User Research

{ **Problem Statement** }

> " Our sailors, surfers, divers and any other water sport fans of any level need a way to easily understand weather reports because they have to be prepared for a day of sailing, diving, or surfing.
>
> We will know this is true, when we see how many users use our app to find out about the conditions of the wind, waves, and weather before heading out to the water.
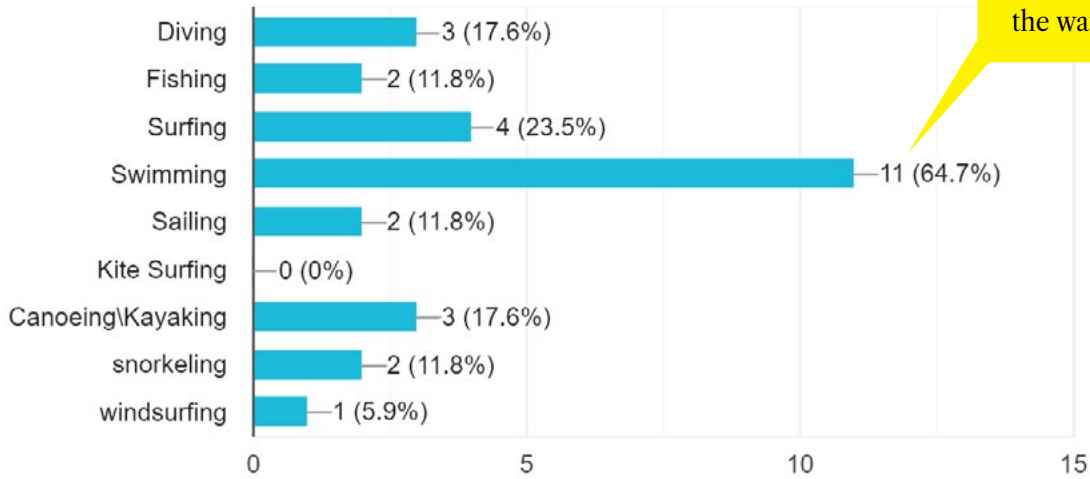
01. Survey

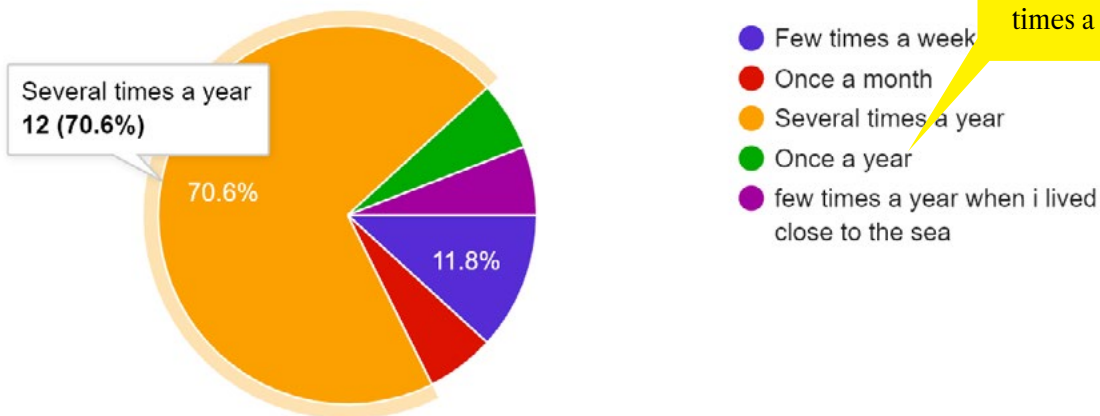9 Questions / 4 days / 17 Responses / Google Forms

My research goals:

1. Understand peoples' primal behavior around the activities near the water.

2. Find out which water sports are performed the most.

3. Collect data on the context in which users use weather apps.

4. Document pain points of the users when it comes to usage of existing apps.

5. Identify key demographics of the potential users.
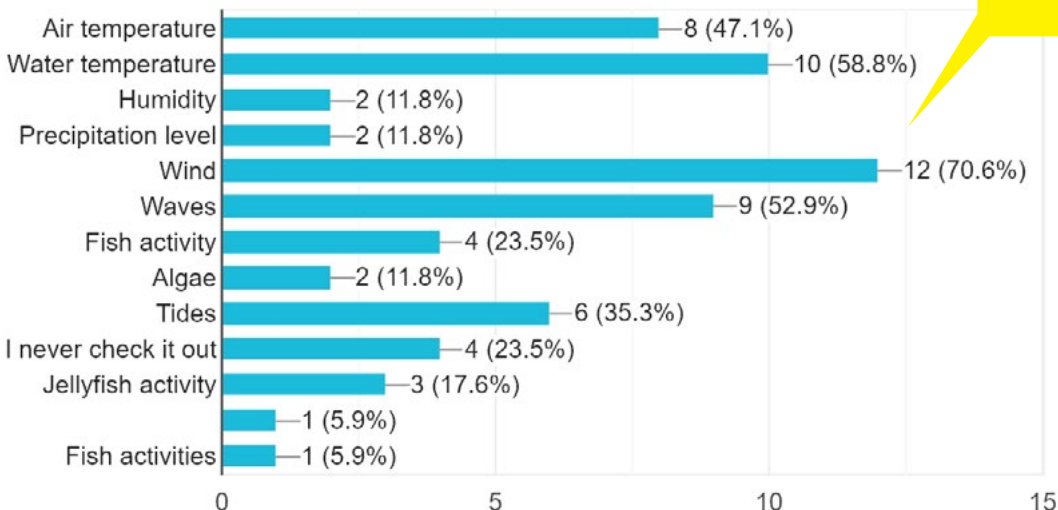
1. Which kind of water activity are you fond of?

Swimming is the most comon activity on the water.

Diving — 3 (17.6%)
Fishing — 2 (11.8%)
Surfing — 4 (23.5%)
Swimming — 11 (64.7%)
Sailing — 2 (11.8%)
Kite Surfing — 0 (0%)
Canoeing\Kayaking — 3 (17.6%)
snorkeling — 2 (11.8%)
windsurfing — 1 (5.9%)

2. How often do you do it?

Most of the participants do water sports several times a year.

Several times a year
12 (70.6%)

70.6%

11.8%

- Few times a week
- Once a month
- Several times a year
- Once a year
- few times a year when i lived close to the sea

3. What meteorological information are you interested in when heading to the water?

Knowing about the wind activity is crucial.

Air temperature — 8 (47.1%)
Water temperature — 10 (58.8%)
Humidity — 2 (11.8%)
Precipitation level — 2 (11.8%)
Wind — 12 (70.6%)
Waves — 9 (52.9%)
Fish activity — 4 (23.5%)
Algae — 2 (11.8%)
Tides — 6 (35.3%)
I never check it out — 4 (23.5%)
Jellyfish activity — 3 (17.6%)
— 1 (5.9%)
Fish activities — 1 (5.9%)

4. Which weather services do you usually use?

Friends, Regenradar https://magicseaweed.com/La-Cicer-Surf-Report/218/
wetter.com, accuweather, yandex, dark sky and accuweather,
Google weather, Google
None, Weather.com, Accuweather, Gismeteo, AccuWeather
used to check the weather forecast and their wind section
weather.com, Weather app on my iPhone
Windy.com, passage weather, predict wind, generic weather app.

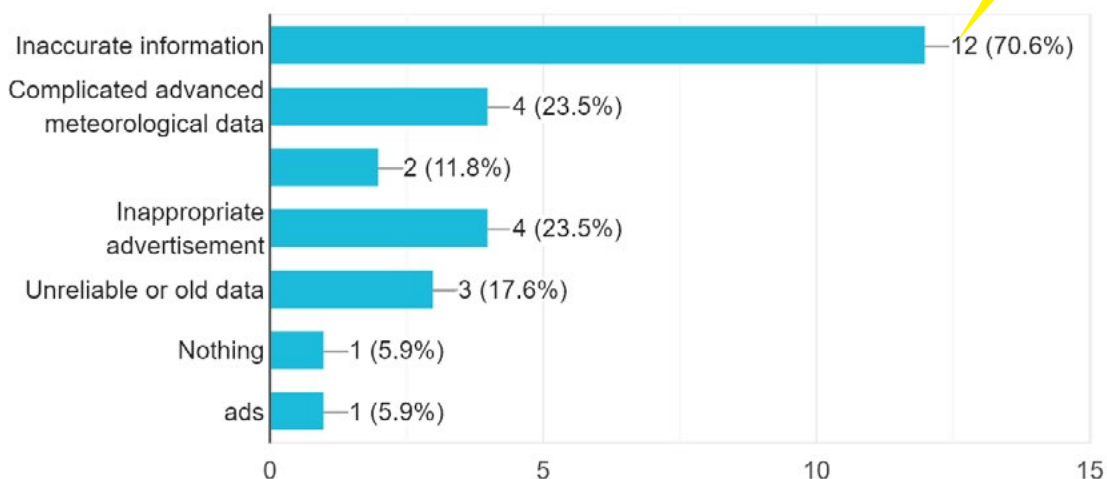> Some information about weather apps my participants usually use.

5. What do you like the most about using it?

> To have a weather forecast in advance is essential.

Knowing the weather in advance
5 (29.4%)
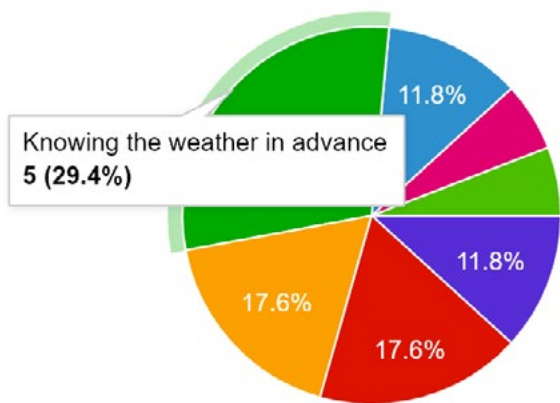
- Easy to navigate
- Easy to understand
- Trustworthy and accurate
- Knowing the weather in advance
- It works in remote locations
- Always with me
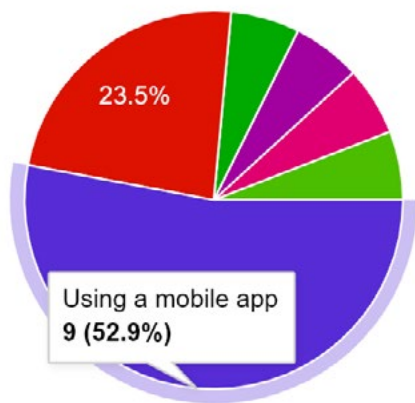- on point information just after looking up la cicer forecast on…
- I don't use any

> Innacurate forecasting is the major frustration.

6. What frustrates you in weather forecasting?

Inaccurate information	12 (70.6%)
Complicated advanced meteorological data	4 (23.5%)
	2 (11.8%)
Inappropriate advertisement	4 (23.5%)
Unreliable or old data	3 (17.6%)
Nothing	1 (5.9%)
ads	1 (5.9%)

7. How do you usually get your weather forecast?

People commonly use mobile apps to check the weather.
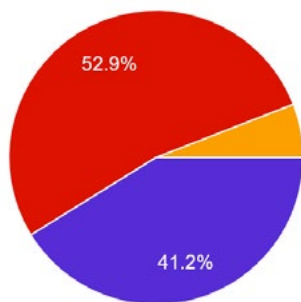
- Using a mobile app
- Asking to google
- Listening to the radio
- Talking to friends
- Watching tv
- Reading newspapers
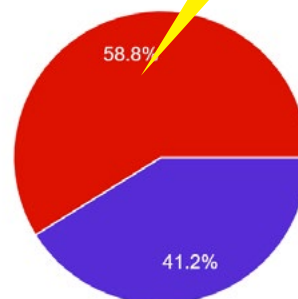- watching outside
- web browser

8. What age are you?

- 18 - 32
- 33 - 48
- 49+

9. What is your gender?

Most of the participants are male between 33 - 48 years old

- Female
- Male
- Other

Conclusion:

Conduction of a survey enables me to better understand the demographics of my potential users. It gave me an insight that after swimming, which is a favorite activity on the water among my participants, surfing, canoeing, and kayaking are the next popular. I am curious now, whether swimmers use weather apps before going to swim. I was surprised that the information about the wind is the most valuable in weather forecasting. The next interesting finding is that after the frustration of getting inaccurate data, people are having problems understanding advanced meteorological data and they are also sick of ads.

02. User Interviews

12+ Questions / 5 Participants / on Skype

My research goals:

1. Identify whether swimmers have particular needs in weather forecasting.

2. Find out more about pain points and wishes of different groups (fishermen, surfers, swimmers), when it comes to weather forecasting.

3. Collect more qualitative information about my potential users.

Interview Questions:

1. Tell me a bit about yourself. *(How old are you, what is your occupation/profession, where do you live, where you grew up, are you married etc.)*

2. Which activities near the water do you prefer?

3. What is your level? *(beginner, advanced, intermediate, occasional, hobbyist, fan, etc.)*

4. How often do you do it? When was the last time you did it? Where?

5. What did you like the most of that time?

6. Do you use any weather apps or services before going to … ? Which? Why?

7. What do you like about using this app/service? Why?

8. What frustrates you using this app/service. Why?

9. When do you usually check weather conditions?

10. Do you do it on mobile or on the web? Why?

11. What do you really need to know in advance when going to … .
(Air / Water Temperature, Humidity, Precipitation level, Wind, Waves, Fish or Jellyfish activities etc.) Why?

12. Is there some important information, that no one of the weather apps\services you use provides you? Where do you get this information?

Conclusion:

During the past several days I have conducted 5 user interviews on Skype. Among these people, one person was a professional fisherman, a mid-advanced surfer, a kayaker, two swimmers, and one person doing standup paddleboarding. The most interesting insights about the usage of existing weather apps, lots of wishes, and pain points I collected from the fisherman and the surfer. People who go swimming and kayaking are pretty happy with native weather apps on their cellphones, that provide air temperature and wind information in a very accessible way. But, there is always room for improvement according to my participants.

All my participants were mentioning, that it would be very useful to have a weather report according to an exact place on the map. For the fisherman and the surfer safety information related to unknown locations on the water and the access to local communities might be also useful.