

THE ASSIGNMENT

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. How could I have avoided this?



COMPETITIVE SPACE

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 fills the gap in this market

USER PERSONA 1



Ian Cundiff

investment advisor

age

45

education

bachelor's degree

level of
technology comfort

high

important tools

smartphone with
mobile apps, personal
computer

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](https://www.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.

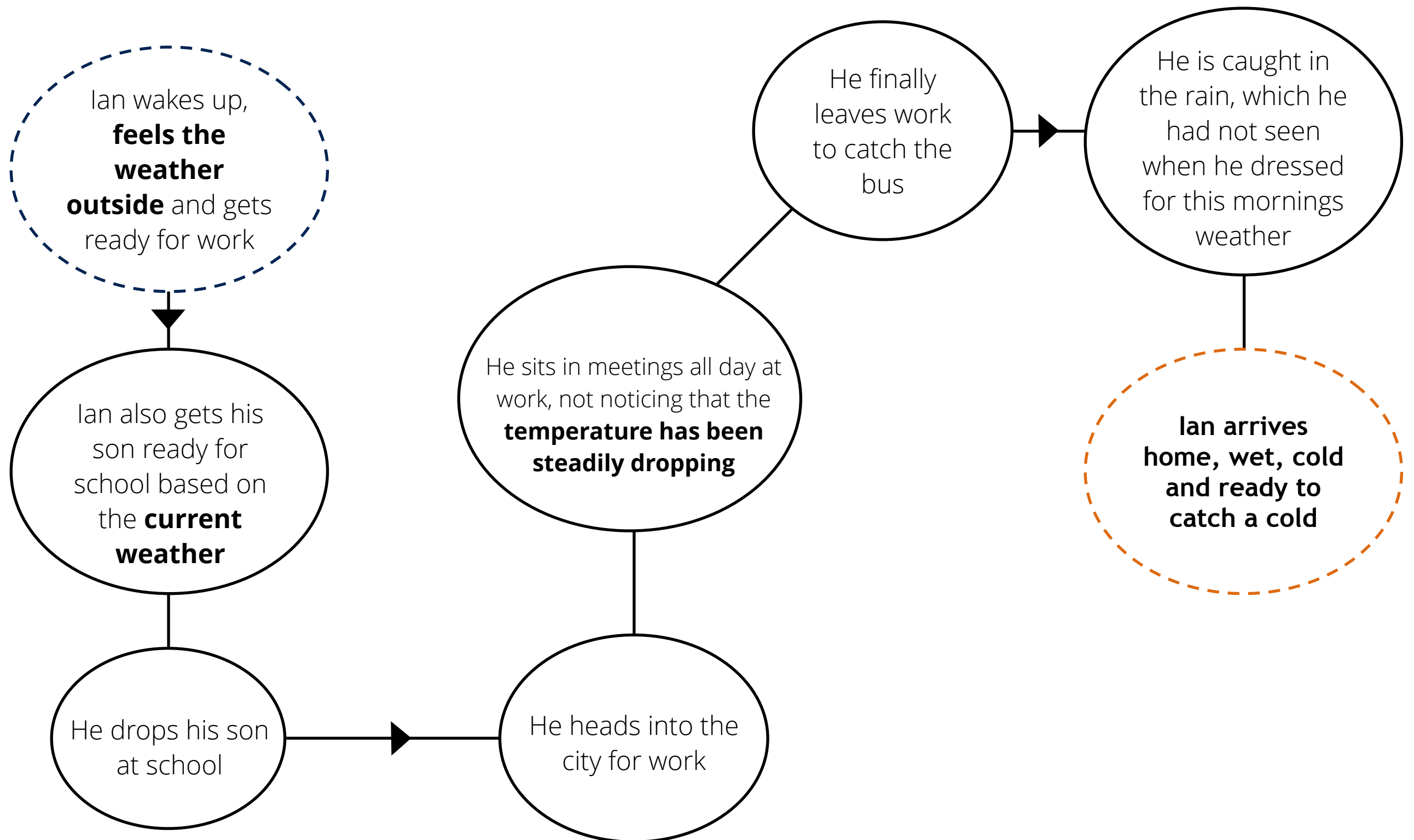
Goals/Motivations

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 1



USER PERSONA 2

Christina Allen

account supervisor



age

28

education

bachelor's degree

level of
technology comfort

very high

important tools

smartphone with
mobile apps, laptop,
iPad, credit card

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.

Since her job sometimes keeps her at work late, 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.

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.

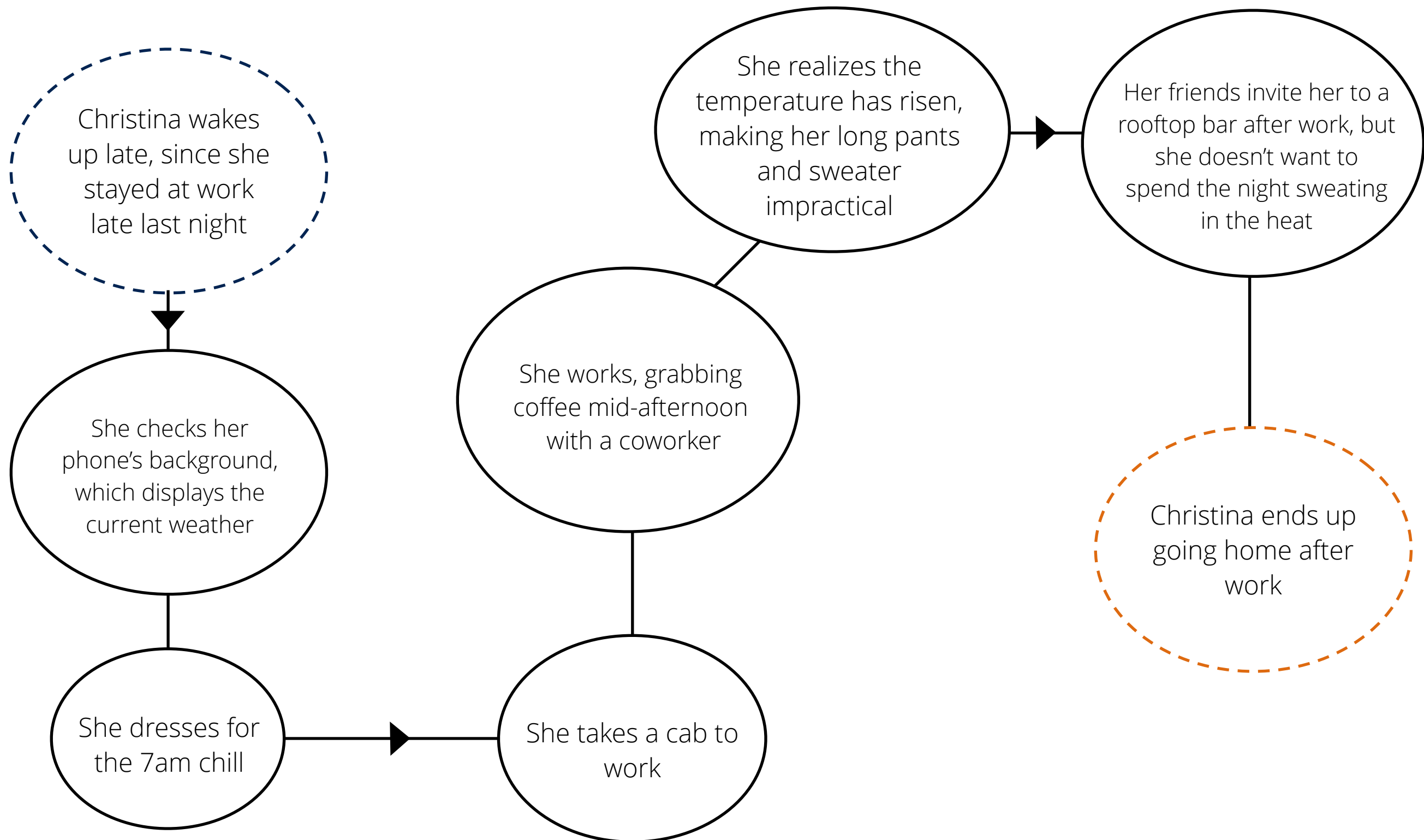
Goals/Motivations

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

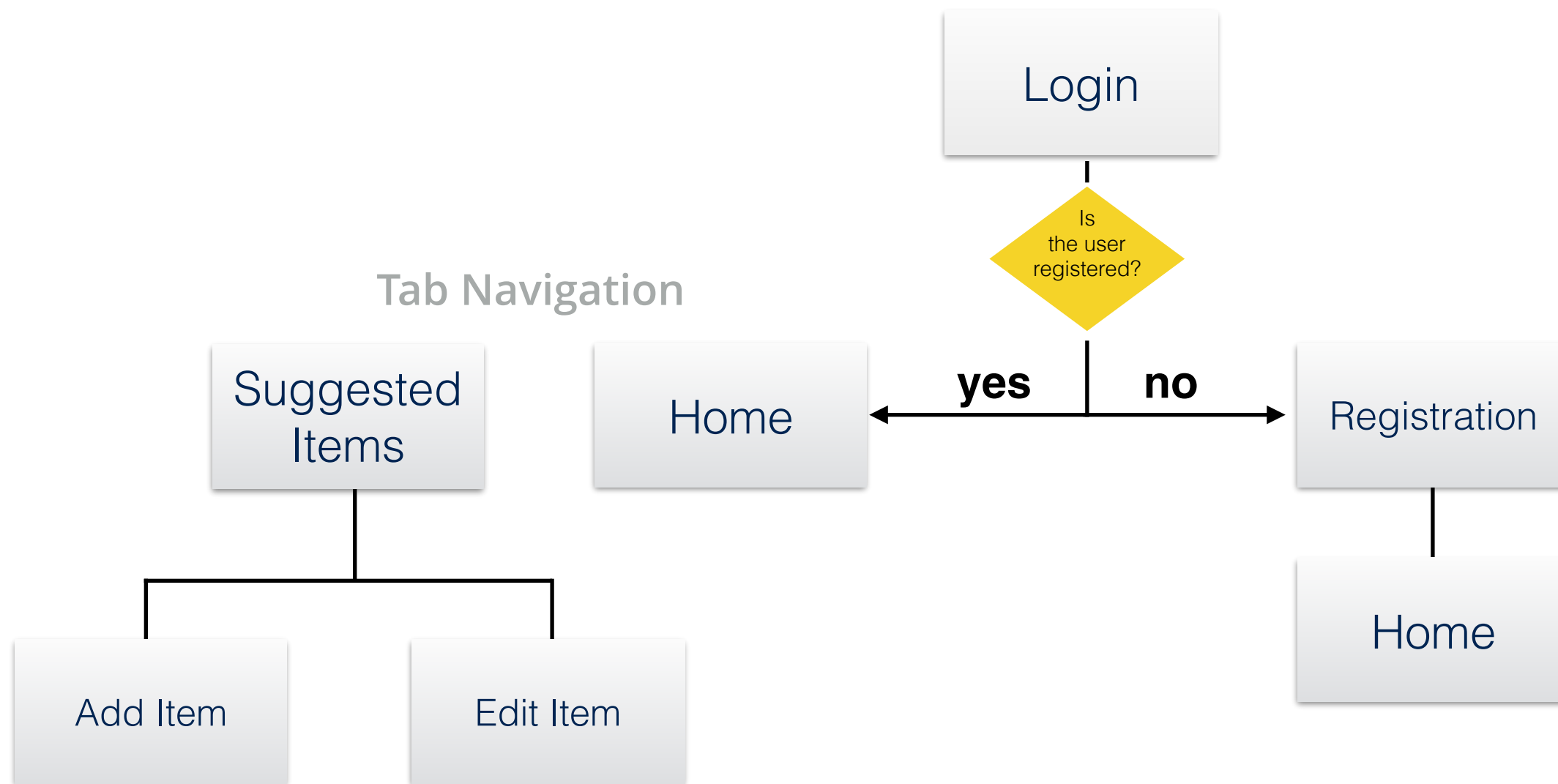
Sometimes weather apps are inaccurate by at least 5 degrees. This wreaks havoc on her life when she is either over or under dressed due to a false forecast

SEQUENCE FLOW 2



APP SITEMAP

Tab Navigation



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

- 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