

Interview 01 - Cassidy

Behaviors & Attitudes



Works all night 6 p.m. to 6 a.m.



Checks the weather app daily to see if it's going to rain



Does a lot of cleaning around the house



Would find daily notifications annoying



Takes care of her animals



Stays informed about the weather through The Weather Channel App

Needs & Goals



I want more accurate forecasts



Would like if the app was faster at uploading data



Would like video forecasting



Would like tide times to be displayed so that she can easily understand

Challenges & Frustrations



Concerned about losing power and especially a/c in the summer months



Frustrated when the rain forecasts keeps getting pushed back



Confused when looking at tide charts



Frustrated when the weather app doesn't always update.

Interview 02 - Lyndsay

Behaviors & Attitudes

Needs & Goals

Challenges & Frustrations



Full time mom



Checks the weather app daily to see if it's going to rain



Would like just one weather app she can rely on



Would like an app that notifies her right before it starts to rain.



Concerned about when weather conditions are coming her way.



Frustrated when ever the weather channel is different



Does a lot of laundry and cleaning



Stays informed about the weather through the Live 5 news weather app



Would like a notification if a cold/heat wave comes through.



Confused by radar maps and if the rain will happen in my area



Frustrated that the percentage of rain changes throughout the day



Works 12 hour shifts

Interview 03 - Addie

Behaviors & Attitudes



Cleans the house constantly



Checks the weather daily to see chances of rain, does she need a jacket, and temperature



Works long hours at night



Passively reads notifications on her phone about the weather



Is not concerned about dangerous weather conditions cause she will be at work or sleeping



Would find daily weather notifications annoying unless they are silent

Needs & Goals



Would like to be able to tell what was the most recently updated information



Would like a time stamp of when data is updated



Would like the ability to turn notifications to silent



Frustrated when the news and the app do not match



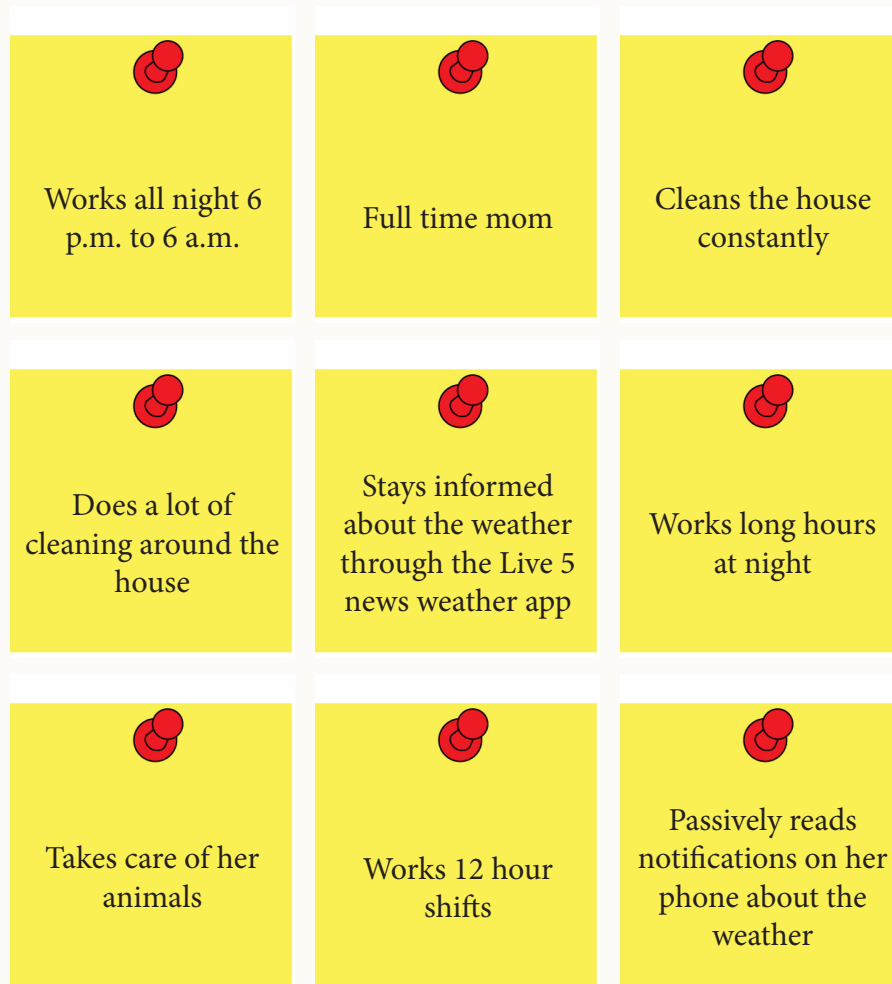
Figuring out information as it relates to my routine



Frustrated when her app stops sending updates

Affinity Mapping

Daily Routines



Insights

People these days have busy schedules and would like a weather app they can rely on when planning out their schedule for the day.

Affinity Mapping

Motivation



Checks the weather app daily to see if it's going to rain



Confused when looking at tide charts



Checks the weather app daily to see if it's going to rain



I want more accurate forecasts



Confused by radar maps and if the rain will happen in my area



Checks the weather daily to see chances of rain, does she need a jacket, and temperature



Stays informed about the weather through The Weather Channel App



Does a lot of laundry and cleaning



Frustrated when the news and the app do not match

Insights

Everyone has different motivations for keeping track and understanding current weather conditions, but they have one same goal they want the information to be up to date and accurate.

Affinity Mapping

Features



Would find daily notifications annoying



Would like video forecasting



Would like tide times to be displayed so that she can easily understand



Would like just one weather app she can rely on



Would like an app that notifies her right before it starts to rain.



Would like to be able to tell what was the most recently updated information



Would like a notification if a cold/heat wave comes through.



Would find daily weather notifications annoying unless they are silent



Would like the ability to turn notifications to silent

Insights

Finding the right goals is very important to meet the users needs.

Affinity Mapping

Process



Frustrated when the rain forecasts keeps getting pushed back



Concerned about when weather conditions are coming her way.



Frustrated when ever the weather channel is different



Frustrated when the weather app doesn't always update.



Would like a time stamp of when data is updated



Frustrated that the percentage of rain changes throughout the day



Would like if the app was faster at uploading data



Figuring out information as it relates to my routine



Frustrated when her app stops sending updates

Insights

Nobody likes long waits.

Reducing the long process will save them time and get less frustrated.