VIGET WEATHER EXERCISE

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You can also find this deck on
amberwdesigns.com/Viget

TARGET DEMOGRAPHIC

Kyle & Angela
21-34 years old

"I have a long weekend coming up and want to spend it climbing. I usually choose between four or five locations within a five-hour drive depending on the weather conditions. For example, if there's a possibility of rain, I'll go to Fayetteville, WV because some climbs stay dry. If it's bitter cold, I might choose King, NC because it gets all-day sun. I'm usually deciding midday on Thursday based on the upcoming forecast and what the weather was over the past few days. After that, I have to round up a friend or two to go with me."

BEHAVIORS

- Active lifestyles: climbing, hiking, camping, site-seeing

- Usually decides weekend destination midday on Thursdays; most likely during work or on lunch break

- Usually chooses between 4-5 locations within a 5 hour driving distance, depending on weather conditions

- Open to visiting new locations if it is within the intended distance and budget while providing an exceptional experience

- Tries to bring a friend or two on their weekend adventures

- Stays up-to-date on latest technology that helps track weather conditions and plan activities

GOALS

- Wants to plan trips with friends easily and at their own convenience (typically a few days before or at the last minute)

NEEDS

- Seamless trip planning ability with detailed location information readily available: compare area weather forecasts and find places for activities, lodging, service stations, etc.
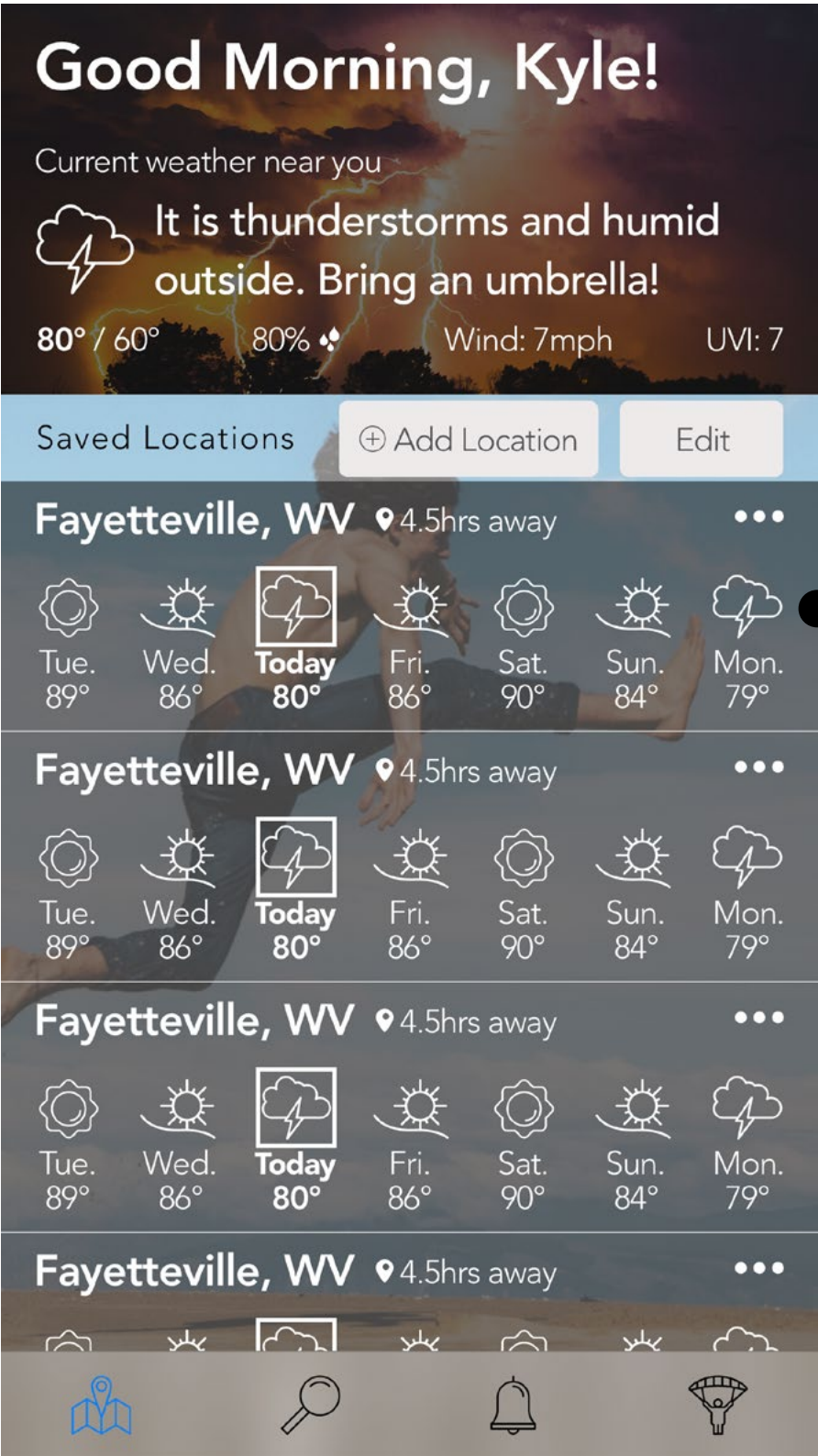
CONCEPT

Based on the target demographic's behaviors, goals, and needs of this product, the following concept is intended to give the user access to side-by-side comparisons of frequently visited areas' weather forecasts as well as provide a search and discover feature that allows the user to easily find places within an area that fits certain criteria for the user's intended trip activities.

The main feature, forecast comparisons, will give the user a quick reference to different areas of interest in order to determine where a trip may take place. Current weather conditions and immediate past days' weather will be available to help estimate the ground conditions of the area; this is especially helpful for trips that include outdoor activity plans like hiking, climbing, fishing, camping, skiing, etc.
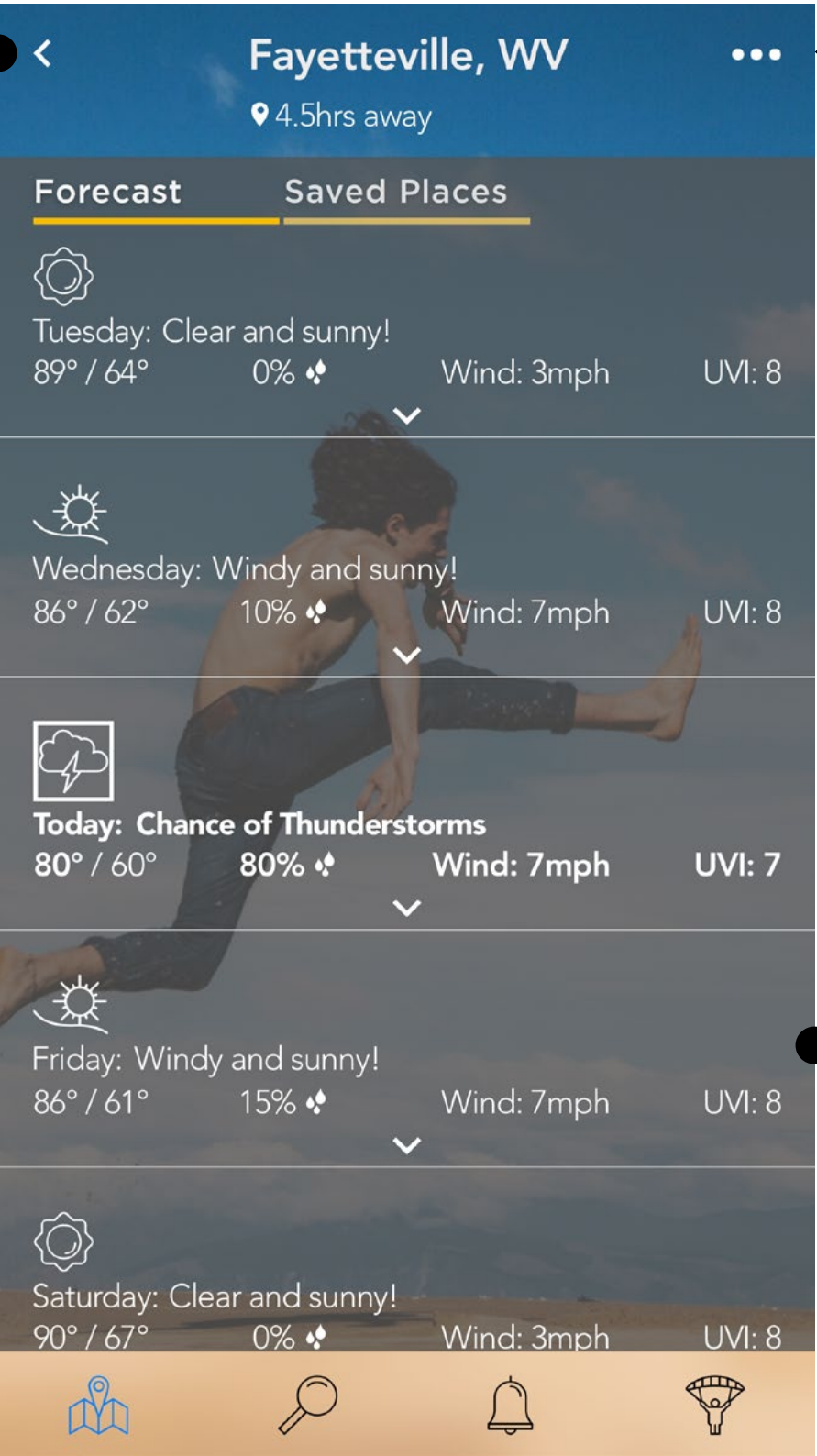
The search & discover feature will allow the user to find places within a certain distance of an area or their current location. For example, if the user has an activity in mind but is unsure of where to go, they will be able to search for said activity within a certain distance of their current location (or other area) as well as view the weather forecast for that location. Additionally, if the user is at a location and wants to find other activities to do nearby (like find a restaurant, attraction, etc.), they may do so by searching for these categories within a specified distance of their location. For easy future reference, the user may save these places to access later. This information will be accessible from the specific area with which it is located (if the area is not already saved to the user's comparison screen, it will be added). If a place has a different weather forecast than the city/town it is located, this information will be displayed with the search result details and the user will have the ability to add the place to their saved locations for forecast comparison; this may be the case with hiking trails, ski destinations, and the like where the destination is at a different altitude than the general area it is located.

Notifications can be sent to the user for severe weather alerts in their saved locations as well as other information the user specifies in their settings.
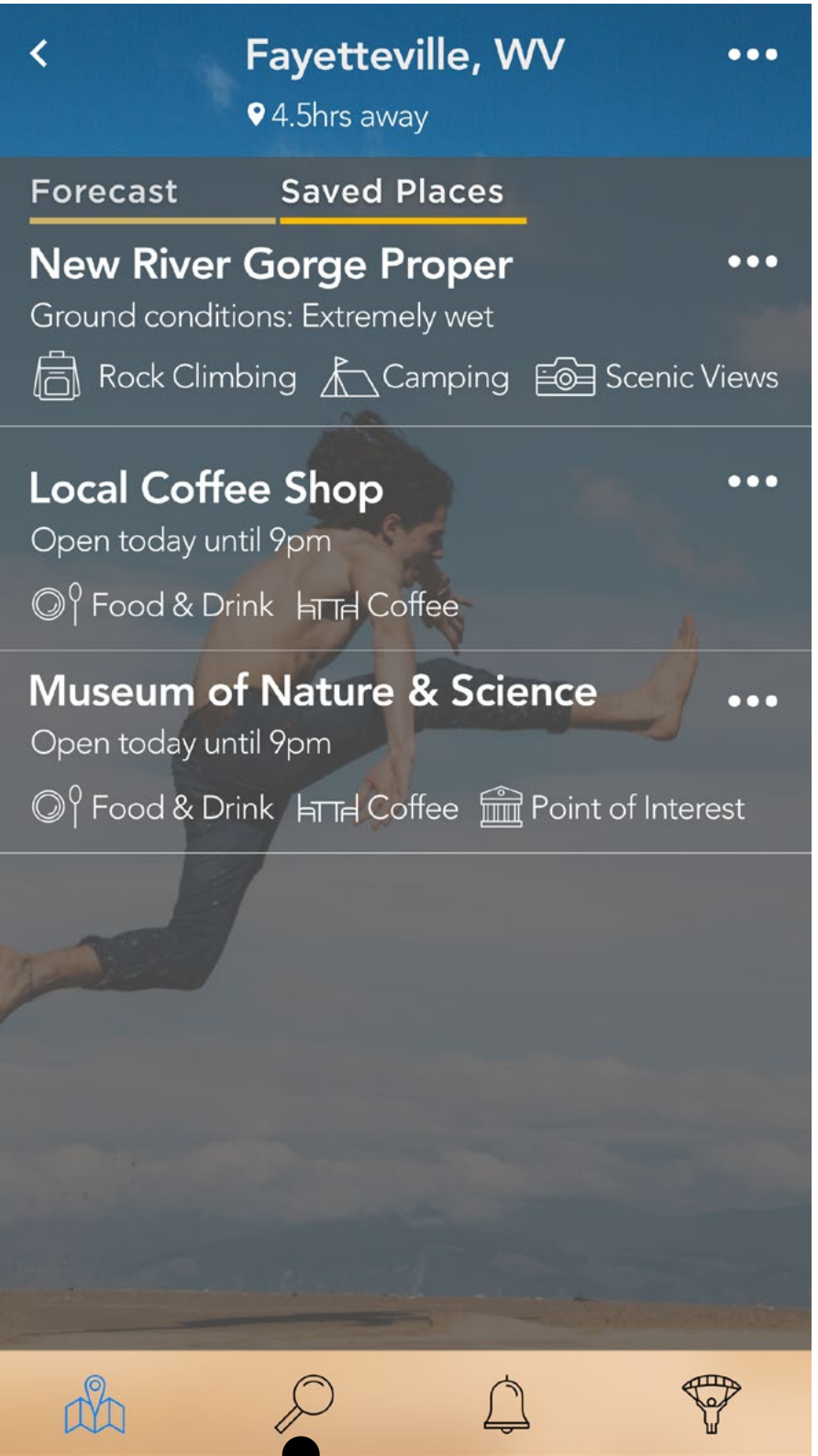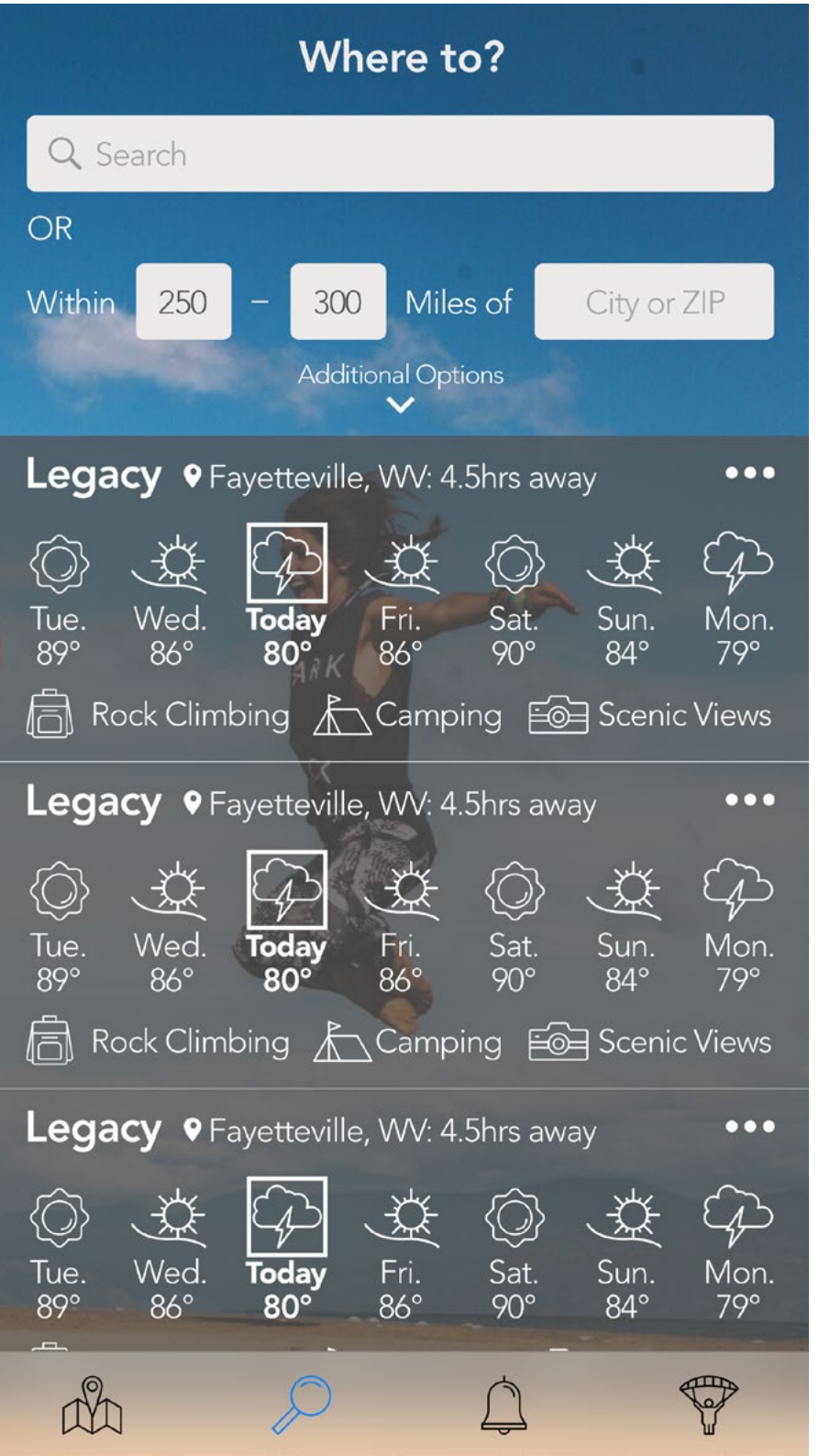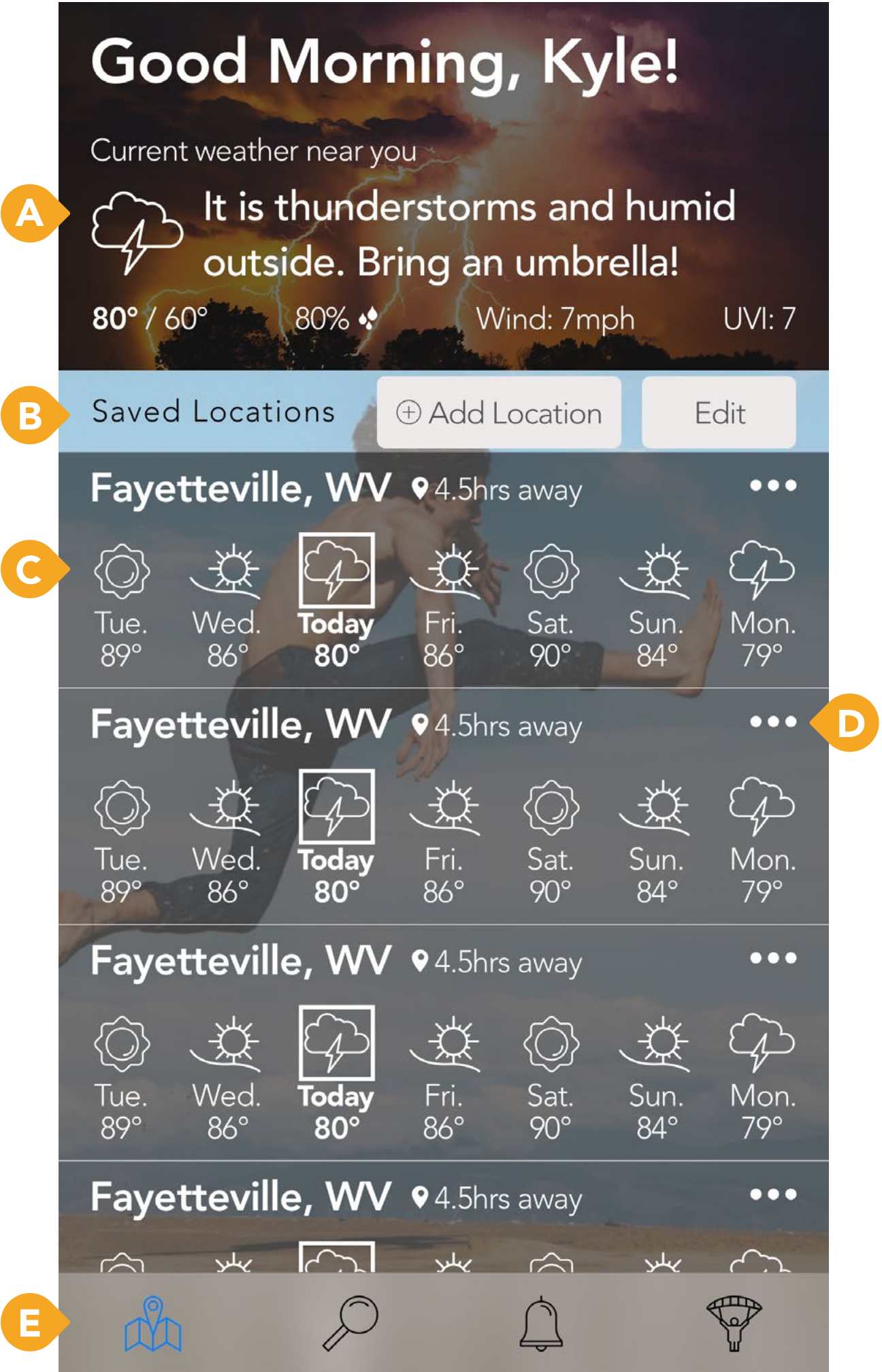
DESIGN

Home Screen

Location Detail

Day Detail

Saved Places

Discover

Home Screen

Good Morning, Kyle!

Current weather near you

It is thunderstorms and humid outside. Bring an umbrella!

80° / 60°   80% 💧   Wind: 7mph   UVI: 7

A

Saved Locations   ⊕ Add Location   Edit

B

Fayetteville, WV 📍4.5hrs away   •••

| Tue. 89° | Wed. 86° | **Today 80°** | Fri. 86° | Sat. 90° | Sun. 84° | Mon. 79° |

C

Fayetteville, WV 📍4.5hrs away   •••

| Tue. 89° | Wed. 86° | **Today 80°** | Fri. 86° | Sat. 90° | Sun. 84° | Mon. 79° |

D

Fayetteville, WV 📍4.5hrs away   •••

| Tue. 89° | Wed. 86° | **Today 80°** | Fri. 86° | Sat. 90° | Sun. 84° | Mon. 79° |

Fayetteville, WV 📍4.5hrs away   •••

E

Location Detail

Fayetteville, WV
📍4.5hrs away

F   **D**

Forecast   **Saved Places**

G

Tuesday: Clear and sunny!
89° / 64°   0% 💧   Wind: 3mph   UVI: 8

Wednesday: Windy and sunny!
86° / 62°   10% 💧   Wind: 7mph   UVI: 8

Today: Chance of Thunderstorms
80° / 60°   80% 💧   Wind: 7mph   UVI: 7

H   **I**

Friday: Windy and sunny!
86° / 61°   15% 💧   Wind: 7mph   UVI: 8

Saturday: Clear and sunny!
90° / 67°   0% 💧   Wind: 3mph   UVI: 8

A **Personalized Greeting & Weather:** Timely greeting with user's name and the weather for their current location (if location services are enabled).

B **Saved Locations & Options:** Forecast overview for locations the user has saved plus the ability to add locations, edit the order, or remove.

C **7-Day Forecast with 2 Days Previous:** Previous days forecast allows the user to determine ground condition of the area with a quick reference.

D **Share, Remove from Save & Options:** More info icon allows the user more options for specific locations right from the home and detail screens.

E **Tab Bar:** The tab bar allows for navigation throughout the entire app with easy to understand iconography.
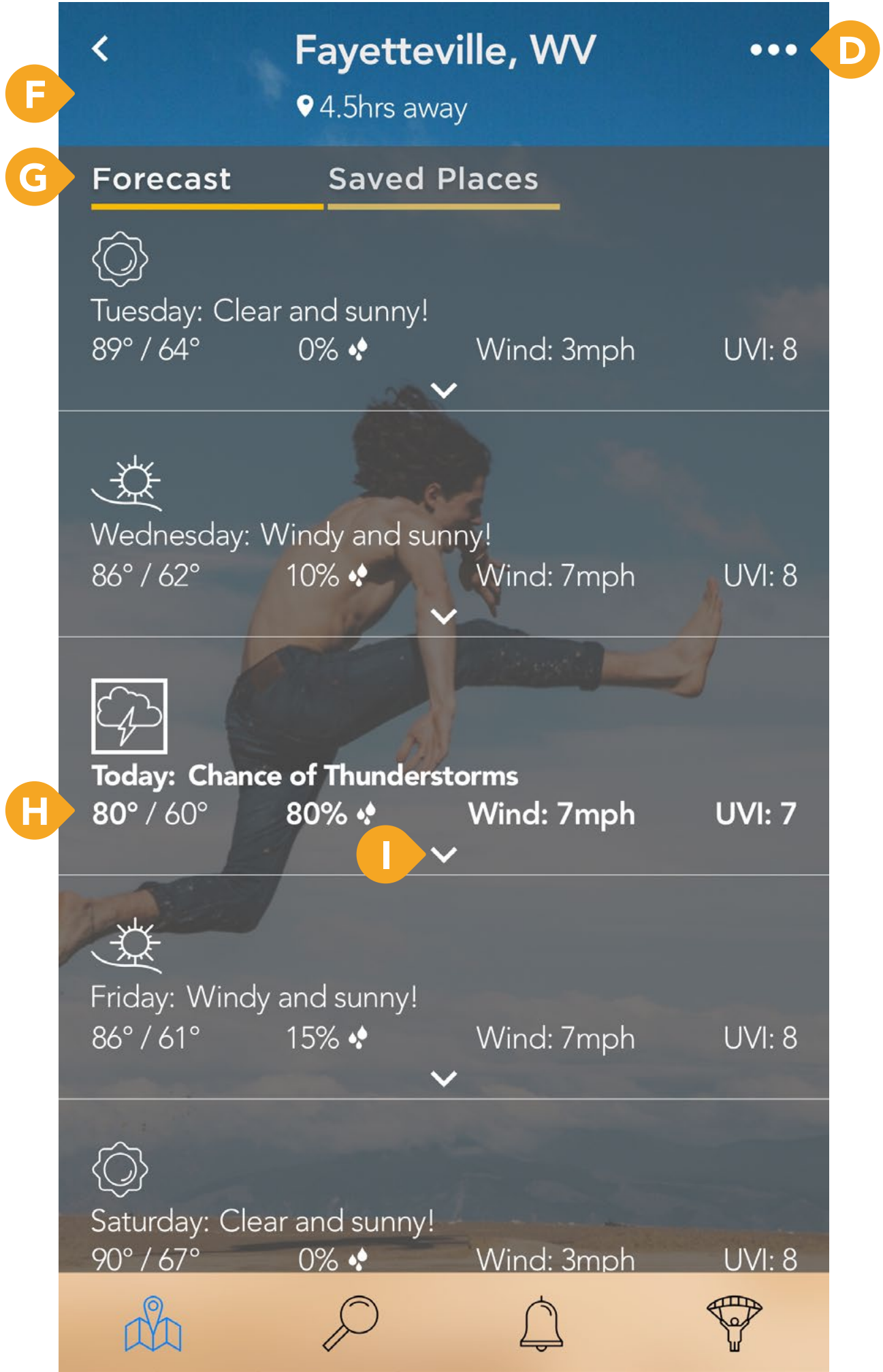
F **Location Indicator & Distance:** Detail page for location selected from previous screen with distance based on current location, if available.

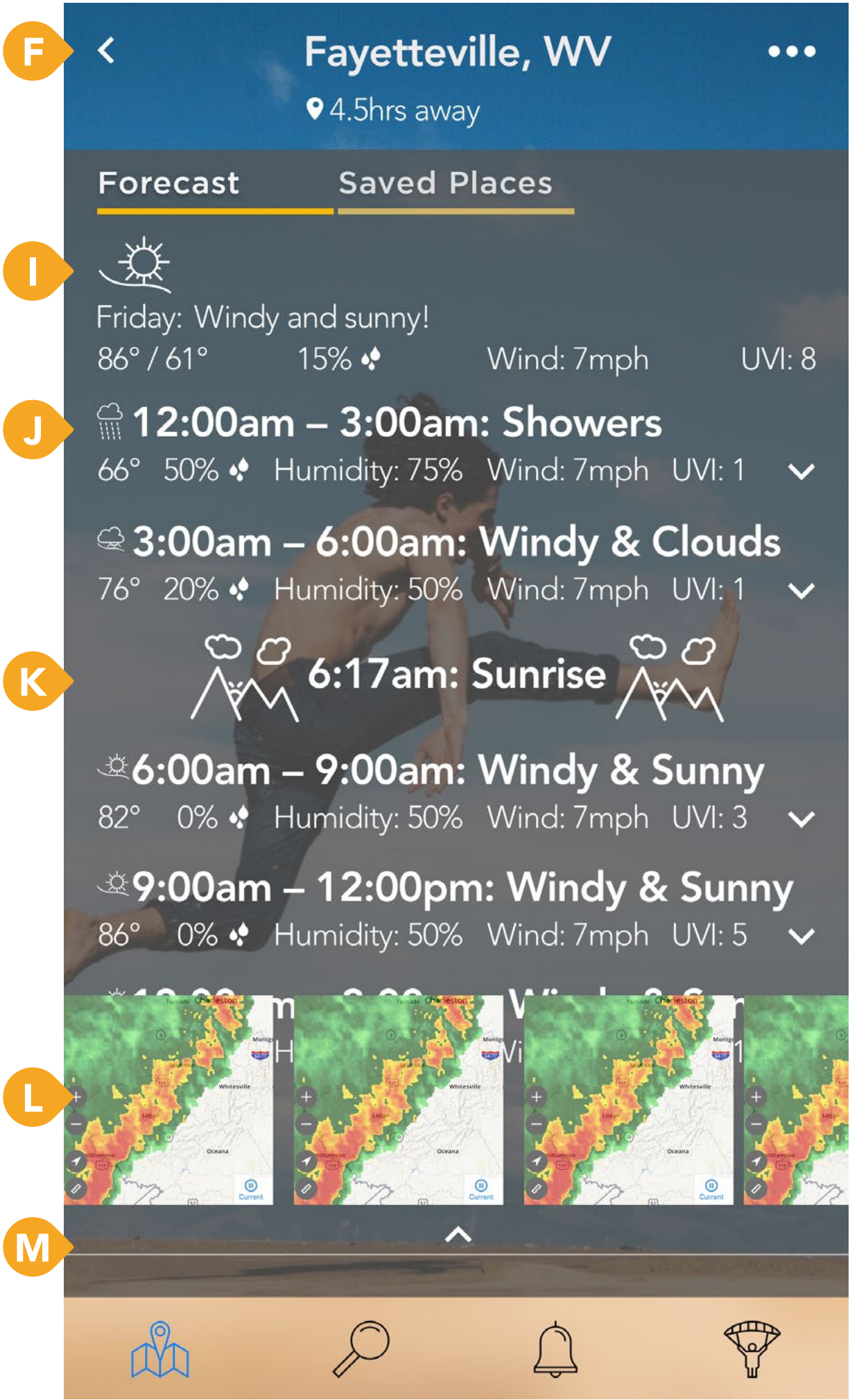**G** **Location Forecast & Saved Places:** Specific location forecast in more detail and feature switch to previously saved places in this area.

H **Detailed Forecast Overview:** More detail for the forecast from previous screen with scrollable list to view past/future days from the default.

I **Show More:** Expandable sections to view hourly forecast, radar maps and past/current/expected pollen data.

Day Detail

F ‹ **Fayetteville, WV** •••
📍 4.5hrs away

Forecast   Saved Places

I ☀ Friday: Windy and sunny!
86° / 61°   15% 💧   Wind: 7mph   UVI: 8

J 🌧 **12:00am – 3:00am: Showers**
66° 50% 💧 Humidity: 75% Wind: 7mph UVI: 1 ⌄

☁ **3:00am – 6:00am: Windy & Clouds**
76° 20% 💧 Humidity: 50% Wind: 7mph UVI: 1 ⌄

K 🏔 **6:17am: Sunrise** 🏔

☀ **6:00am – 9:00am: Windy & Sunny**
82° 0% 💧 Humidity: 50% Wind: 7mph UVI: 3 ⌄

☀ **9:00am – 12:00pm: Windy & Sunny**
86° 0% 💧 Humidity: 50% Wind: 7mph UVI: 5 ⌄

L [radar maps]

M ⌃

Saved Places

‹ **Fayetteville, WV** •••
📍 4.5hrs away

Forecast   Saved Places

N **New River Gorge Proper** ••• **Q**
Ground conditions: Extremely wet
🎒 Rock Climbing ⛺ Camping 📷 Scenic Views

Local Coffee Shop •••
O Open today until 9pm
🍽 Food & Drink ☕ Coffee

Museum of Nature & Science •••
Open today until 9pm
P 🍽 Food & Drink ☕ Coffee 🏛 Point of Interest

J **Expanded Sections:**
Hourly forecast information is set in 3 hours, if no major changes in weather are likely, can be expanded further to view more details, and is provided within a scrollable list above the radar maps to provide easy access to the data within these maps at all times.

K **Sunrise/Sunset:**
Sunrise and sunset information is displayed outside of the 3 hour sets for quick reference.

L **Radar Maps & Pollen Data:**
Data is available for each location and provided within a slider (data sets can be accessed in detail with a tap).

M **Collapse Back to Previous View:**
Hourly forecast information can be easily minimized and take the user back to the daily forecast with little effort.
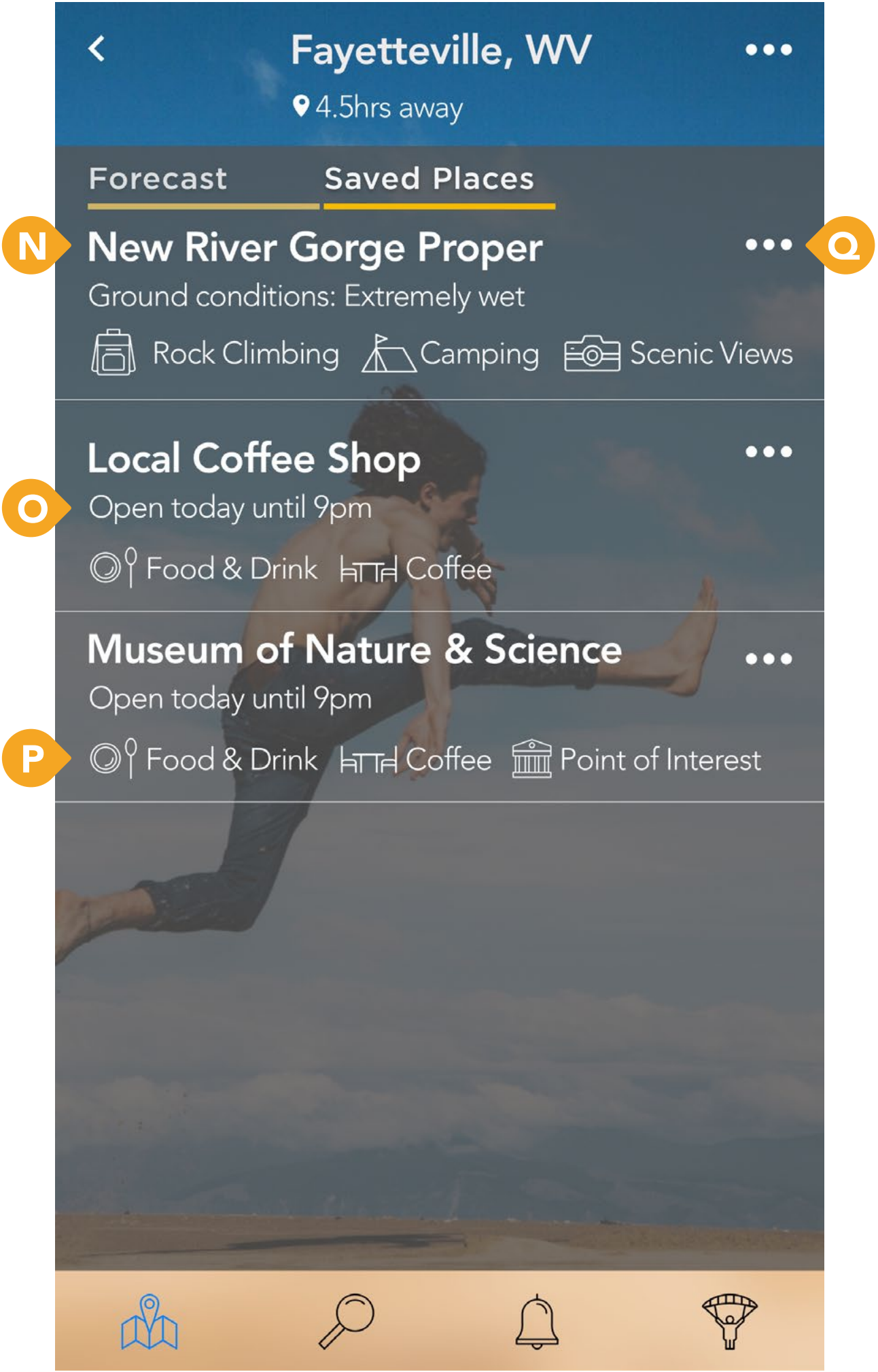
N **Location Specific Saved Places:**
Places saved to locations/areas will appear in this section for organization and quick reference.

O **Place Details:**
Places will have information like ground conditions, hours of operation, and other notes from the supplier.

*If the forecast differs from the general area of the place, and this information is available, it will be shown here as well. I.e. locations at a different altitude than the city/town in which it is located.
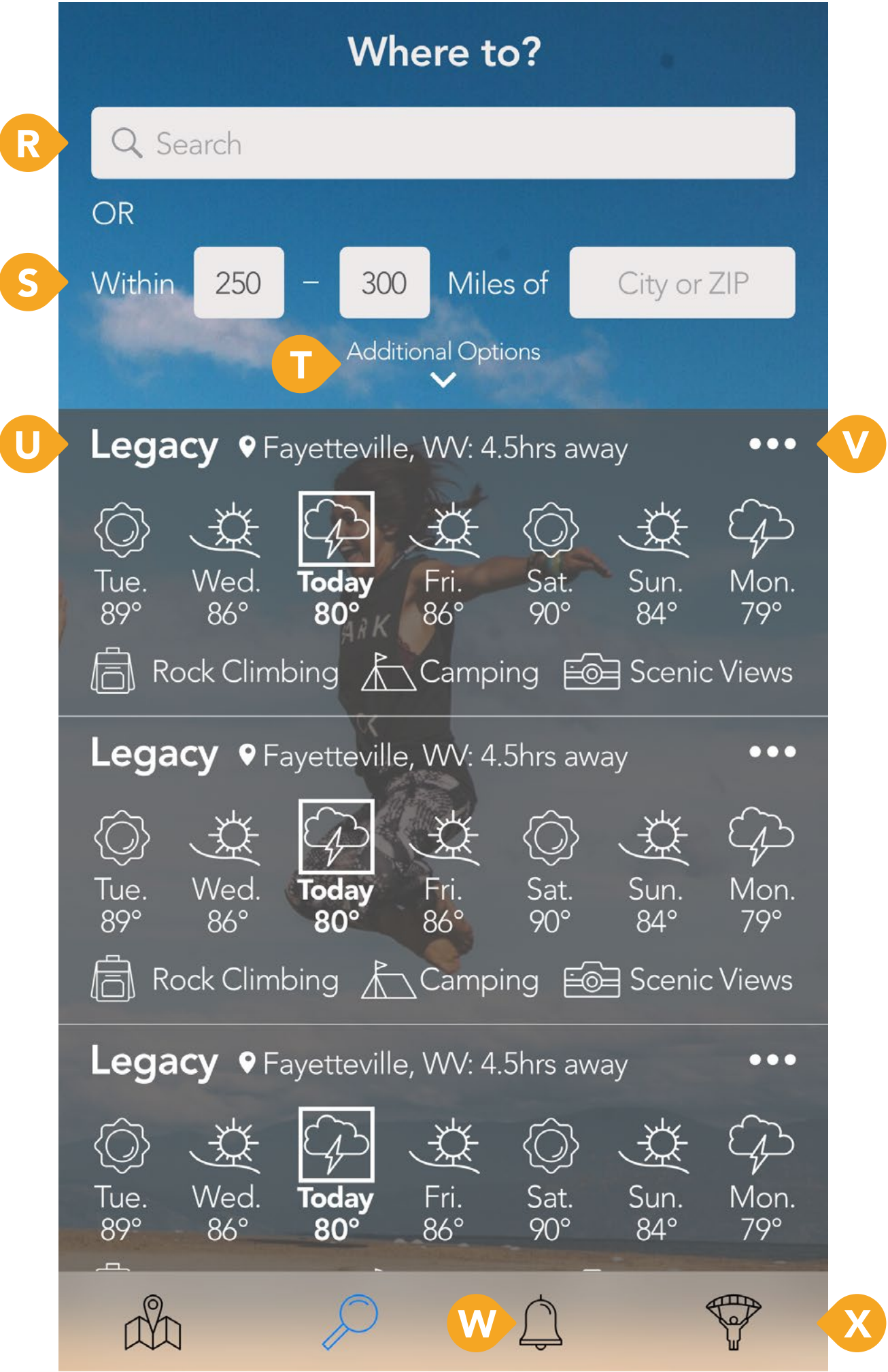
**The place is also then eligible to be saved to the home screen as a Saved Location from this screen as well as from the Discover feature.

P **Category Information:**
Places will also have category information provided by the supplier, which is used in the Discover feature.

Q **Share, Remove from Save & Options:**
More info icon allows the user more options for specific places right from the detail screen.

Discover

Where to?

🔍 Search

OR

Within [250] – [300] Miles of [City or ZIP]

Additional Options
⌄

Legacy 📍 Fayetteville, WV: 4.5hrs away ⋯

Tue. 89° | Wed. 86° | **Today 80°** | Fri. 86° | Sat. 90° | Sun. 84° | Mon. 79°

🎒 Rock Climbing ⛺ Camping 📷 Scenic Views

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R — Search:
Search field allows the user to look up specific places or find destinations within a location/area.

S — Discover:
Mileage input allows the user to discover places within the radius of a desired area or their current location.

*Default entry (FTUE) will be '5 – 10 Miles of Current Location.'

T — Additional Filter Options:
Filters allow the user to narrow their search to places within their activity needs and weather conditions.

*Additional options may include: 'Show me my Saved Places only,' 'Exclude these weather conditions' (i.e. rainfall in the past few days or upcoming rain forecasts, temperatures above/below, etc.), 'Do not show places closed right now,' 'Avoid high foot traffic areas,' and 'Category selection' (i.e. various outdoor activity options, scenic views, points of interest, food & drink, coffee, gas & service stations, lodging, etc.)

**Search, discover, and filter options, with their respective results, are saved from the user's previous app visit for quick and easy access to this information while on the go.

U — Discover Results & Information:
Search results include place names, distance from current location, forecast overview, and categories provided by the supplier.

*If specific categories are selected by the user in Additional Options, these will be indicated in contrast to other category information provided.

V — Share, Save & Options:
More info icon allows the user more options for specific places right from the search results.

W — Notifications:
Notifications include severe weather alerts and other information the user indicates in their Account Settings.

X — Account & Settings:
Account information, settings, legal, privacy, FAQ and other important options will be placed within this page.

USER TESTING

Testing this product will require either (a) funding for participant recruitment/compensation or (b) the ability to recruit participants from friends and family of the company. Friends and family recruitment is more cost effective and often less time consuming, so it is great at this stage in the process. However, once development starts, funding for testing should be considered in order to recruit individuals of specific demographic as well as to acquire a larger set of participants to test throughout the product life-cycle.

Following is the test plan and specifics for user testing the first prototype version:

Test objectives:
1. Determine actual main feature use
2. Evaluate pain-points and user expectations
3. Assess feature desirability

Key Measurements:
Qualitative
1. Main feature needs
2. Understanding and ease of use
3. Additional helpful/needed features

Quantitative
1. Expected frequency of use
2. Successful task completions
3. Rated importance of current features

Prospective test subjects:
1. Internal employees
2. Friends and family (NDA required)
3. Recruited participants (NDA required)

Dependencies:
Hardware, Software, & Legal
1. Mobile phone (plus backups)
2. Prototype v.1
3. Recording devices
4. NDAs
5. Photo/video release forms

Location
1. Viget HQ
2. 'Company' HQ
3. Remote

TEST DESIGN: 45m Sessions

1. Introductions and NDA signature (if required)
2. Record affiliation, age, and gender

3. ASK: How often do you take trips?
4. ASK: Are they usually to the same places?
5. ASK: How do you choose where to go?
6. If not specified above, ASK: What types of activities do you look for?
7. ASK: When do you typically choose the place?
8. ASK: How do you usually find out or hear about new places you want to visit?
9. ASK: What apps or websites do you currently use when planning your trips?

10. OBSERVATION: What do they tap on first?
11. OBSERVATION: What does their emotional state look like? Confused? Delighted?
12. OBSERVATION: Do they keep coming back to the same feature repeatedly?
13. If so, what feature and why?
14. ASK: What are you initial thoughts?

15. OBSERVATION: Can they add a location to their home screen?
16. OBSERVATION: Can they edit the order of locations on their home screen?
17. OBSERVATION: Can they view a more detailed forecast of a location?
18. OBSERVATION: Can they view the hourly forecast for a location?
19. OBSERVATION: Can they view their Saved Places?
20. OBSERVATION: Can they share their Saved Place to social media or text message?
21. OBSERVATION: Can they search for a new place to visit?
22. + What do they use to search?
23. OBSERVATION: Can they save this place?
24. OBSERVATION: Can they view this saved place in its additional location?

25. ASK: How often might you use this app?
26. ASK: What was the most useful feature?
27. ASK: What can be improved?
28. ASK: Are there any features you would add to help in trip planning?
29. ASK: Do you have any additional feedback?
30. Thank them

THANK YOU!

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