

Native App Studio week 1 opdracht 1

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1 Analyze App: Buienalarm

2 The Gap

The gap which can be inferred from this app's functionality is that regular weather apps do not give an elegant accurate enough solution to all the needs of the user. Regular weather apps show weather conditions such as temperature, wind speed, wind direction, humidity and the amount of rain on a day. However there still remains a gap in the user experience when it comes to accuracy, for instance: How long do I have to take shelter from this rain before it dries up on my location?

There are multiple websites which offer more accuracy when it comes to location and time of rain just like this app, however those are not as user friendly. This app memorizes or follows your location and gives an accurate elegant solution to the problem, while keeping the user experience as well as possible.

3 The Designer

The existence of this app itself is proof of the recognition of the problem: weather weather apps are not accurate enough. Regular weather apps can be seen as sufficient, but not as optimal. Furthermore emphasizes the designer user usability. There are only 3 buttons in the app, all three quite large. This might seem as lazy designing but is very usable when you stand in the rain and try to use the app with wet fingers and phone.

The initial setup of the app is thus simple, however it can be extended by selecting additional home locations, or analyzing radar view.

4 Market Segments

A market segment is a collection of users. Seeing as this app is Dutch, and predicts rain, optimistically seen every user with an android phone in Holland can be seen as part of the market segment. In practice however most smartphones come with a pre-installed weather app. It predicts the weather for the

next couple days with reasonable accuracy which is sufficient for most people. The market segment is thus most likely young people who are familiar with downloading apps, and require more accuracy. An other market segment may be the working class which need to work outside, or depend on the weather. For instance restaurants with terraces or beach clubs wish to have more accurate rain predictions, as to anticipate more customers or peopling flowing from the terrace to inside.

Lastly, a lot of care has been taken regarding usability and simplicity of the app. This might also indicate that older people, not comfortable with complicated weather apps are also part of the market segment, because it's so easy to use.

5 Needs

A couple of examples of needs that could be fulfilled for different market segments are already addressed in the previous question. Needs of working class who are dependent on the weather such as beach clubs or other members of the catering industry. Other needs could be individuals who require more short term accuracy. Individuals who want to exercise their hobby, for instance angling or cycling benefit of this app. This basically applies to all actions which involve going outside during a short period, even a short trip to the convenience store when the sky looks ominous.

6 Discussion

A difference between design and innovation is said to be: innovation can first make a solution, and then find possible problems/applications. Are apps risen from innovation or from design the most profitable?