Seabreeze

Seabreeze is Australia's most reliable coastal weather forecasts, live weather reports and most popular water sports classifieds and community. Seabreeze presents the wind, wave, tide, weather stations information using unique and innovative graphs that make knowing when to go a mere glance at the screen

Key Objectives

To present the wind, wave, and weather information in an innovative graphical way to the Australian water sports aficionados. Seabreeze focuses on showing the wind, wave, and weather information for the following water sports namely Kitesurfing, Windsurfing, and Stand up Paddle, Surfing, Boating, Sailing, and Fishing.

Overall Strategy

Seabreeze has its water sports goods store to buy and sell kites, surfboards, sailboats, water cars, kayaks a forum to discuss water sports and guidelines for the water sports aficionados, and conducts annual water sports competitions to attract more customers

Marketing Profile

Seabreeze sells watersports kits, and that could attract customers to follow Seabreeze to plan the water sports schedule. Seabreeze mobile application is available in both play store and app store. Seabreeze provides latest watersport news, forecast information based on the location, personalized customer dashboard, water sports discussion forum, and have very minimal ads on their web application

SWOT Analysis

Strengths

- Wealth of information (weather, water sports news, water sports kit)
- A one-stop place for water sports aficionados, where they can find comprehensive wind, wave, weather data, and water sports equipment

Weaknesses

- Overall user experience could be improved by addressing visual design, call-to-actions, and navigation menu
- The alerts subscription price could be revised, so that the existing customers will continue to use and new customers could subscribe and benefitted
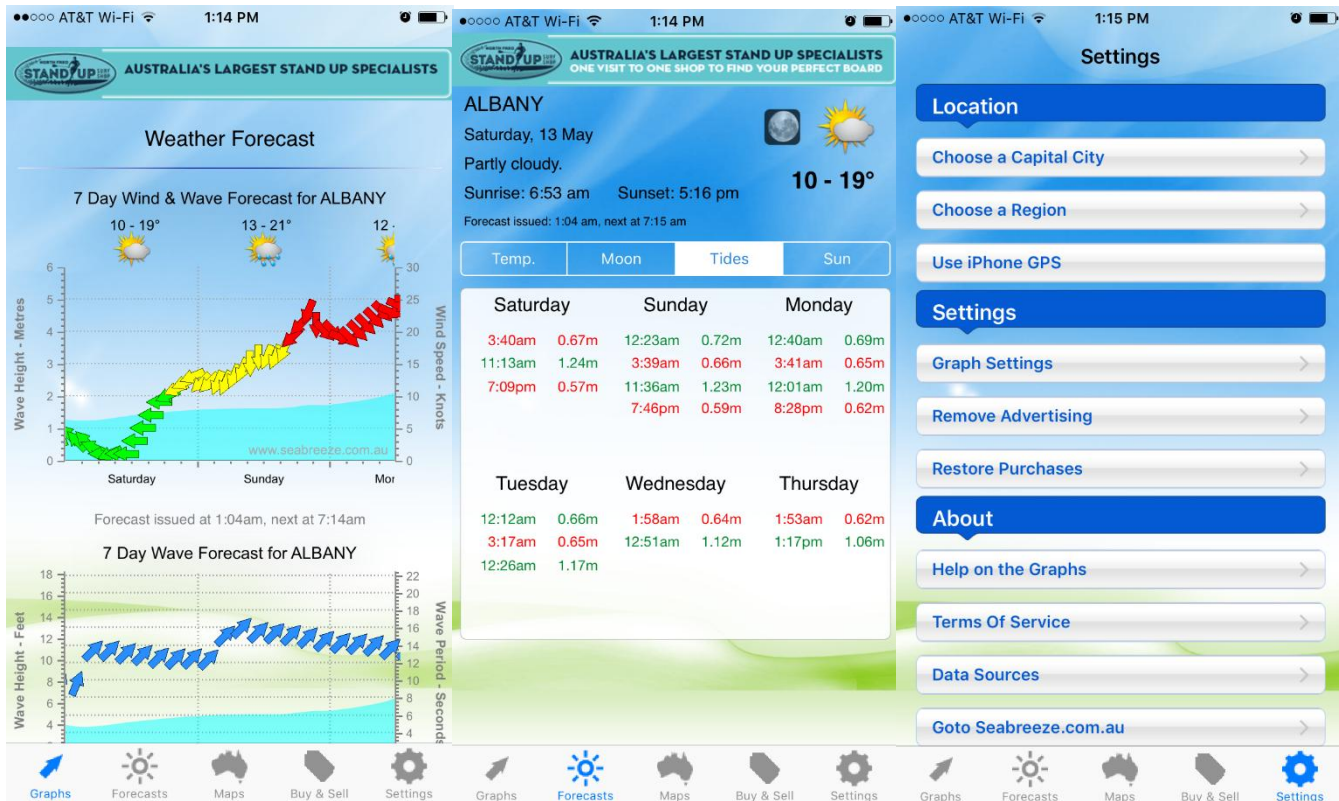
Opportunities

- Social presence could extend to platforms i.e. Twitter, Tumblr, Instagram, and YouTube
- The application is focused only on Australian sub-continent

Threats

- Water sports aficionados use safe water sports, Yahoo weather, watersports applications to plan for water sports
- The water sports applications present the wind, weather, wave with intuitive data visualization

Seabreeze App Screens

UX Analysis

Usability

The overall usability of the application meets the ultimate objective of the users, finding the weather forecast, tide, and the wind information with ease. However, the absence of distinct background styling creates distraction when navigating between screens, and the buy and sell section lack filtering to separate both

Layout

The first screen appears to be the graph of the weather forecast, and the bottom navigation bar has graphs, forecast, maps, buy and sell, and settings features that are helpful to find the information. However, the graph for wave and the wind and wave seem confusing, and the scrolling makes the user interface elements float with a sticky background.

Navigation

The information architecture of the application is concise and clean. The bottom navigation is used effectively with most important features of the app i.e. forecast, maps, settings, graphs. This approach offers users better experience of finding information through simple navigation

Compatibility

Seabreeze application supports iPhone, iPad, and Android devices. Seabreeze also has a web application

Call-to-Actions

The users can access the weather, the wind, and wave without any account registration/creation obstacles but if the users like to buy/sell any water sports kits then they must go through the signup process

My Tide Times

My Tide Times is an application widely used by the water sports aficionados to check the wind and wave information to surf and fish. My Tide times provides tide times by zooming into the map and 7-day forecasts. The important feature is the application allows the user to store the weather information and use it offline

Key Objectives

To present the tide and wind information based on the locations in an easily accessible way to surfers, skiers, divers, and fishing. My Tide Times focuses on offering tide and wind information with minimal effort from the users (Users need to zoom into the map to see the tide locations and touch to see the information)

Overall Strategy

My Tide Times is one of the applications under J Ruston apps developed by an independent application developer. The J Ruston apps focus on offering forecast information, earthquake alerts, hurricane and lightning tracking information to water sports aficionados and general users (check weather information on regular basis)

Market Advantage

My Tide Times app is available in both play store and app store. My Tide Times has it is social presence on Facebook, Twitter, and Google Plus and has no advertisements which help users to focus on their goal of accessing tide and the wind information

SWOT Analysis

Strengths

- Weather information is precise and can be shared with friends through messaging, social networking, email, etc.
- The wind and tide information is readily available with zooming in and a touch/tap

Weaknesses

- The arrows to navigate through the tide information across the week could be designed better
- The pro version of the app costs $1.99 and offers fewer additional features compared to free version
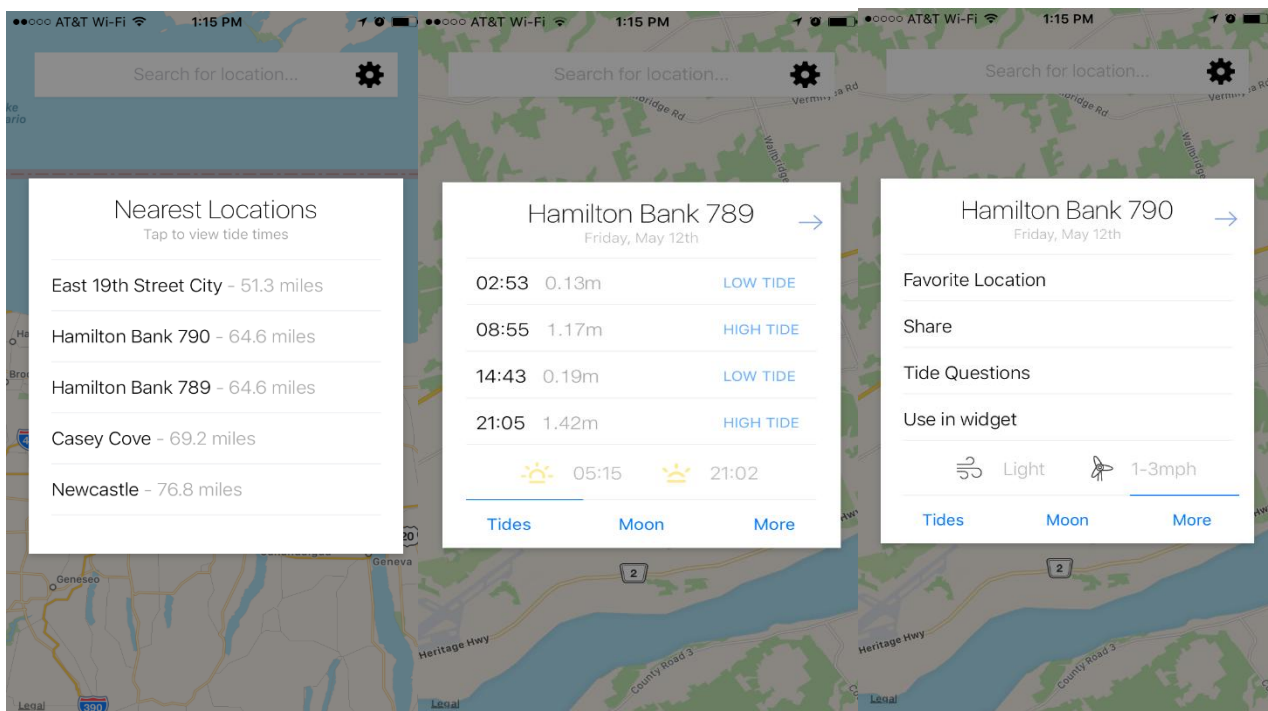
Opportunities

- The application presence could be extended to different social networking platforms and conduct online events, create forum to discuss water sports that could attack increase user base
- The application is focused only on providing the wind and wave information. It could provide user dashboard to save favorite locations, set alerts, maintain account information

Threats

- Water sports aficionados use safe water sports, Yahoo weather, watersports applications to plan for water sports and these apps offer users to manage their account information
- Water sports applications provide the wind, weather, forecast, tide information through intuitive graphs and tabulated data

My Tide Times App Screens

UX Analysis

Usability

My Tide Times focused on the tide and the wind information based on the locations. The app presents the nearest location to the users and displays location based tide information.

The application is straightforward and clear however the app offers only limited information and no navigation menu/bar to find information even to the pro users, and this could frustrate water sports aficionados to have access only to the tide and the wind information

Layout

My Tide Times has a location map as the background with a search box to search and select a location to view tide information. The design is simple and clear with settings and search box option

Navigation

As mentioned in the overall usability, the application is only focused on tide and the wind information and presents the same to user in simple text but the arrow navigation to find 7-day tide information could be designed better with a tooltip

Compatibility

An independent app developer developed My Tide Times, and it supports iPhone, iPad, and Android.