Analyzing And Ideating

At the beginning, I analyzed a lot of wind and weather forecast apps and gathered what I liked and what didn't work well in my eyes. So the focus was always on the forecast but I wanted to add a bit more to make sure the user has a good and reliable companion at their side.

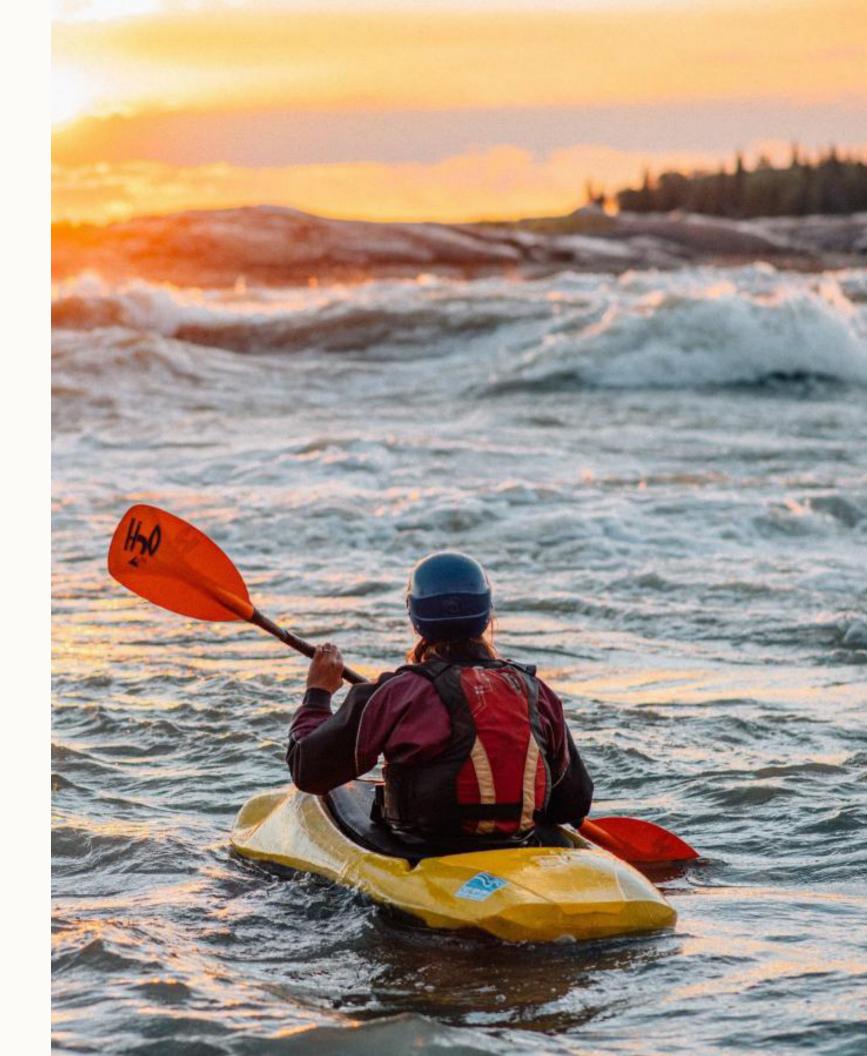
I added the ability to search / favorite your perfect routes or surf schools in any area, to view live webcams while reading comments about the area from other users of the app, and easy to read wind and wave forecast graphics for any day of week.



Testing And Structuring

I had the idea that the users wanted to share their memories on social media channels but after surveys and evaluations it turned out there wasn't a demand for this. So I removed this idea. But all in all I hit the nail on the head with my idea as many users from tests and surveys said they would really like to share their memories within the app.

I started to create my sitemap and did some card sorting and in the end my idea was confirmed by the testers. I had to change bits but nothing dramatic.



Wireframing And User Test Report

After wireframing in the different stages VELA was more and more defined. Over the time I did small changes but the user test showed the actual weak spots. The navigation.

Some users had problems with navigation, while others had issues with no radar map and water temperature being present, but all had one problem - they all struggled with the task of how to choose a location.

So the main task was to research and analyze how to improve these features. First I added coach marks after the log in screen and then during the accessibility study I found out it would be even clearer to everyone if I added titles to the icons. The next step was to add a radar map and water temperature to the home page. Lastly I made sure to add a search icons, so the users would clearly know where to search on each page.



Visual Design

Since the last user test, VELA improved a lot through Gestalt Principles and the Psychology of Colors as well as Emotional Design Principles. The actual visual design started to take shape and VELA shifted from a wireframe state to a proper mockup.

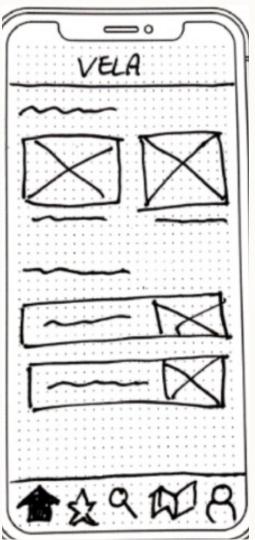
I decided to go for an iPhone device and the Material Design Guideline helped me a lot to find the right design tools. But I also adapted some sites with the help of Design for Android to see how VELA works on other platforms.

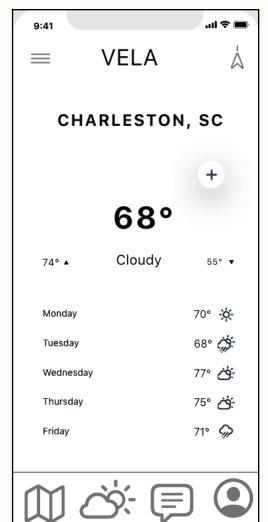
Possible frictions where discovered with Peer Reviews and checking the Accessibility. These frictions have been fixed.



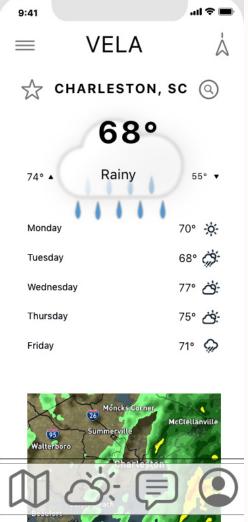
Home Screen

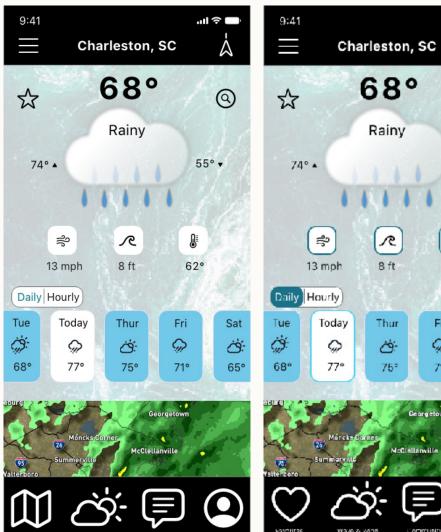
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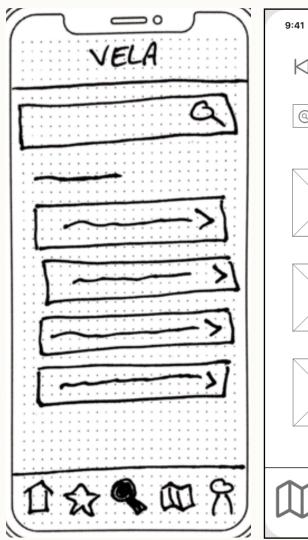
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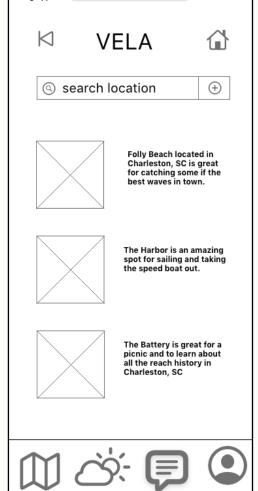
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Viewing Webcams And Posting Community Comments

Lo-Fi





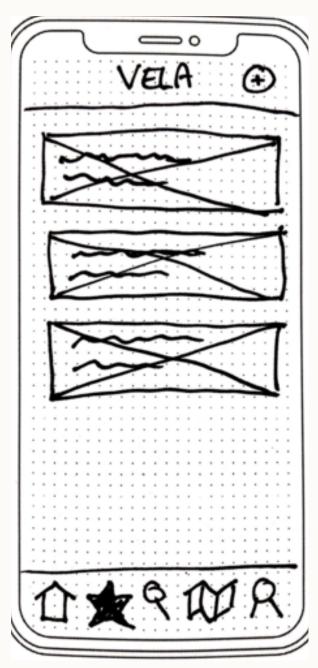


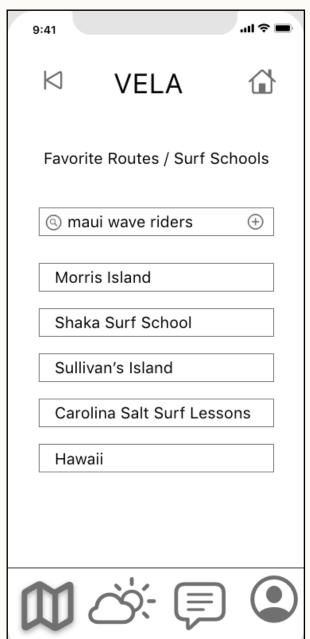


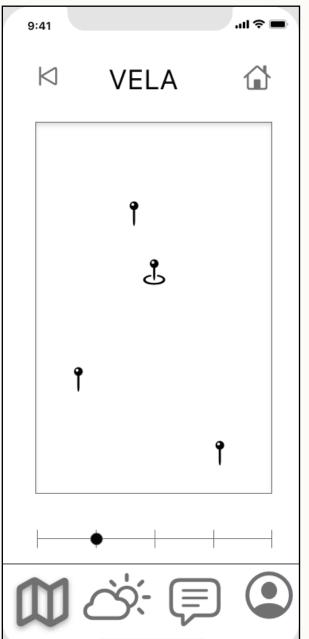




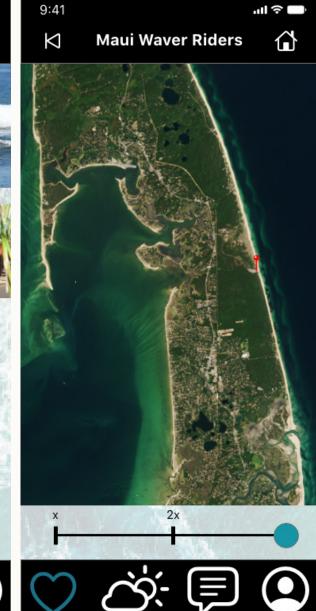
Accessing Favorite Surf Schools





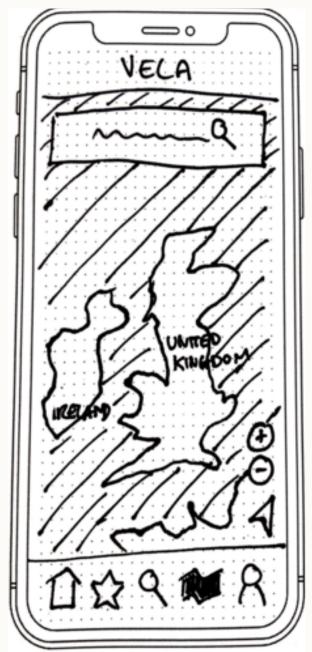


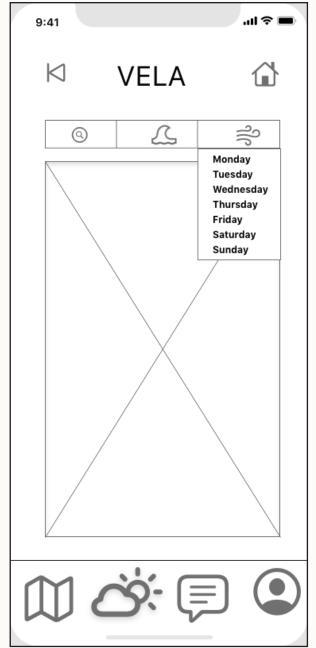


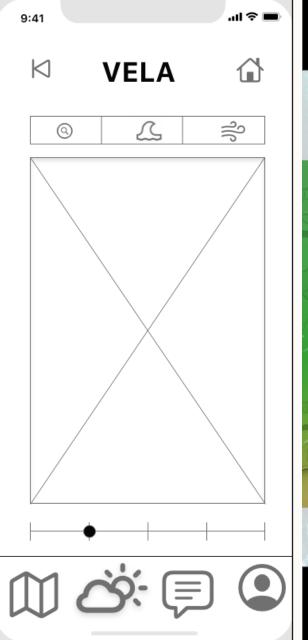


Viewing Wind Forecast Graphics

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