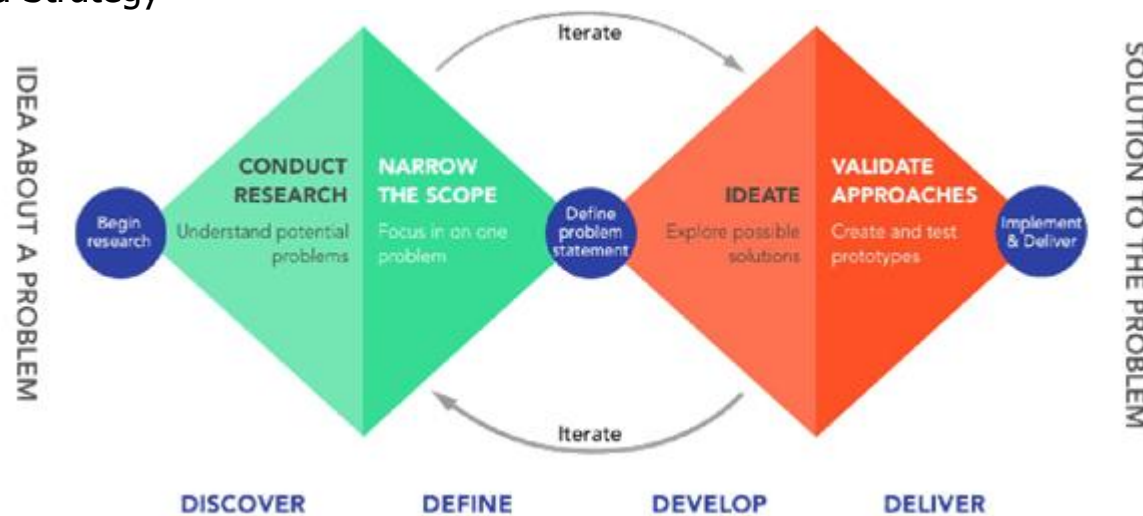


The Double Diamond Strategy



List of possible problems

- The complex weather data, i.e. air pressure, tide type, wave direction, etc. are not easy to understand and easily accessible
- The users do not have the option to customize the weather data i.e. wind, wave, forecast, UV index, pressure based on the location and plan their travel
- The user interface is not visually attractive and easy-to-use. Eventually, that does not encourage to use the application more frequently

Craft your problem statement

"We have observed that the applications water sports aficionados use are not meeting the goals i.e. checking the weather, wind, wave, and forecast conditions to plan their time to have a safe and enjoyable experience on the water, which is causing frustration for water sports aficionados and they end up checking weather channels, newspapers, and experienced aficionados. How might we improve so that our mobile application is more successful based on presenting intuitive weather data, customized weather dashboard, and improved visual layout"

Description of potential solutions

We want to create a mobile application that allows the users to customize the weather dashboard with weather data based on the water sport and the location they like to participate. The weather data will be presented in an intuitive manner. The app will provide suggestions to the users based on the customized dashboard and allow users to track their water sport plans using history option.

