第一次讨论

组内成员一起讨论了我们的用户需求，我们初步确定我们的用户一定是老年群体。

用户查看本地天气，多是伴随着安排户外活动的动机。这一场景中隐藏在“看天气”背后的诉求是计划出行，为用户提供出行规划可能才是最好的解决方案。试想这样一种情形，用户考虑出门跑步，他想知道当前天气状况是否合适，天气APP现行的解决方案是展示一组空气质量数据供用户参考，但是也不妨尝试这样来解决：允许用户在客户端中选择“跑步”这一活动，系统为用户规划出未来几小时中最适合跑步的时段供用户选择。又比如登山，非专业的用户甚至可能不知道应该参考哪些天气指标，但是通过出行规划，用户能够快捷地触达自己想要的信息——预期的时间是否适合登山，若否，调整到什么时候比较合适。

基于天气情况的出行规划是加深用户对APP依赖的尝试，也是对描绘用户出行场景的尝试，这一尝试的最终目标有二：

1.掌握用户生活习惯，便于精准投放广告；

2.布局出行场景中的O2O服务；

第一点基于用户行为的广告投放，中间的逻辑是简单明了的，并且已经被众多产品应用，不再赘述，下面重点讨论出行场景中提供O2O服务的可能性。出行在大众的认知中可能就是从一地到另一地，但是受天气影响的活动却并不局限于此，实际上，所有对气象因素敏感的户外活动，都可以囊括进天气APP的出行场景中，比如跑步、露营、户外烧烤等等，不一而足。有了丰富的场景，便可以深挖场景中的需求：跑步途中，用户很可能需要找到附近的商店购买饮料；露营时会需要好玩的团体游戏；烧烤时可能需要配送食材。以上这些点都可以切入进去做O2O服务，在此基础上挖掘更大的商业价值。

在这里，天气与O2O是通过出行规划间接关联起来的。其优势在于能够把握用户在特定时点可能需要哪些服务，以期提供丰富的、个性化的解决方案，让天气APP成为一个“生活的工具”，而非仅仅是“看天气的工具”。

The first discussion

Members of the group discussed our user needs together, and we initially determined that our users must be elderly groups.

Users check the local weather, mostly accompanied by the motivation to arrange outdoor activities. The hidden demand behind "watching the weather" in this scene is to plan a trip, and providing users with travel planning may be the best solution. Imagine that the user is considering going out for a run. He wants to know whether the current weather conditions are appropriate. The current solution of the Weather APP is to display a set of air quality data for users' reference, but you may as well try this solution: allow users to choose the "running" activity in the client side, and the system is for users. Plan the most suitable period for running in the next few hours for users to choose from. For example, mountaineering, non-professional users may not even know which weather indicators to refer to, but through travel planning, users can quickly access the information they want - whether the expected time is suitable for mountaineering, and if not, when is more appropriate to adjust.

Weather-based travel planning is an attempt to deepen users' dependence on APPs and describe users' travel scenarios. The ultimate goal of this attempt is two:

1. Master the user's living habits and facilitate accurate advertising;

2. Layout of O2O services in travel scenarios;

The first point is advertising based on user behavior. The logic in the middle is simple and clear, and has been applied by many products. I will not repeat it. The following focuses on the possibility of providing O2O services in travel scenarios. Travel may be from one place to another in public perception, but activities affected by weather are not limited to this. In fact, all outdoor activities sensitive to meteorological factors can be included in the travel scenes of the weather APP, such as running, camping, outdoor barbecue, etc. With rich scenes, you can dig deep into the needs of the scenes: on the way to running, users are likely to find nearby stores to buy drinks; fun group games will be needed when camping; and ingredients may need to be delivered during barbecue. All the above points can be cut into O2O services, and on this basis, they can tap greater commercial value.

Here, weather and O2O are indirectly related through travel planning. Its advantage is that it can grasp what services users may need at a specific point in time, with a view to providing rich and personalized solutions, making the Weather APP a "tool for life", rather than just a "weather".