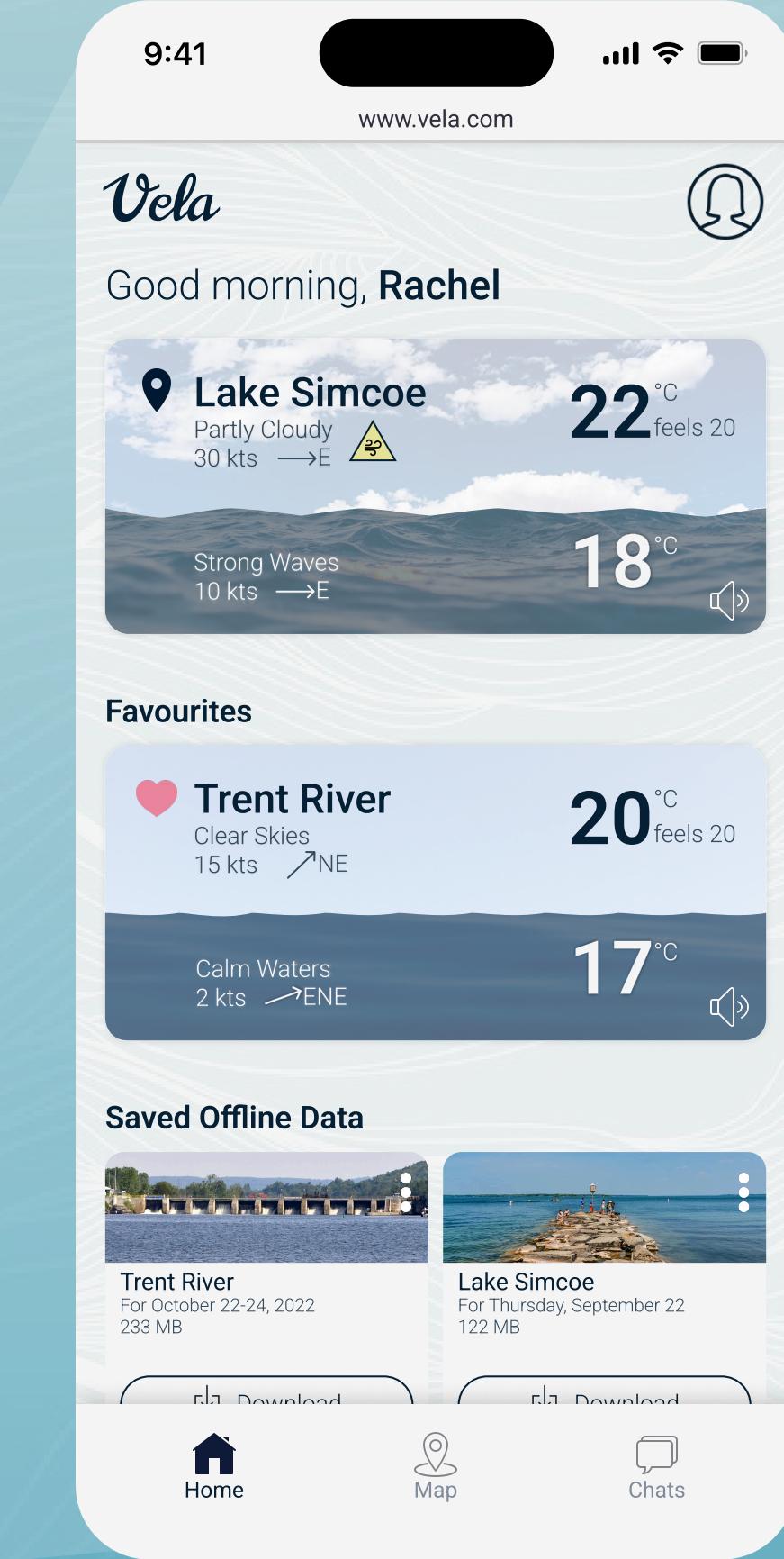
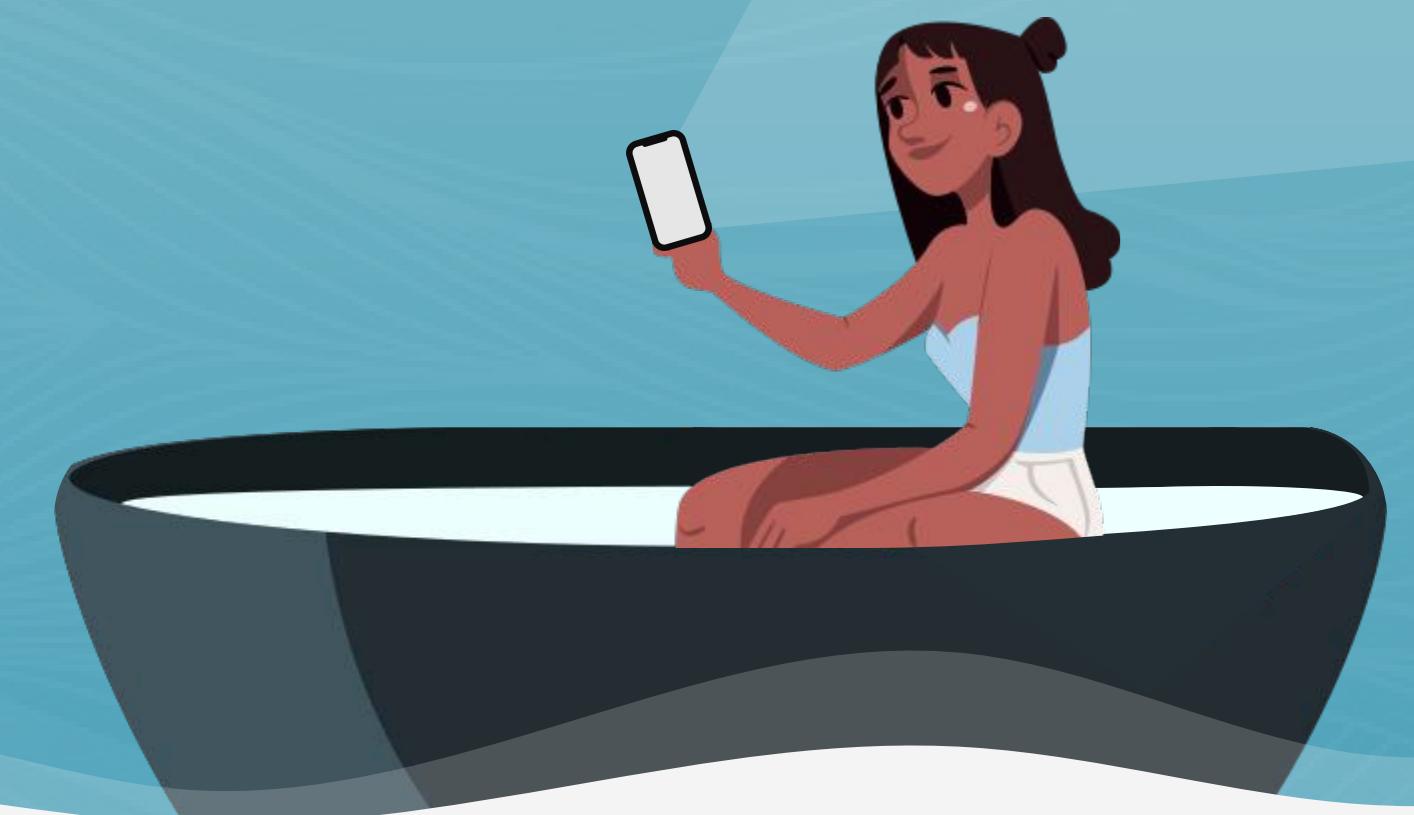


Vela

A UX Design Case Study

Jessica Patel



The Problem

Water-sports enthusiasts need access to comprehensible and up-to-date forecasts of environmental conditions. This way, they can be well-prepared for their day on the water to avoid any inconveniences or injuries.

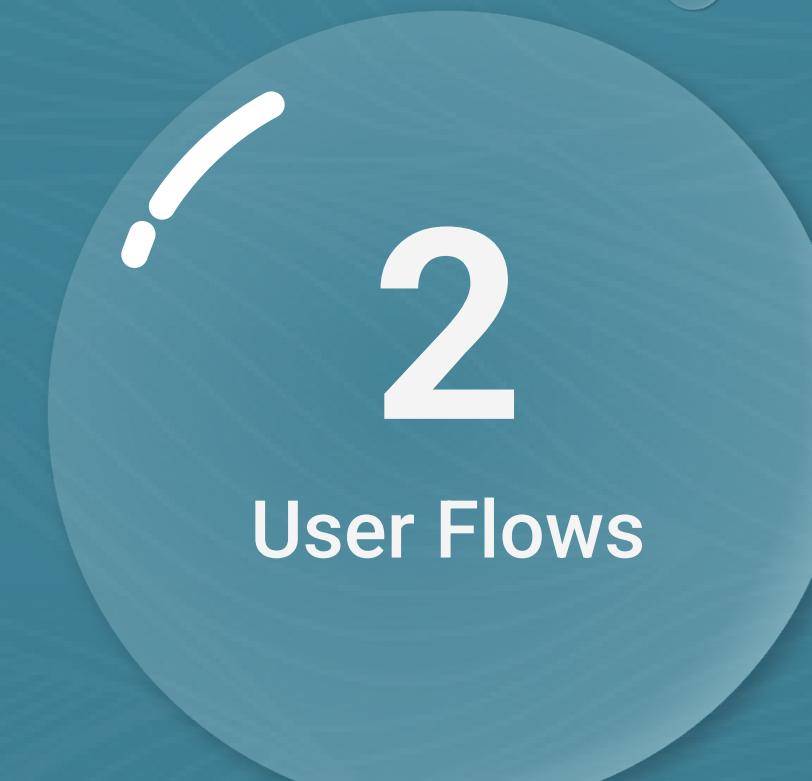
Currently existing water-weather apps tend to have complex and overwhelming displays of weather data



The Solution

The Vela app provides visual and accessible weather reports that are easy-to-comprehend. This app allows water-sport enthusiasts to quickly view summarized views and full-reports, which is ideal for people on the go!

The Process



User Personas

The target users were portrayed through 2 diverse personalities to aid in design decisions.



The Hobbyist **Nelson**

Age: 38

Job: Head Chef

Status: Married, 2 children

Water-Sport: Boating & Fishing

🎯 Goals & Needs

- Find kid and boat-friendly locations
- Access to docks and well-paved walkways

🎯 Motivations

- Catching fish to make healthy dinners for his family
- Getting some peace from his busy life

😢 Frustrations

- Inaccessible boating locations
- Lack of water safety guidelines



The Athlete **Farah**

Age: 25

Job: Swimming Teacher

Status: Single

Water-Sport: Triathlon

🎯 Goals & Needs

- Better understand water conditions when training
- Find new lakes to practice in

🎯 Motivations

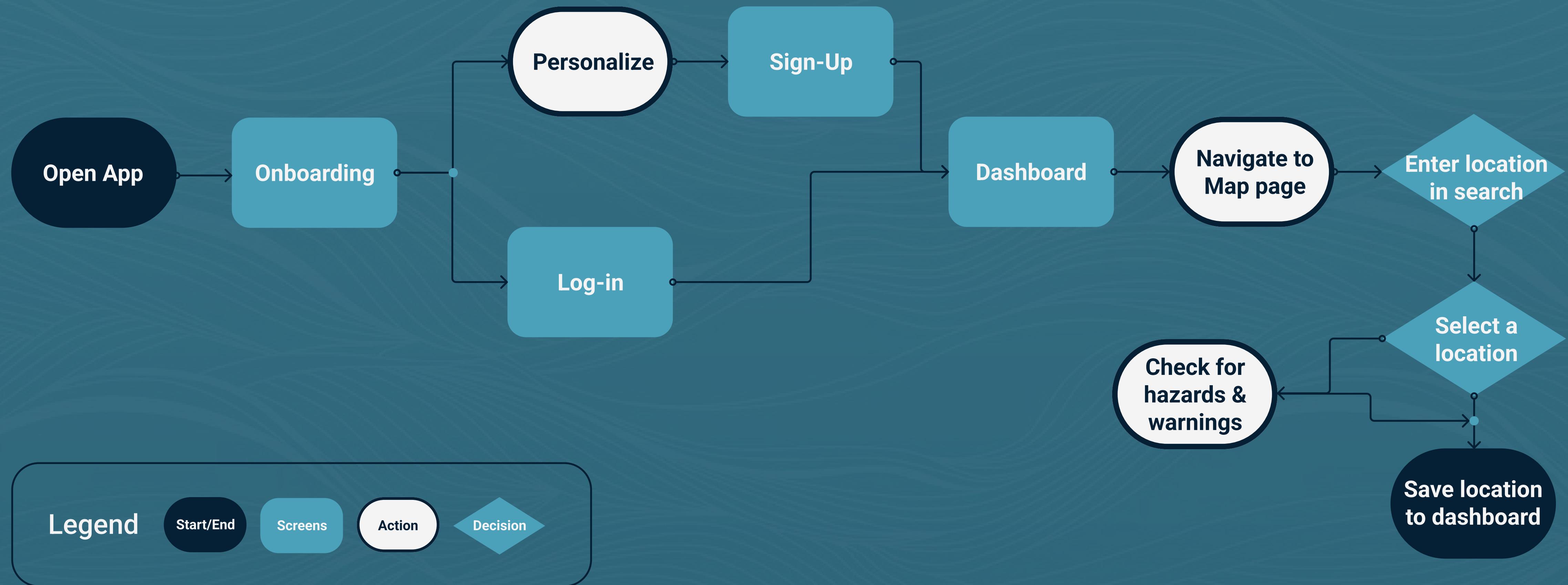
- Lead the USA women's triathlon team
- Create a larger social media presence

😢 Frustrations

- Rigorous schedule
- Unpredictable water currents

User Flows

The steps to complete the major tasks were mapped out to organize screens and flows. The example below is to find a location and save it to view the weather.



Testing

The initial designs were evaluated through usability tests with 6 diverse water-sporting enthusiasts. Aspects such as learnability, and efficiency were focussed on.

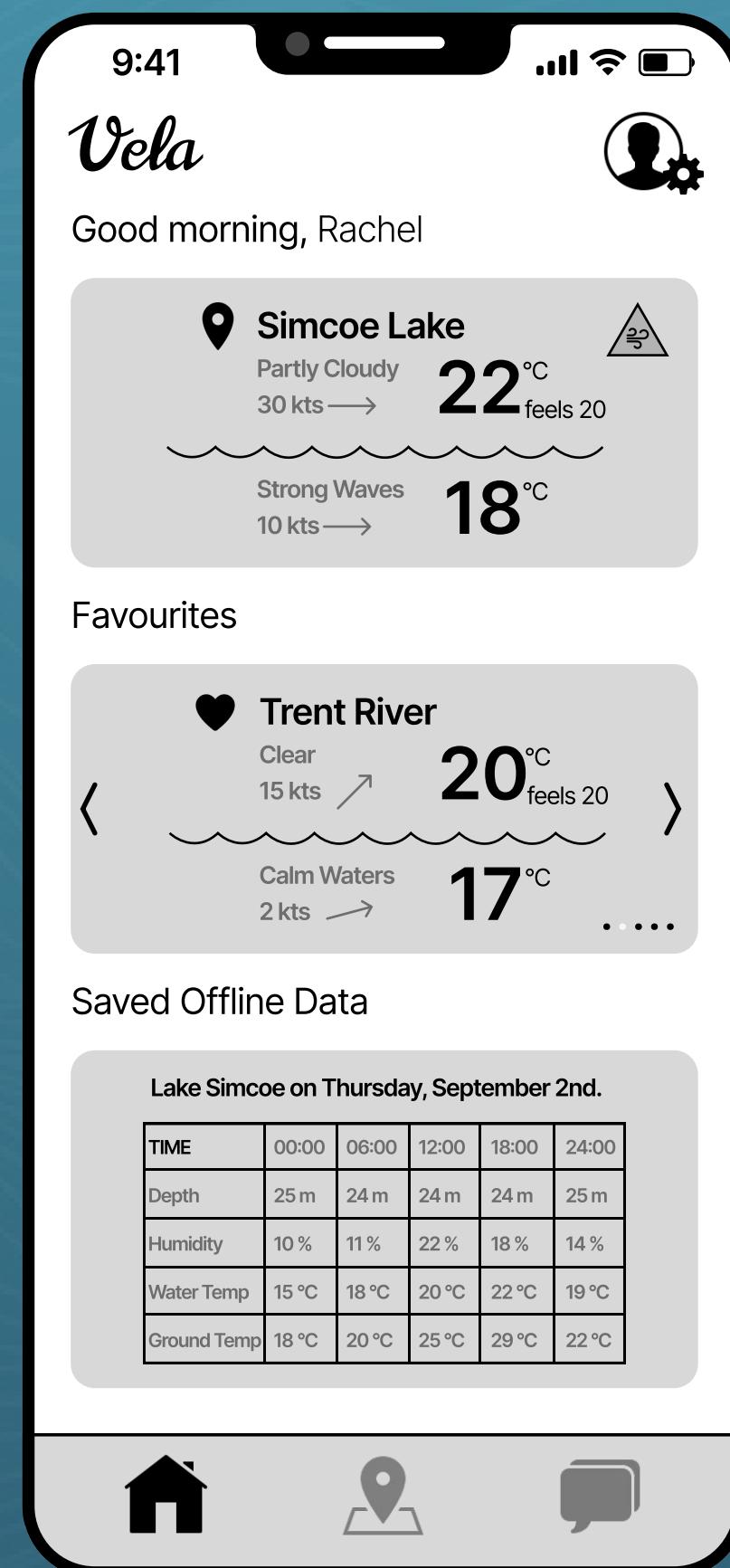
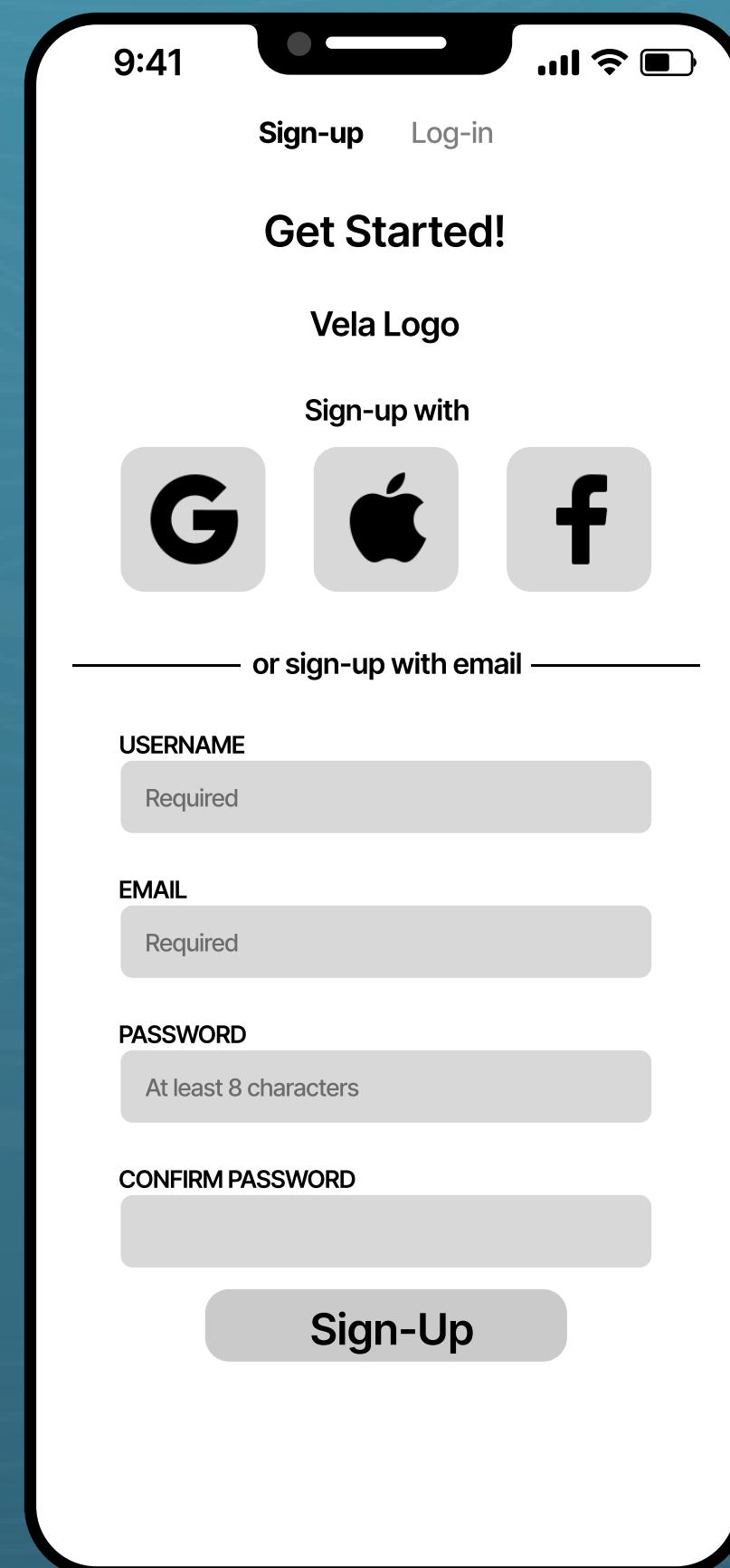
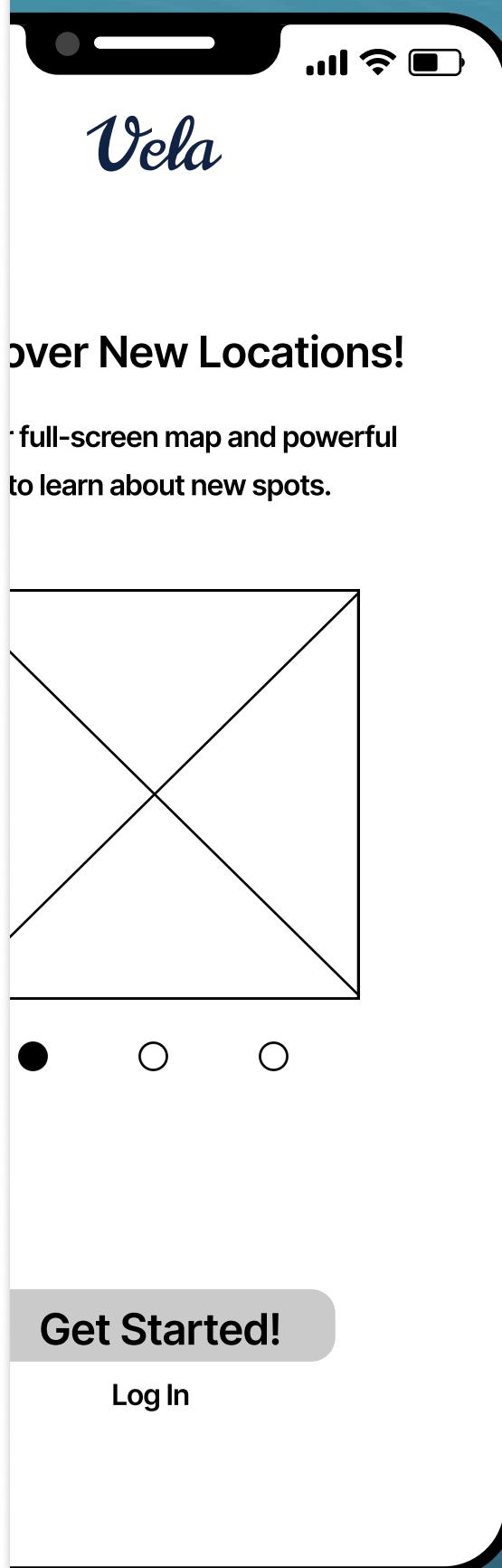
The findings revealed that most concerns and issues revolved around information-dense areas in the map.

Information

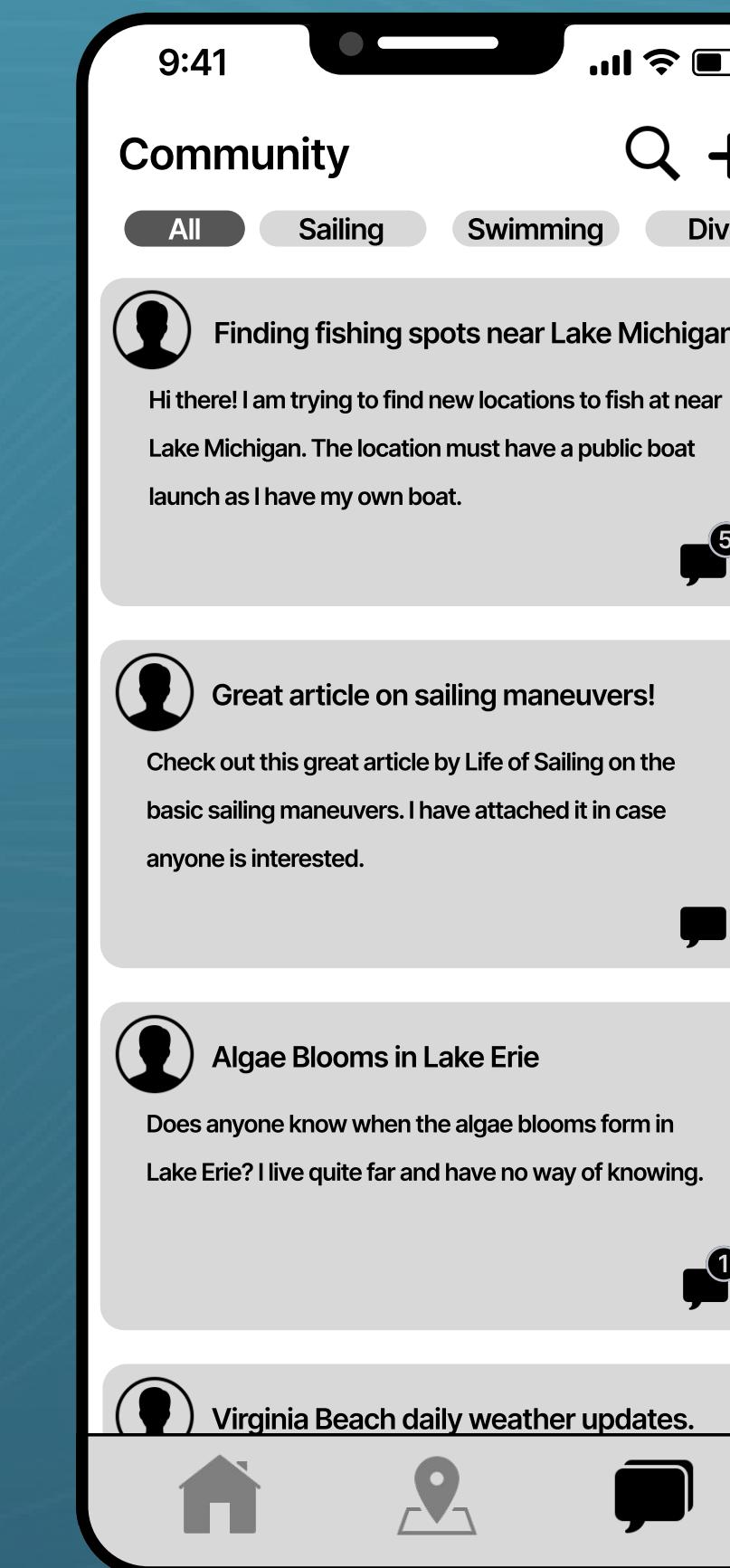
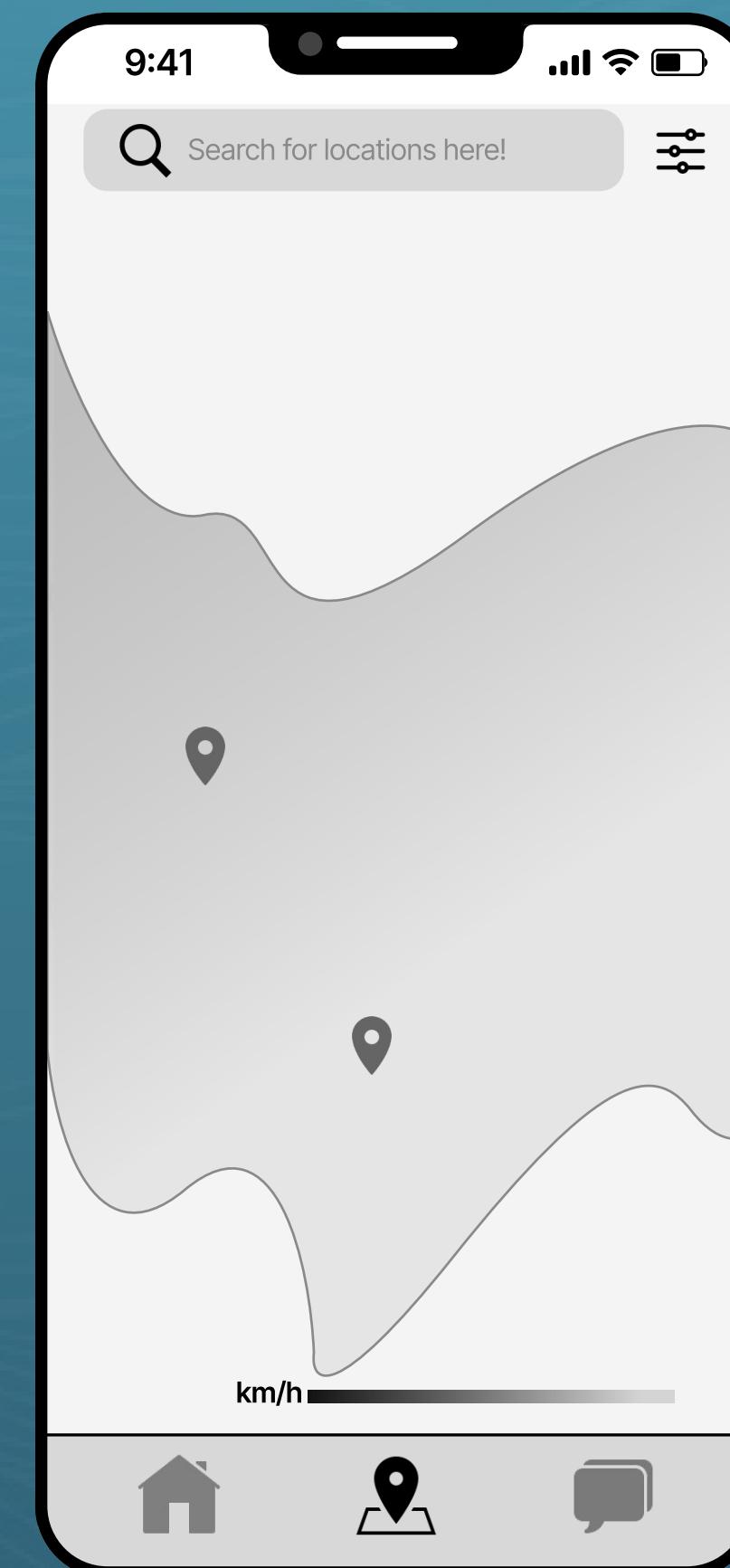
- Indicators and organization of weather parameters
- Clear hierarchy of replies in public chats
- Intuitive selection of time and date for weather display
- Understanding allocation of features in main pages
- Require more prompts to understand map's use

Wireframes

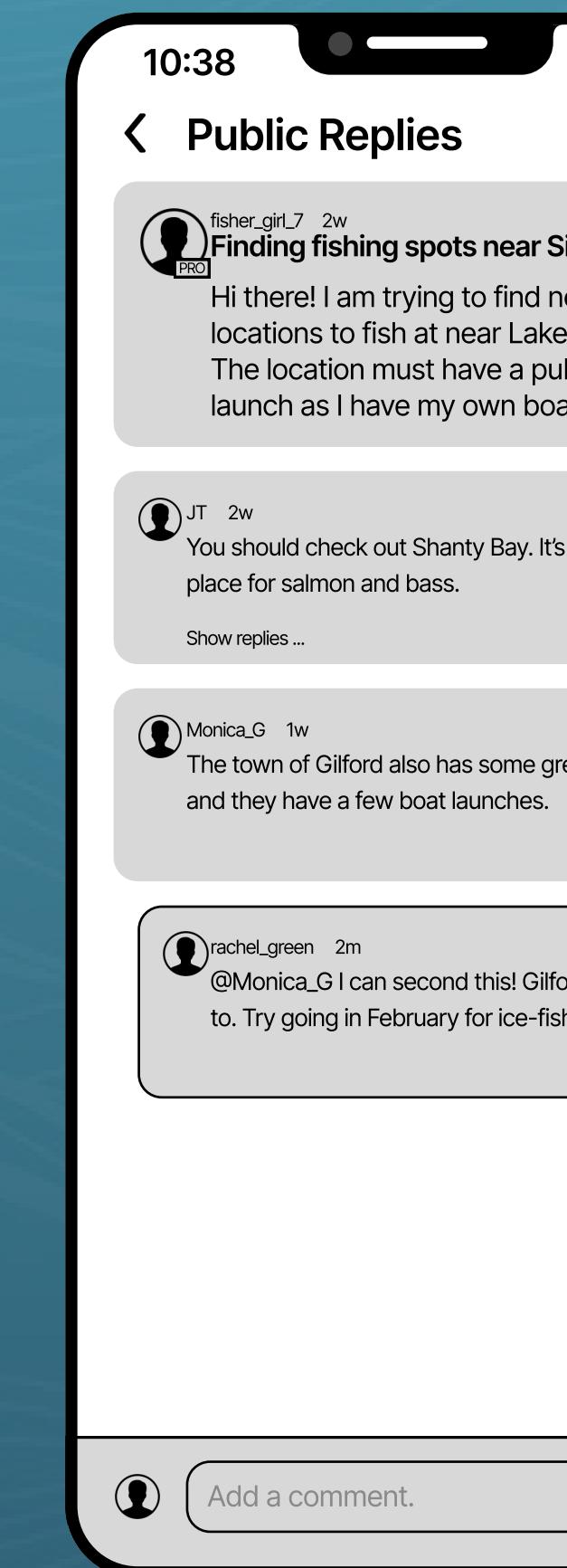
The initial low-fidelity wireframes were kept very simple, and usability tests were conducted.



TIME	00:00	06:00	12:00	18:00	24:00
Depth	25 m	24 m	24 m	24 m	25 m
Humidity	10 %	11 %	22 %	18 %	14 %
Water Temp	15 °C	18 °C	20 °C	22 °C	19 °C
Ground Temp	18 °C	20 °C	25 °C	29 °C	22 °C

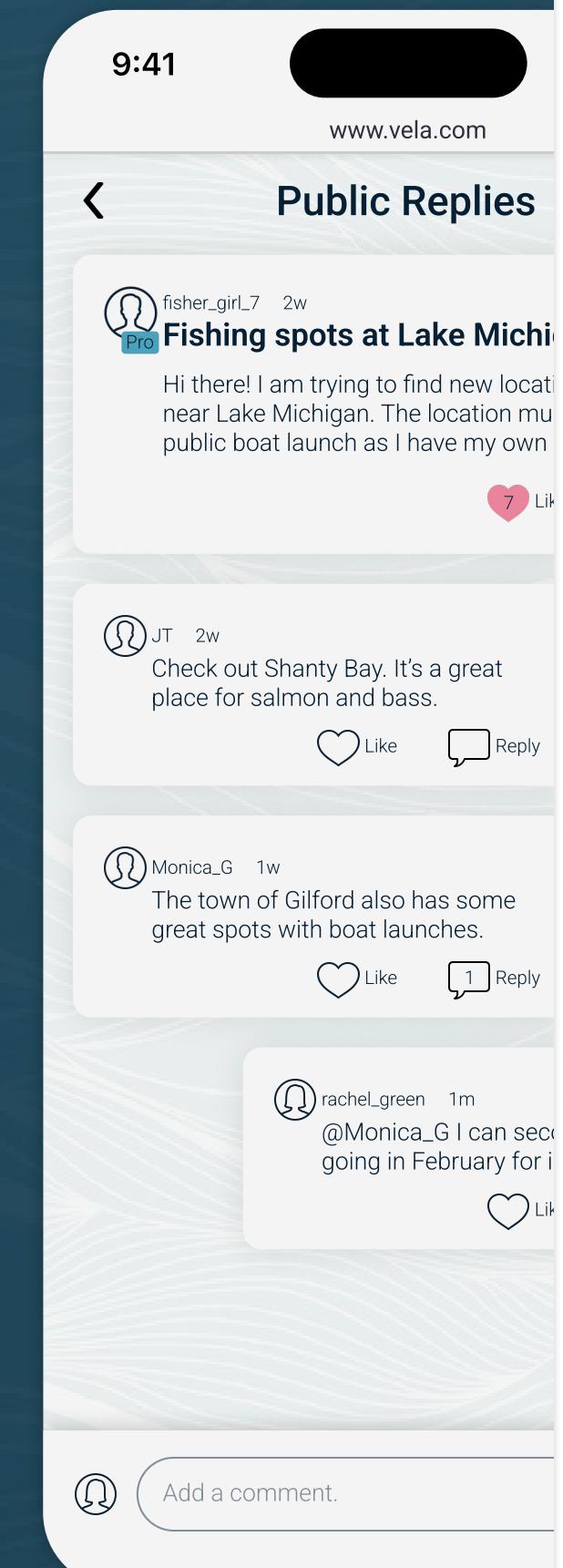
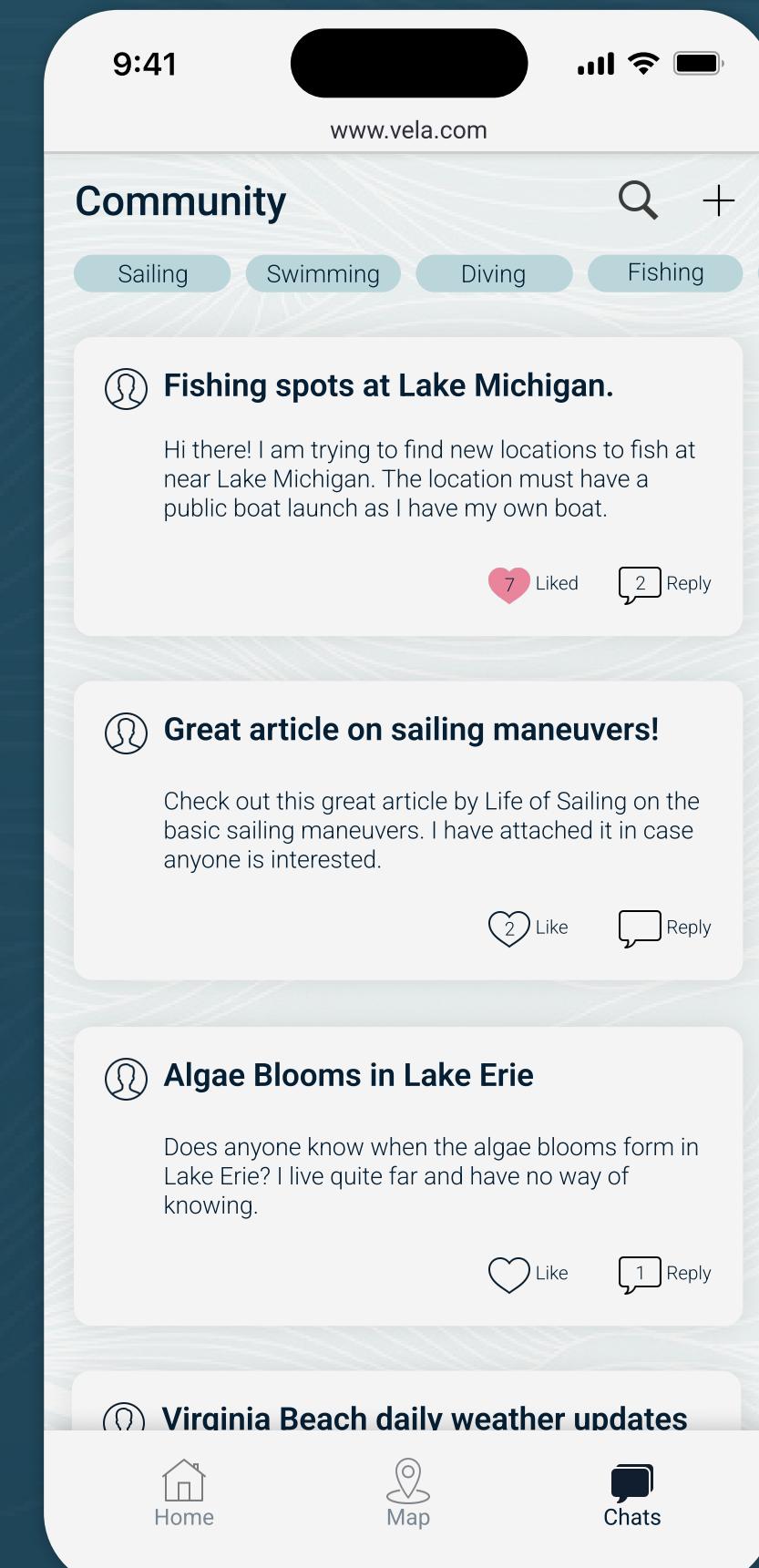
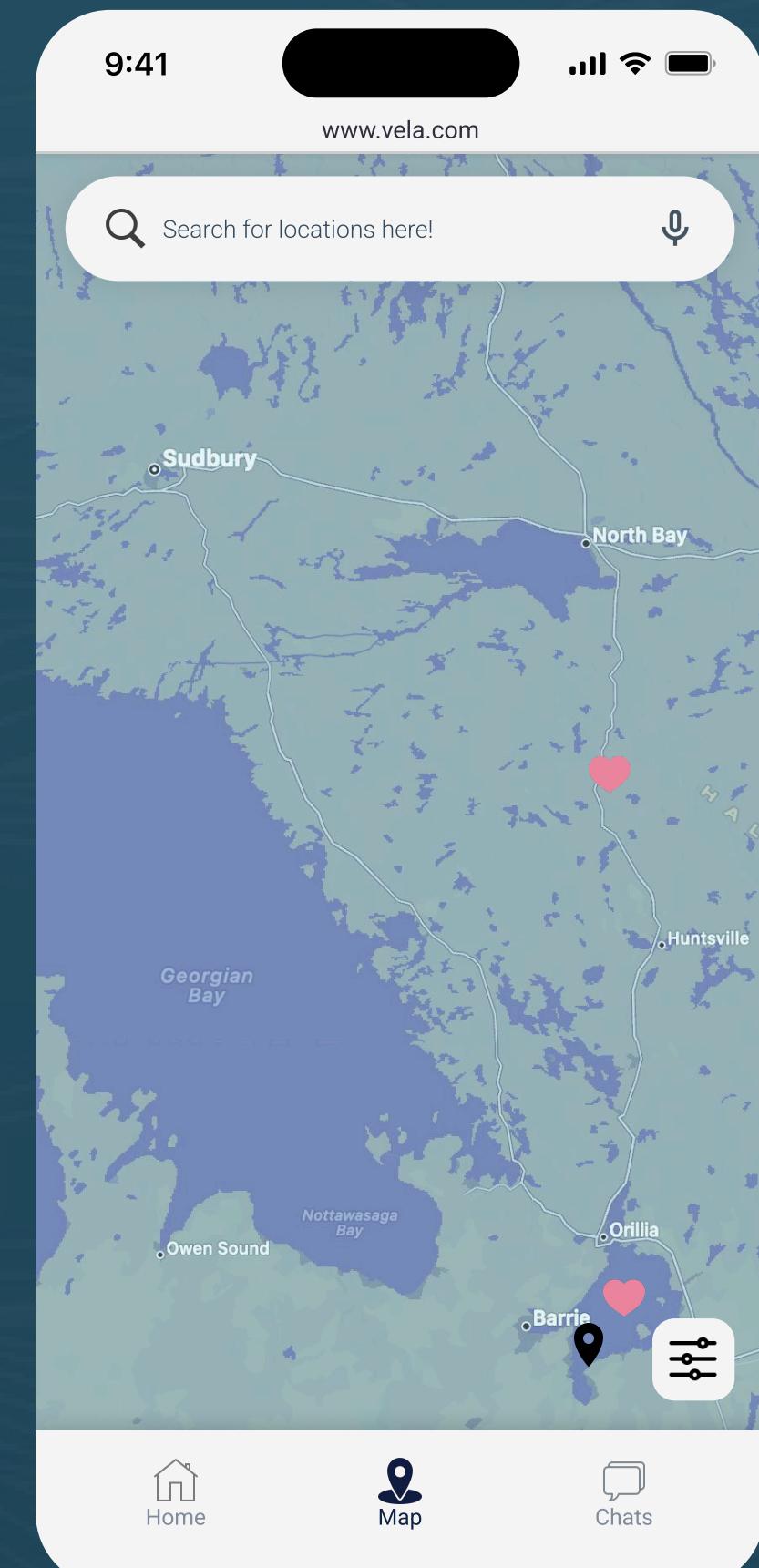
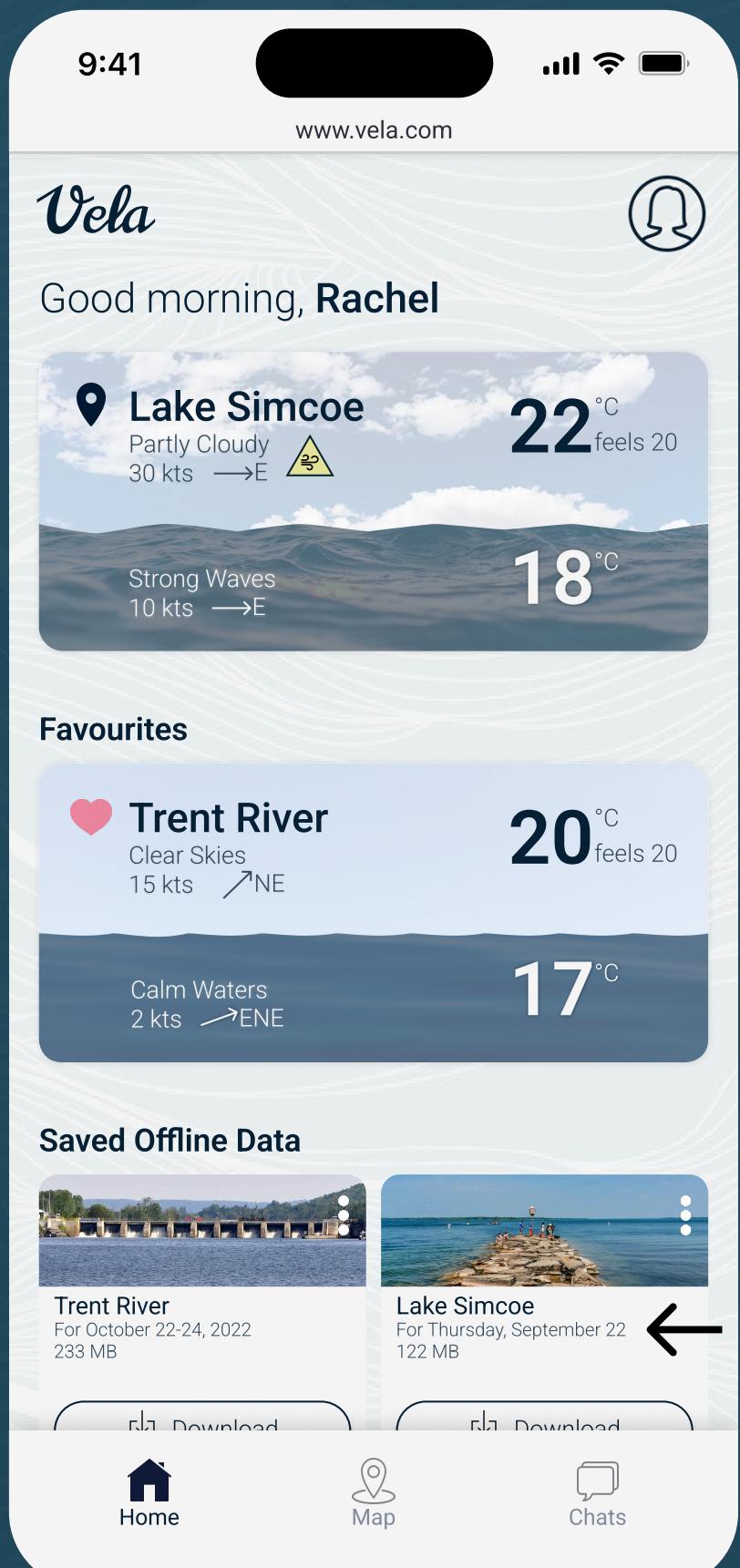
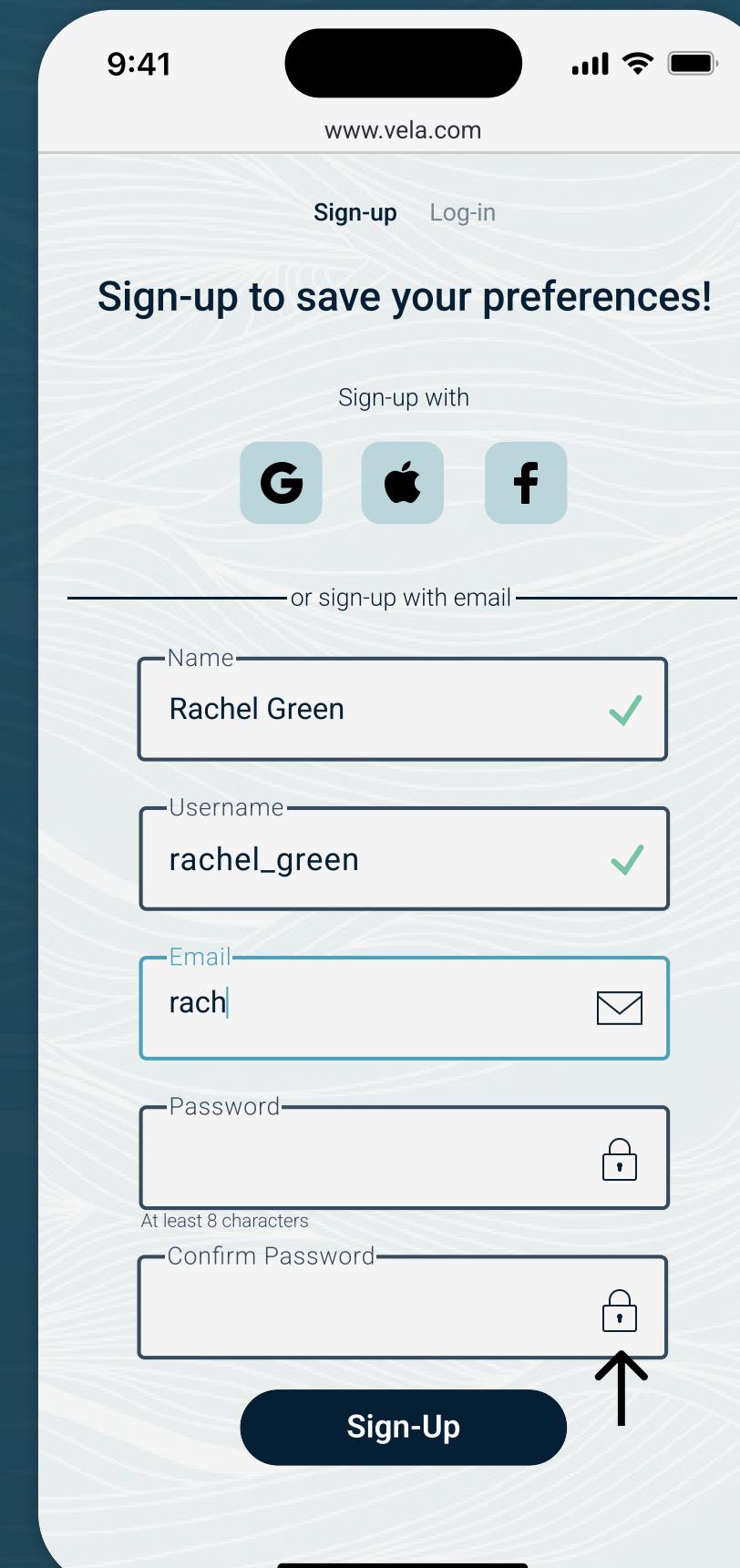
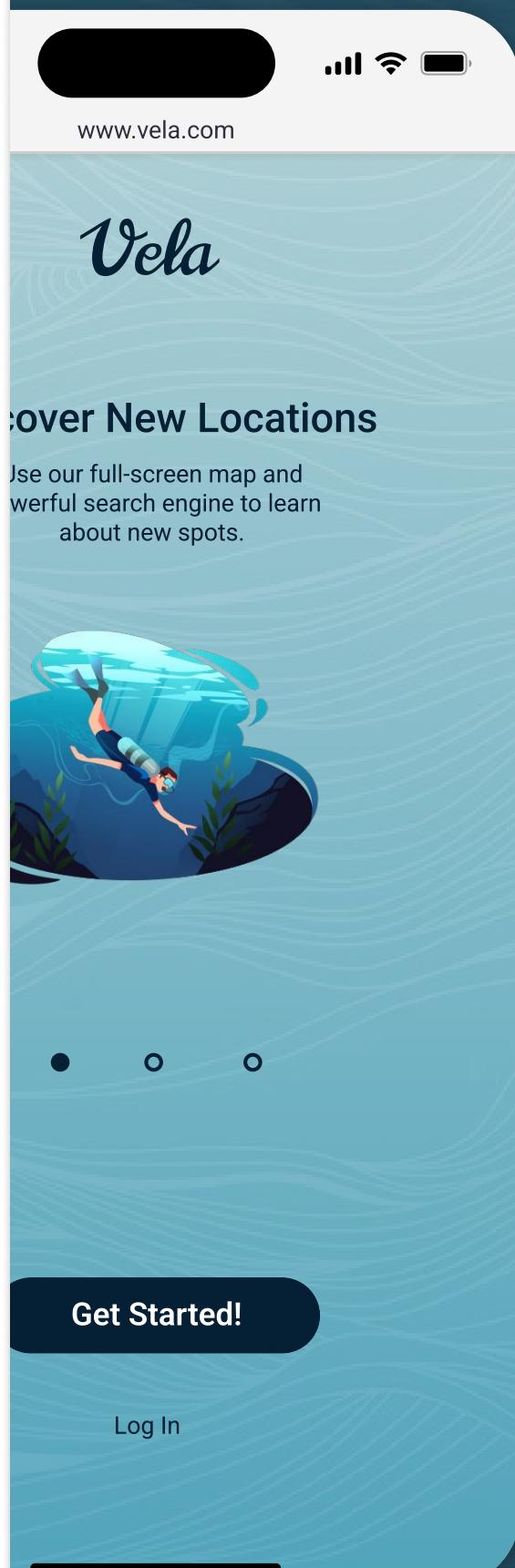


- fisher_girl_7 2w** Finding fishing spots near Si...
Hi there! I am trying to find ne...
locations to fish at near Lake...
The location must have a pub...
launch as I have my own boat.
- JT 2w** You should check out Shanty Bay. It's...
place for salmon and bass.
Show replies ...
- Monica_G 1w** The town of Gilford also has some gre...
and they have a few boat launches.
- rachel_green 2m** @Monica_G I can second this! Gilfo...
to. Try going in February for ice-fish...



Mockups

High-fidelity screens were designed after conducting several tests and feedback rounds.



Clickable Prototype

The mockup screens were put together in a final clickable prototype. This prototype will continue being tested and refined.



[The Figma-based clickable prototype can be viewed here.](#)

Thank you!