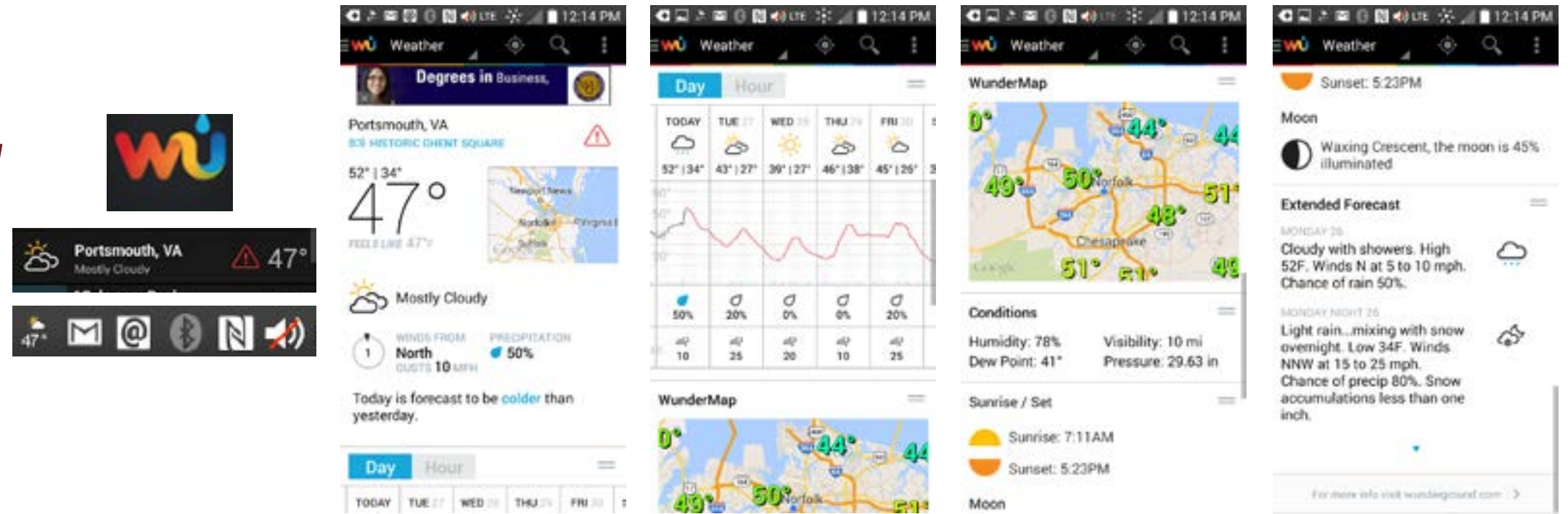
## OPPORTUNITIES

- The designers could simplify the design while simultaneously adding content. This would make the app much more marketable.

# Weather App Analysis

## Other App | *Weather Underground*

*This is the Weather Underground application which provides detailed integrated weather information.*



## STRENGTHS

- Detailed information
- Various Graphs and maps
- Temperature information at top menu
- App can be accessed from pull down menu
- Automatically checks current information

## WEAKNESSES

- There are ads built into the application
- The scroll-down format is somewhat cumbersome and makes accessing information difficult.

## THREATS

- Although this app has a great deal of information, the way it is organized is confusing, the designers risk losing business to better designed applications.

## OPPORTUNITIES

- The additional content could be accessed through a side or top navigation making it unnecessary to scroll to find desired information.