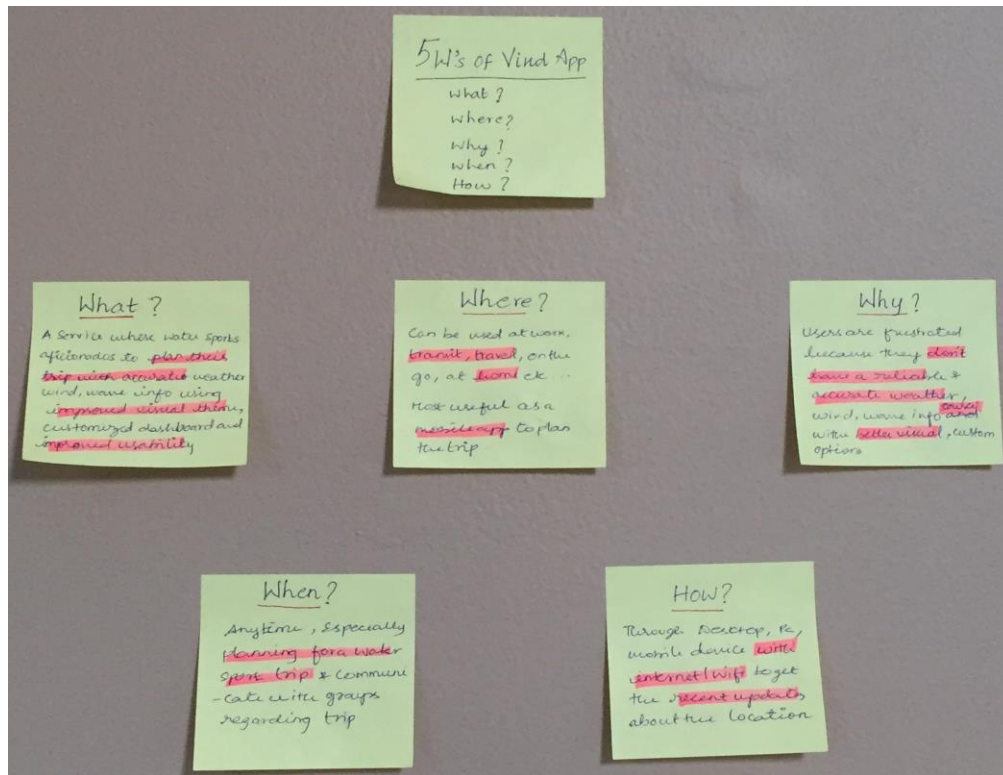# 2.3 User Research Analysis

In What Context Will This Product Be Used?

Lisa Chavez / 35 / Boating, Sailing, Kayaking, Yachting / Married / Lives in Washington DC

Behaviors & Attitudes

- I check the weather every day in the morning in the Washington post newspaper and forecast news because I walk to work from my place
- In online I usually look weather underground to see little bit more specific especially the are little less familiar I can drill down into more detail then get a better idea of the exact section of the area
- If I participate in the events, I find in Instagram or Facebook then I'm going to post and tag people that I know

Needs & Goals

- If I'm sailing frequently then ability to plot my route and you leave at this time and do calculations of the trip with start and end time every 15 minutes or so update frequently

- I'm not very strong so I don't want to go out and challenge the wind so if I'm able to find the GPS co-ordinates information and you know you can be really focused while Kayaking
- I can play my day if I know the strong the wind and wave zone. I could swim in the morning and do kayaking in the eve based on the tide information
- With sailing, there is no way that I could sail alone. So, I need a group and I might rent a boat but I would never do it completely alone

Frustrations

- May be information like to date what's happened. Because, I don't really care about what's happened so far and I only care about today
- I've looked up the wrong information at the wrong section of the river and I put in the details and there was so much of wind and it kind of ruined the day
- Calculating the route is very manual and I don't know it should be automated to some level because it's 3-hour trip when I go for kayaking

Others

- Water or beach wasn't a daily expectation in any way and the challenges that I face while kayaking, sailing, boating interested me to continue
- Historical information in the application about the date and time is not useful
- If I plan in a day or two, then mostly I text people I know. I don't want to send a message through Facebook and hope they log in and see it

Eugenia Ruven / 45 / Boating and Jet Skiing / Married / Lives in Tempe, AZ

Behaviors & Attitudes

- I go online and check local weather and weather advisor. I've the app in my mobile and in our desktop and PC as well
- We have a lot of water groups in Facebook and Instagram. We exchange information regarding the jet skis and boats we are going to use
- We meet up with people who share our interests that we met during all these years. Sometimes water doesn't accommodate but we still go to meet friends

Needs & Goals

- May be a personalized one that will be great. I can play with the app myself.
- Give extra information about the area, hotels, restaurants, hotels, and price etc. during holiday weekends. Kind of like one stop shopping
- A lot of times the regular weather that don't offer all the information. So, I've to type it all. We are still looking for one.

Frustrations

- It's frustrating. Sometimes you just wanted to know some info and you type in a lot of info like city, state, address and they just give you a piece of information
- Sometimes you call the boat club but you don't get the info about the space for boats and check online and then you don't get information that is so frustrating
- If I don't find the necessary information I give up searching unless my husband needs the information right away

Others

- We are such a water people; I would say couple times a week we check weather info for boating and jet skiing.
- I communicate with the groups pretty much through social media like Facebook or Instagram, texting, or skyping. Calling on the phone is kind of pain in the butt

Emer Boothman / 32 / Surfing and swimming / Single / Lives in London, UK

Behaviors & Attitudes

- I didn't actually start surfing until I was in early 20's then I thought if I can't start now or never again
- I just tend to look at a web site like magic day weather and race.com
- Recently moved to London, haven't surfed a lot. Looking to find people share my interest and go out for surfing

Needs & Goals

- I suppose some recommendations that's one side that gives brief description that's handy but I don't want it to get in front of the weather
- Seven day forecast like sunny or wind direction just be able to see adequate information and understandable
- Able to mark a location as favorite or bookmark so you don't have to navigate to find information

Frustrations

- When I look for information online I never see any option and then after a while you sort of get annoyed and what's next?
- I guess it's kind of frustrating some websites are more confusing to navigate. I tend to give up searching
- I guess if I have the ad words that's flashy that's not helpful and you have to scroll down to find information. It's hard to navigate and find information. It's annoying.

Others

- Sometimes I do surf with my friends and I just message to communicate but mostly I surf alone.

- I guess just misreading and then going down to beach just stranded after driving 40 mins bit of waste of trip

Affinity Profile

The insights gathered performing affinity mapping on the user interview data are

- The users look for weather, wind, wave, and forecast information in apps like weather underground, magic day, race.com, local weather, sea breeze and newspaper like Washington post
- Facebook groups and Instagram seem to be a regular medium to exchange information about the trip i.e. jet skis and boats they are going to use
- When the users plan for trip in short notice then they prefer texting or call
- Historical information about the weather, wind, and forecast information seems to be not useful because the users only care about the day they are planning for

- The users look weather underground and other weather based sites to see more specific especially the less known are to get better idea and plan better
- Ability to bookmark favorite water sport location is a desired feature as it simplifies navigation
- Brief recommendation about the location will be useful but not weather information is given higher preference
- Users desire for personalized option in the application/site to better plan their trip
- Features such as seven-day forecast will useful if provided with adequate formation like wind, wave, swell etc. in understandable way
- Ability to plot the route for kayaking, sailing and automatic calculation of trip is highly desired with frequent update based on the trip
- GPS coordinates information is one of the most used feature by the users to focus on borderline and specific areas during long trip
- Users tend to give searching when asked to fill too many fields and filling so only gives a piece of information
- Users get frustrated when they don't get information about room for boats, jet skis when contacting the club and searching the club website