第二次小组讨论

我们查询了各大网站的数据，与各个知名的互联网公司和科技公司进行技术学习

作为不少智能手机必备的应用软件之一，天气预报App高频次的用户点击量为其提供了流量变现的机会，天气App也因此走向了商业化。此前比达监测数据显示，截止到 2017 上半年，中国天气预报App用户规模达到4.8亿人，环比增长2.1%，由此看来，天气APP的受众范围并不小众。同时，现在的天气预报App除了拥有可供用户随时随地查看天气信息的特点，还在其功能上进行了细化，提供的天气信息也更加全面。

首先，天气预报App功能的全面性体现在提供空气质量指数、日出日落动态展示等等，此外，人们还可以从App上获得许多基于天气的各种信息指南，如穿衣、运动、洗车等等，天气预报App的功能正在渗透到生活的方方面面。其次，天气预报App的功能也正在走向个性化，用户可自行添加、删除城市天气信息，此外，天气预报APP还提供管理界面的个性化定制服务。由此可见，天气预报App在自身基础功能上又进行了多项延伸，为人们的基础生活带来极大便利。

不过，即使市面上有各种各样的天气预报类App，并且提供的功能也越发细致和全面，各有各的风格和特色，但其实他们的天气信息来源殊途同归，即基本上都是从国家气象局得来的数据，因此天气预报App之间的竞争，主要来自于信息是否全面与数据更新速度的竞争。

The second panel discussion

We inquired about the data of major websites and learned technology with well-known Internet companies and technology companies.

As one of the necessary applications for many smartphones, the high-frequency user clicks of the Weather Forecast App provide it with the opportunity to realize traffic, and the Weather App has therefore become commercialized. Previously, Bida's monitoring data showed that as of the first half of 2017, the number of users of China's Weather Forecast App had reached 4.88 million, an increase of 2.1% month-on-month. From this point of view, the audience range of weather APP is not niche. At the same time, the current weather forecast app not only has the characteristics of allowing users to view weather information anytime and anywhere, but also refines its functions and provides more comprehensive weather information.

First of all, the comprehensiveness of the functions of the Weather Forecast App is reflected in the provision of air quality indexes, dynamic display of sunrise and sunsets, etc. In addition, people can also get many weather-based information guides from the app, such as clothing, sports, car washing, etc. The functions of the Weather Forecast App are penetrating into life. Noodles. Secondly, the functions of the Weather Forecast App are also becoming personalized. Users can add and delete urban weather information by themselves. In addition, the Weather Forecast APP also provides personalized customization services on the management interface. It can be seen that the weather forecast app has extended its basic functions many times, bringing great convenience to people's basic life.

However, even if there are various weather forecast apps on the market, and the functions provided are more and more detailed and comprehensive, each with its own style and characteristics, in fact, their weather information sources are different, that is, they are basically data obtained from the National Meteorological Administration. Therefore, the competition between weather forecast apps is mainly It comes from the competition between whether the information is comprehensive and the speed of data update.