



Weather or Not

KATHARINE BANKS



Weather or Not

Prompt: On a recent Friday in Boulder I packed up my bag for work, got my son ready for school and went out the door. It was 50 degrees and sunny out, and I dressed appropriately. I was inside most of the day in meetings and didn't pay much attention to what was happening outside. When I left work to catch the bus on my way home it was raining, 30 degrees, and the temperature was dropping fast. I was freezing and soaked by the time I got home. Clearly I could have planned my day better.



COMPETITIVE SPACE



WEATHER APP COMPETITION

If one were to search in the App Store for weather apps, they would find that there are over 7,000 available!

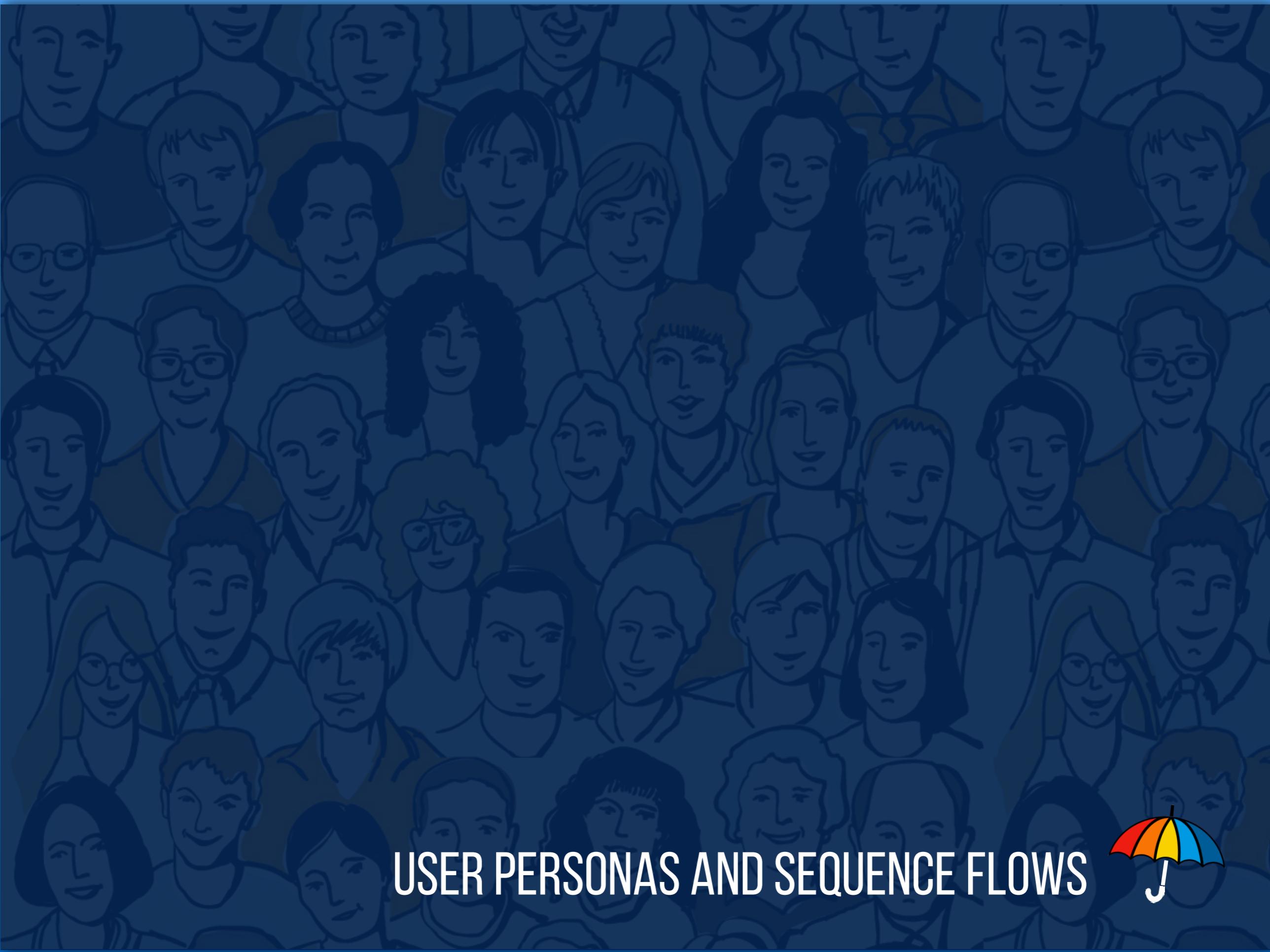
But when you narrow it down to apps that help you decide what to wear and what items to bring in case of a shift in weather, your choices are severely limited.

There is Cloth, a fashion app that now has a weather component - but you have to take a selfie in your outfits every day for the app to learn what to suggest for you.

Or there is Swackett, which focuses on dressing a “peep” avatar in clothing that the developers deem appropriate for the weather. But with its busy interface and inclusion of games, Swackett has just a bit *too much* for users who want a simple, clean app that can be used easily in the morning.

“WEATHER OR NOT” CLOSES THIS GAP IN THE MARKET. FIND OUT HOW...





USER PERSONAS AND SEQUENCE FLOWS



PERSONA 1



age 45

education bachelor's degree

level of technology comfort high

important tools smartphone with mobile apps, personal computer

Ian Cundiff

investment advisor

Ian is a busy, 45 year old father living in a close suburb of the city. He is well-established in his career as an investment advisor and often has to work late or come in early to deal with client needs. Being a father, Ian feels constantly rushed and pressed for time in the morning when he has to not only get himself, but his son ready to leave.

Currently, when Ian has time, he tries to go to weather.com in the morning and check the day's forecast. But between having to get his son going and himself into the city, he doesn't have time to go through the hourly forecast, determine what to bring and then still get to work on time. He is always on the go, so checking weather forecasts on his computer is sometimes a hassle.

Goals/Motivations

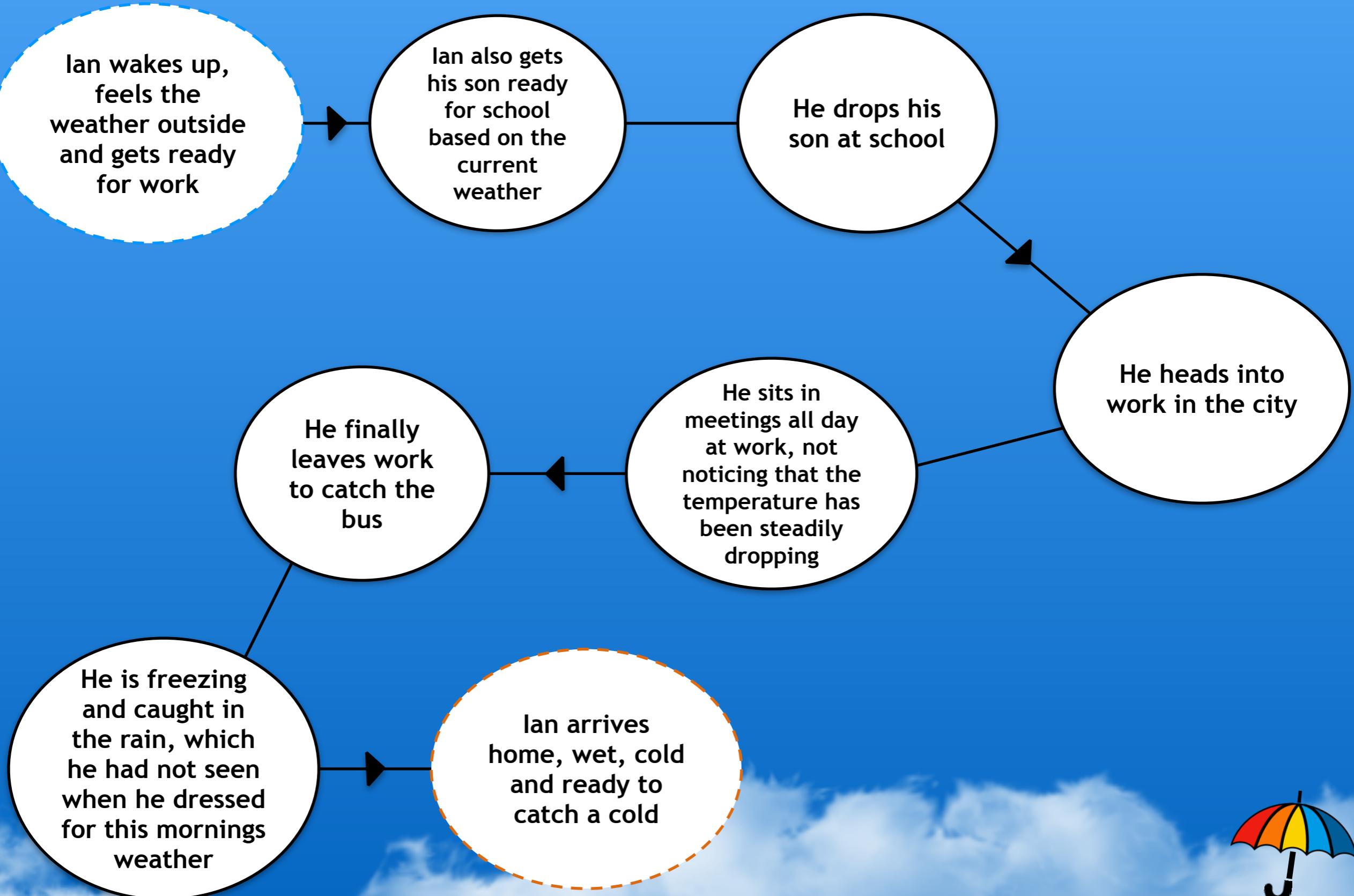
Have a way to quickly find out what he will need for the day in terms of apparel and accessories in case the weather changes from when he leaves in the morning.

Frustrations & Pain Points

Other apps out there don't tell you what you need to bring to plan for the weather. Or if they do, it is in the form of dressing cute characters, which is not what Ian needs in the morning (example: dress.app)



SEQUENCE FLOW



PERSONA 2

Christina Allen

account supervisor

Christina is a busy, 20-something year-old living in an urban city. She is pretty established in her career at an agency and often has a hectic schedule between work and her social life.

Since her job sometimes keeps her at work until 7pm, she doesn't always know what is appropriate to wear/bring to account for changes in the weather throughout the day. Her girlfriends often want to get drinks after work, but on more than one occasion Christina has gone to work in bright sunshine, planned to go out afterwards, and then been stuck in a thunderstorm.

age 28

She is a product of the digital age, so weather apps are nothing new to her, she just hasn't found one simple enough to tell her what she needs, quickly and beautifully.

education bachelor's degree

level of technology comfort very high

important tools

smartphone with mobile apps, laptop, iPad, credit card, friends

Goals/Motivations

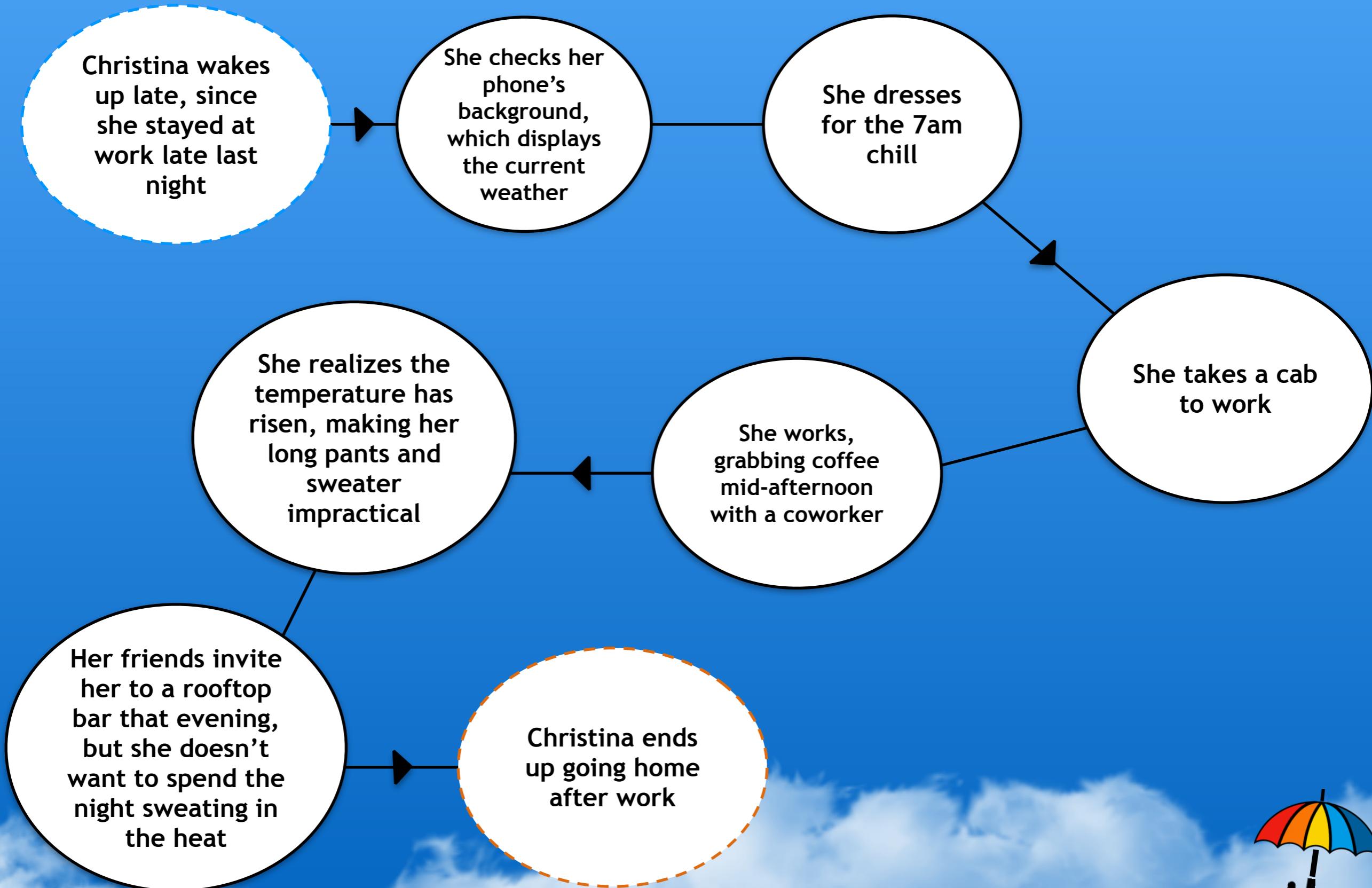
Christina wants a quick way to determine what she might need to bring to work if she plans to go out afterwards. She also likes to spend weekend days outside of her apartment, so she needs to know if stowing an umbrella or sunglasses is necessary before leaving.

Frustrations & Pain Points

Sometimes weather apps are inaccurate by at least 5 degrees. This wreaks havoc on her life when she is either over or under dressed due to a false forecast



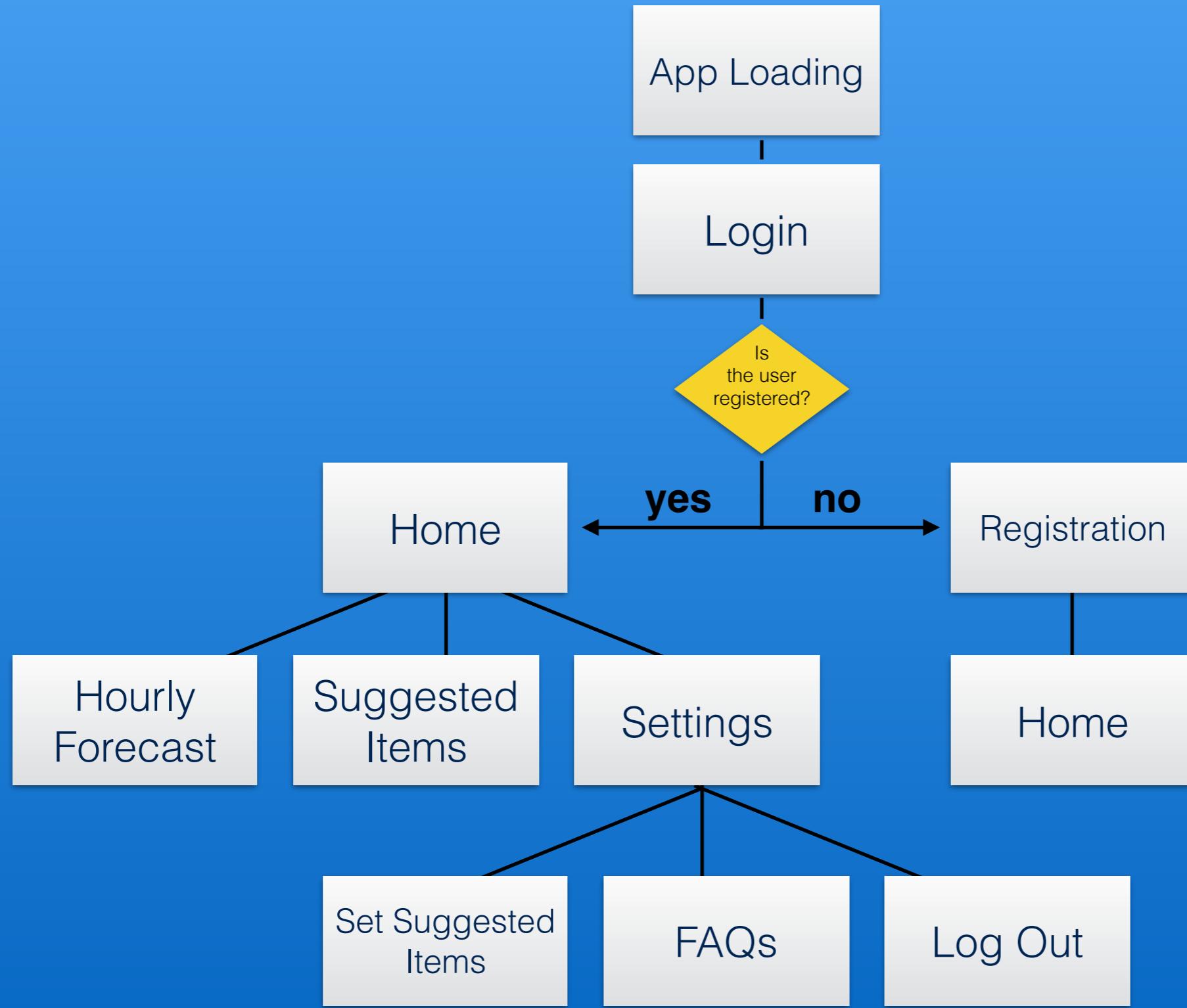
SEQUENCE FLOW



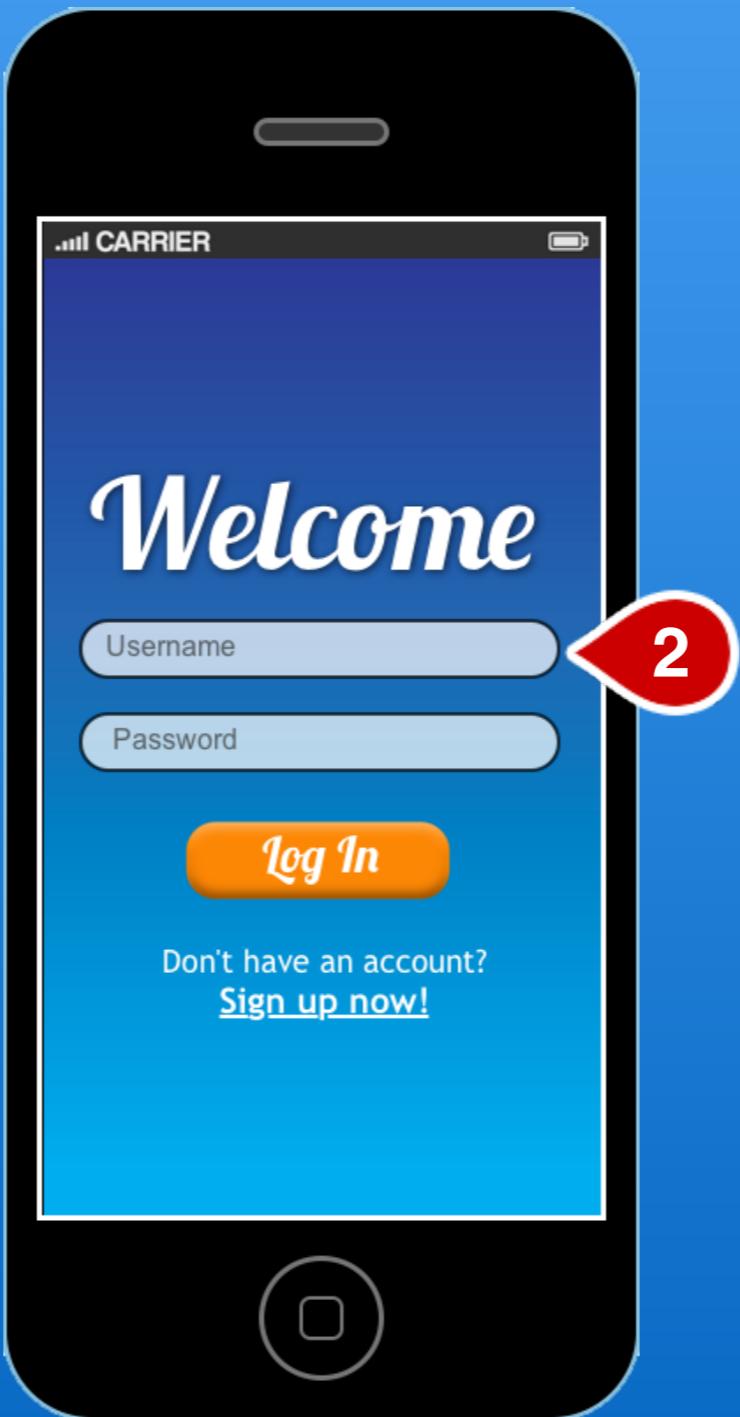
SITEMAP AND WIREFRAMES



WEATHER OR NOT APP SITEMAP



WEATHER OR NOT WIREFRAMES - LOADING AND LOGIN



1 APP LOADING

This is the initial screen a user sees once clicking on the Weather or Not application

2 SIGN IN

Users are prompted to either sign in or create an account. Accounts are needed for the app due to the customizable nature

Note: Users do not need to sign in each time they launch the app, only if they log out each time they close the app



WEATHER OR NOT WIREFRAMES - HOME SCREEN



1

Lightbox

The first time the app launches each day, a lightbox appears with suggested items. Items are chosen based on weather parameters that users set

2

MENU

A navigation menu is located at the bottom of each screen that can take a user to the hourly forecast, back to the home screen, or to the suggested clothing

3

LOCATION

The user's location is displayed at the top of the home screen (user will need to enable location services for app)

4

BACKGROUND

App background gradient color is determined by the changes in temperature during the day. Color scale used for determining gradient can be found on the FAQ wireframe

5

CURRENT WEATHER

Icons correspond to the current weather. Iconography will be available for: rain, sun, party cloudy, snow, thunderstorm, etc.

WEATHER OR NOT WIREFRAMES - MENU AND FAQS



1 MENU

Dropdown menu of app settings appears when tapped. Is available on all screens within the app

2 HOME BUTTON

Home umbrella icon appears in the top right corner of all setting screens. This will act as a button that will take users to the home screen when tapped

3 FREQUENTLY ASKED QUESTIONS

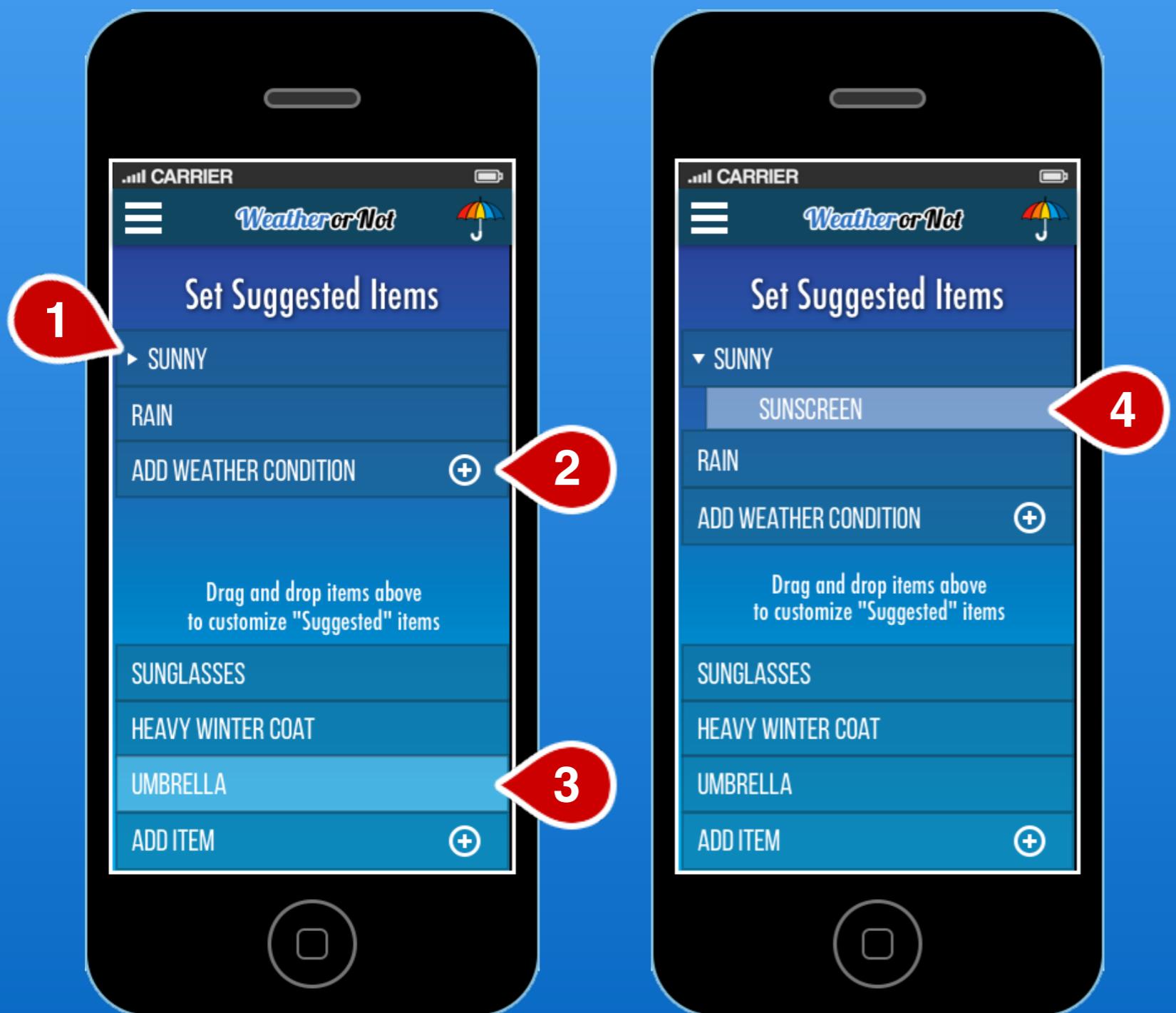
FAQ page can be found within the settings menu. It answers questions concerning how the app functions

4 SCROLLBAR

A scrollbar will appear on pages that contain more information than what fits onto a single screen



WEATHER OR NOT WIREFRAMES - SET SUGGESTED ITEMS



COLLAPSED WEATHER CONDITIONS

App comes preloaded with “Sunny” and “Rain”

ADD CONDITION/ADD ITEM

When tapping either option with the +, users will be taken to a screen where they will be prompted to set information for either a custom weather condition or item

SELECTED ITEM

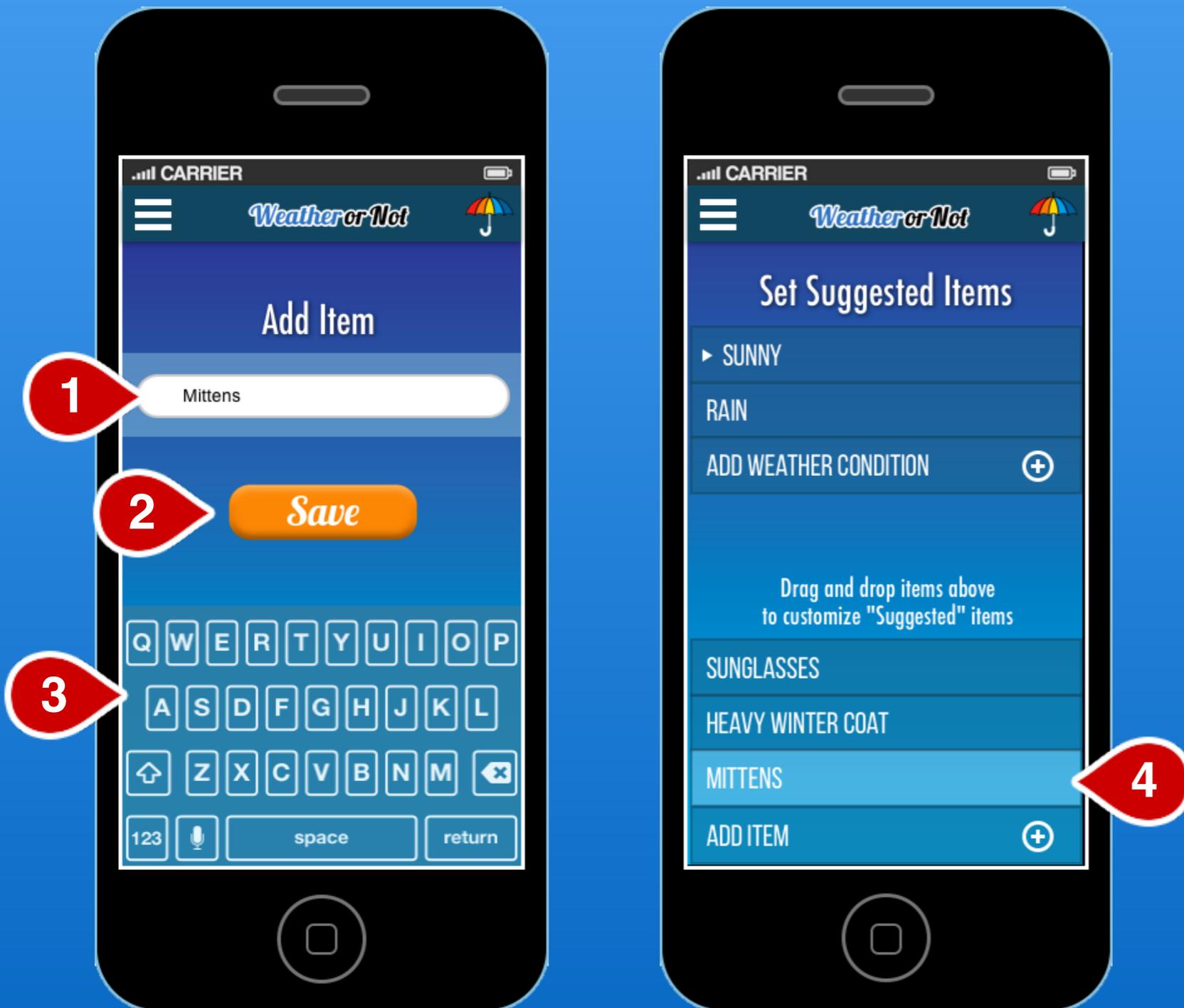
When moving an item into a weather condition, tap the item and drag to the condition. The item will highlight in light blue and move with a user’s finger movement. Once it is hovered over a condition, the condition’s text will become bold

EXPANDED WEATHER CONDITIONS

When a user taps on a weather condition to see what items have been included as suggestions, the arrow moves to pointing down and the suggested items are displayed under the weather condition



WEATHER OR NOT WIREFRAMES - ADD ITEM



1 NAME NEW ITEM

Users are taken to this screen when they select “Add Item” from the Suggested Items page. Here they are able to name an item whatever they choose

2 SAVE ITEM

After naming their items, users can then press “Save”

3 KEYBOARD

Keyboard automatically displays on screen when user is brought to Add Item

4 SAVED ITEM

When a user saves their item, they are taken back to the Suggested Items page and their new item displays highlighted in lighter blue for 5 seconds. The lighter blue then fades to match the background color of the other items.



WEATHER OR NOT WIREFRAMES - ADD WEATHER CONDITION



NAME WEATHER CONDITIONS

User is brought to this screen when they click “Add Weather Condition” from Suggested Items screen. They are able to choose a custom name for their weather

KEYBOARD

Keyboard is only displayed once a user taps in the text input box. Keyboard disappears if a user taps “Return” or anywhere outside of the text input box or keyboard

TEMPERATURE RANGE

Users are able to choose °C or °F as well as the temperature range for their given weather condition. As some users have different definitions for “cold,” this feature lets them define it for themselves

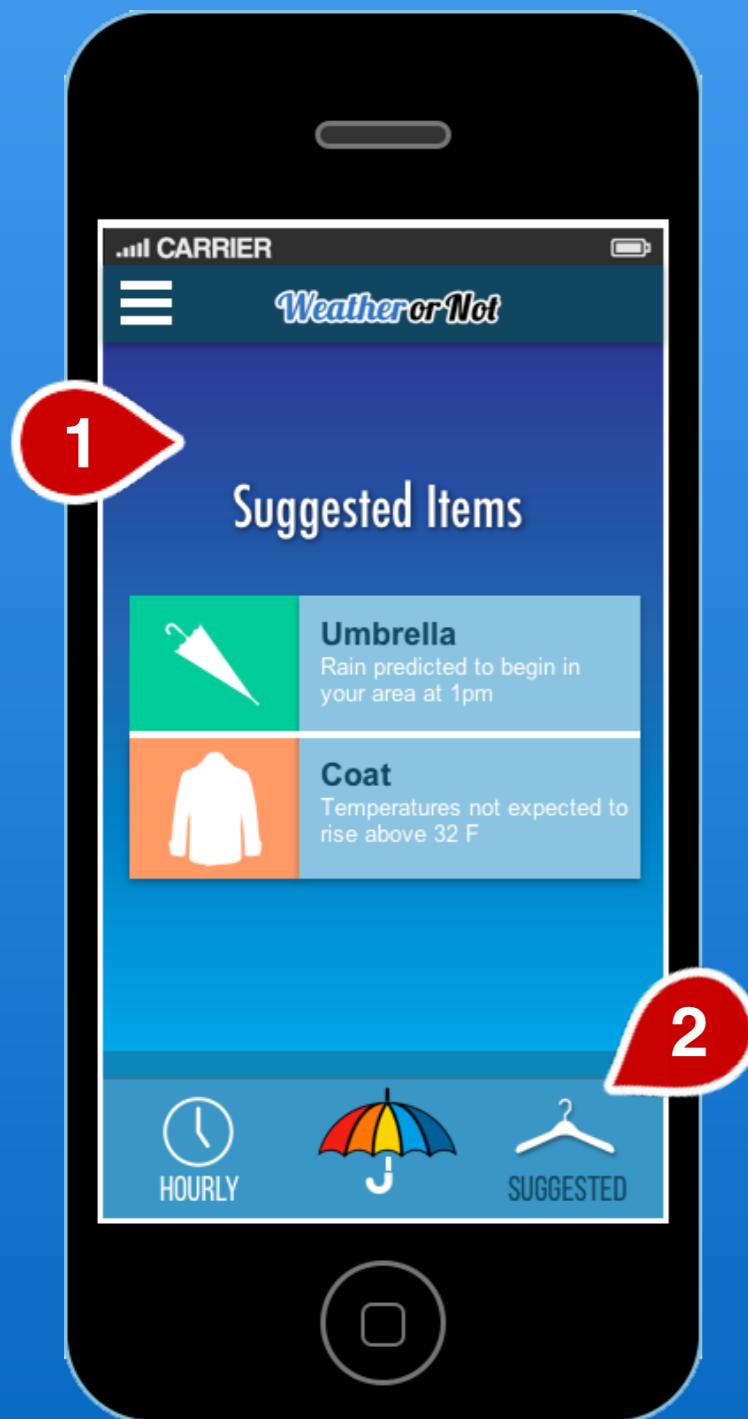
SAVE

Users can then save their weather condition. Like with adding an item, when a user taps “Save” they are taken back to the Suggested Items page and their new condition displays highlighted in lighter blue for 5 seconds



WEATHER OR NOT WIREFRAMES -

SUGGESTED ITEMS AND HOURLY FORECAST



SUGGESTED ITEMS PAGE

User is brought to this screen when they tap the hanger on the bottom menu. This displays the same suggested items as the lightbox in the home page, but is there for a user in case they want to revisit what was originally suggested

SELECTED PAGE

Menu icon displays shadow and text changes from white to light blue to indicate which menu page a user is on

HOURLY FORECAST

Displays when users tap the clock in the bottom menu. This page displays the hourly forecast and also puts actual temperatures to align with the gradient background and icons. This screen is scrollable, as well



HOW DESIGN FEATURES ADDRESS UNMET USER NEEDS

1

Ian and Christina need a way to know what items they should bring to work to be prepared for weather changes

Weather Or Not expedites the planning process from beginning to end – at first glance in the morning, the app tells you what items to bring for the day, while more detailed information (such as hourly weather changes) is available if you have more time and would like more details

2

Ian needs a way to know what is most appropriate to pack based on his individual internal temperature - he runs hotter than most people

Users have complete control over their suggested items based on weather parameters that they set. If 32° isn't cold to Ian, he can set the app to suggest a sweater, instead of a coat





NEXT STEPS FOR WEATHER OR NOT



NEXT STEPS FOR WEATHER OR NOT

- 1 Conduct user testing
- 2 Allow for integration with user's social networks to expedite sign-in
- 3 Include and test screen with weather radar map for additional hourly forecast information

