

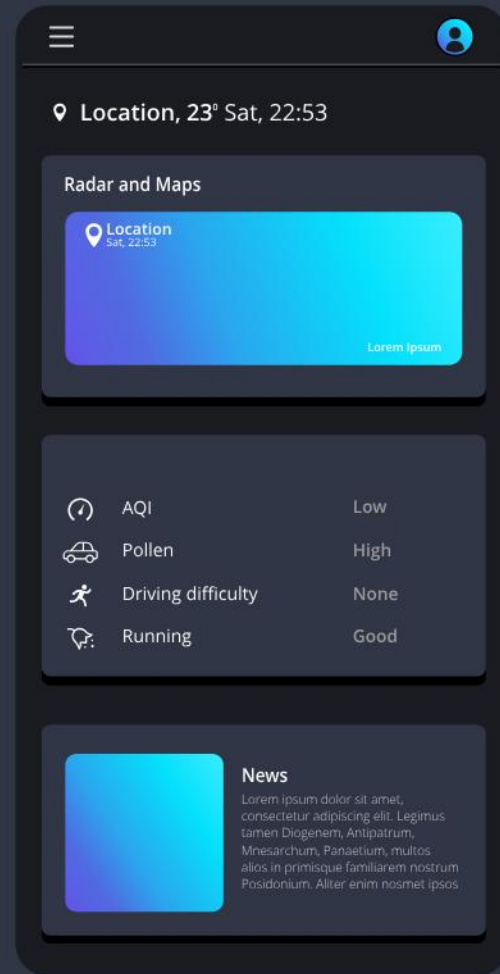
Design Guidelines for Weather Applications



Aroma



Lukas





Research Topic

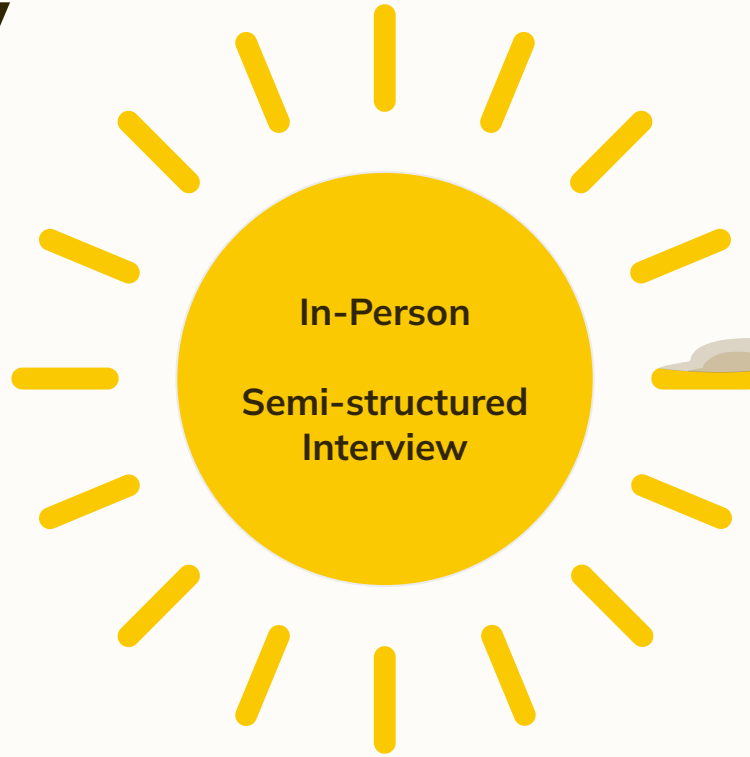
? Developing Design Guidelines for Weather Applications

H1

*“The participants’ user experience interacting with mobile weather applications **differs significantly** from their user experience on weather websites.”*



User Study



Qualitative

- Open-ended Questions

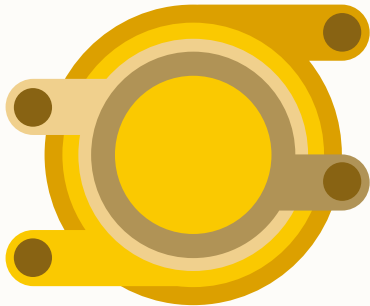
Quantitative

- Likert scale questions
- UEQ

User Study

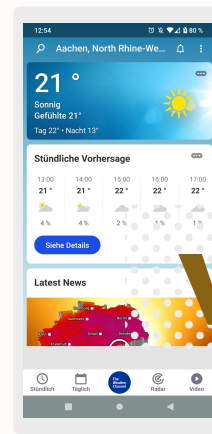
Discoverability

Navigation

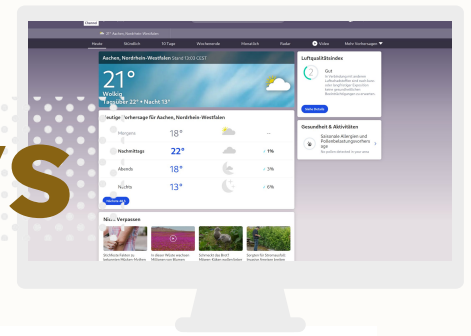


Information Density

Level of Details



VS



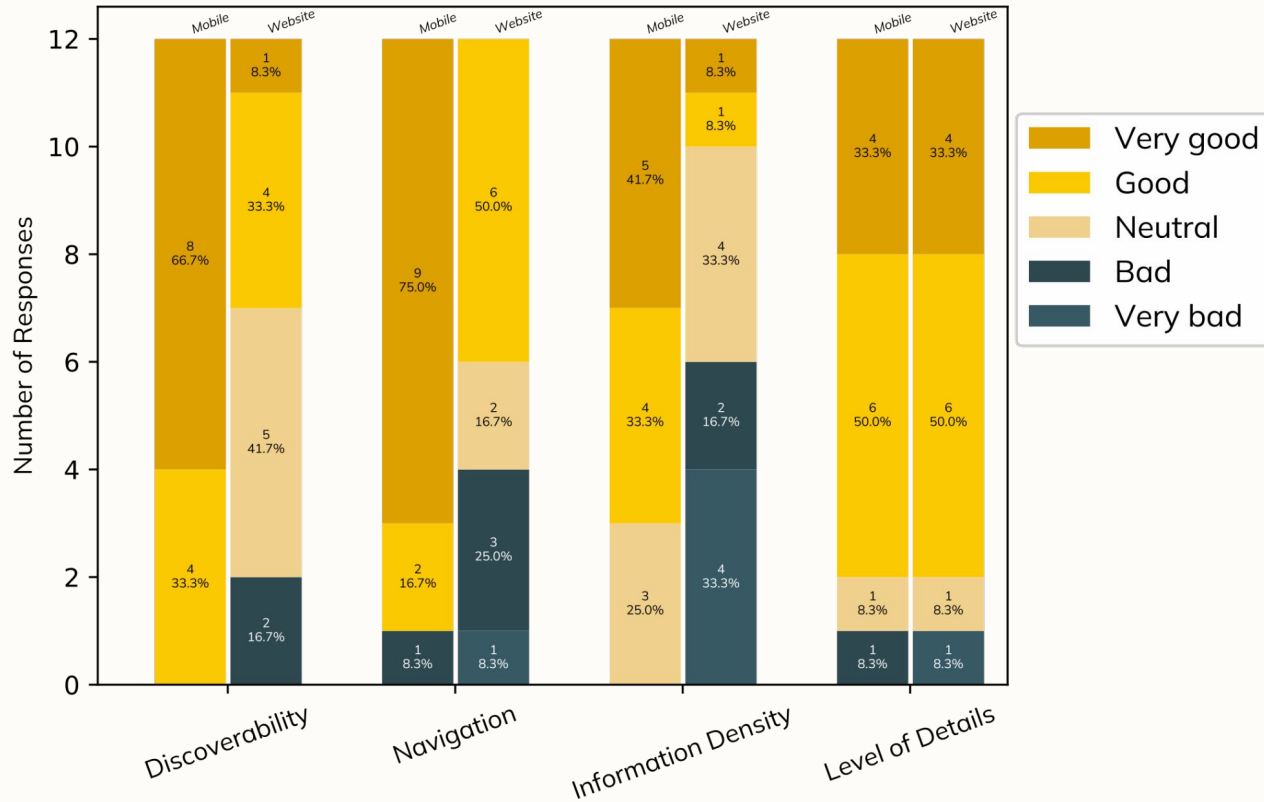
How would you rate the discoverability of all the features?

Very good Good Neutral Bad Very bad

	1	2	3	4	5	6	7	
obstructive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	supportive
complicated	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	easy
inefficient	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	efficient
confusing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	clear
boring	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	exciting
not interesting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	interesting
conventional	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	inventive
usual	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	leading edge

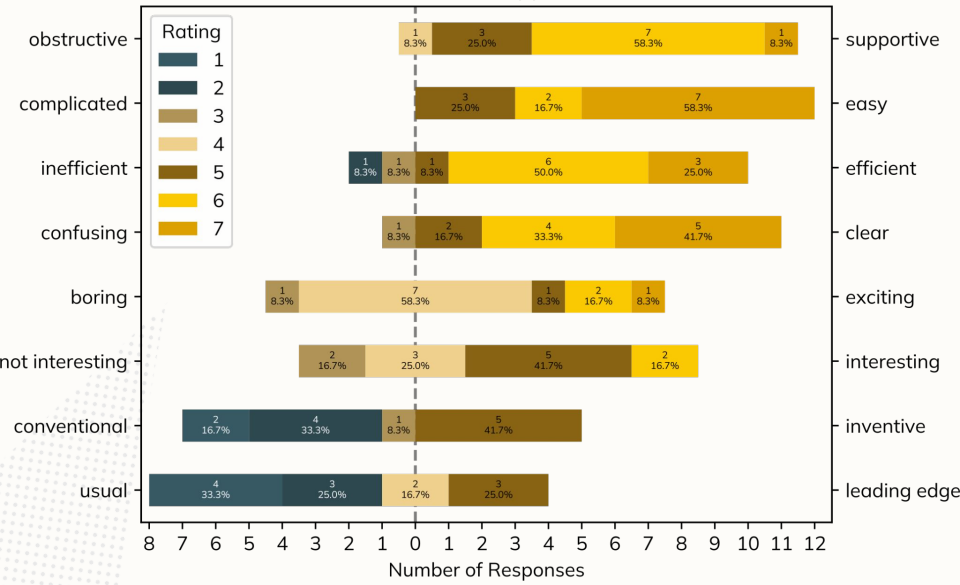


Results: Interview

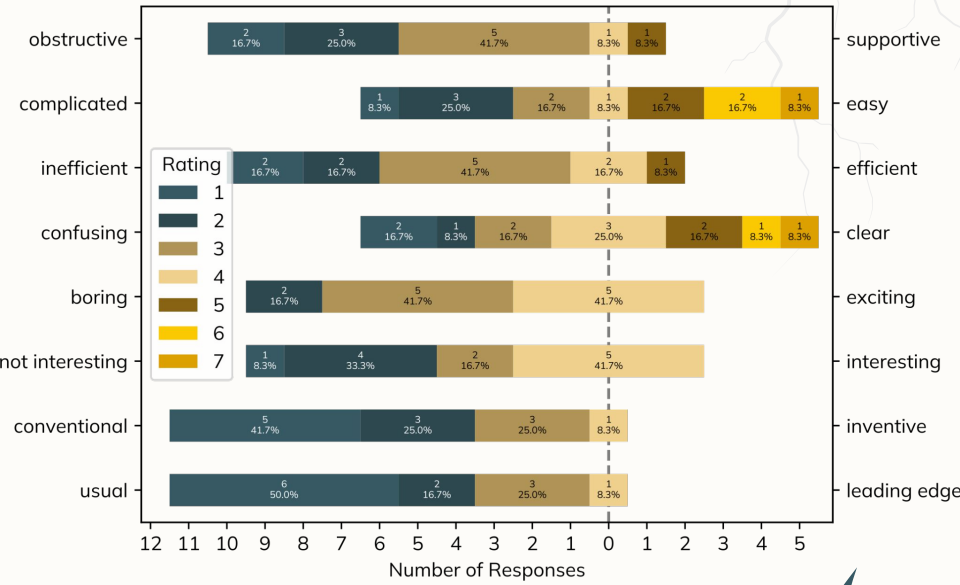


Results: UEQ

UEQ – Mobile Application



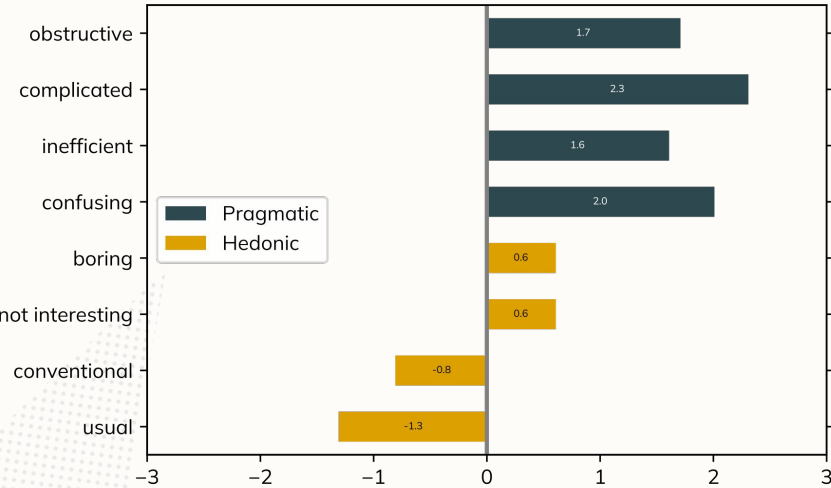
UEQ – Website



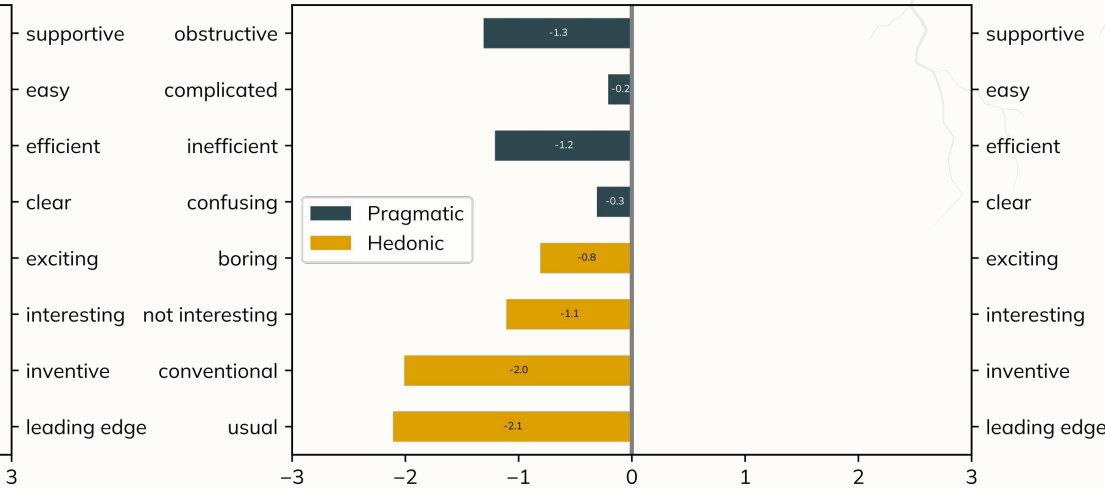


Results: UEQ

Mean Values – Mobile Application



Mean Values – Website





Results: Participant's Feedback

The ads were making the information being displayed inconsistently, and broke off the content

Would prefer more icons and flow diagrams to show the details he would prefer more icons and flow diagrams to show the details

The features are not distinguishable from the ads

"liked videos" and articles section was confusing and distracting

Daily news not interesting, don't want it

I don't want "News" section

Notify only if there would be a warning, but not for normal weather

For extreme weather conditions yes, general information not

General weather information in the morning

Weather not on starting page, need to navigate

Everything in a neat container.

Mobile apps is sleeker so it looks better.

I like my weather applications boring.

There were unnecessary topics like news

Annoyed about news, videos, wouldn't want that

The news seems unnecessary

Yes, especially if it shows that rain is starting

No, notifications are annoying

Yes, things like severe weather alerts: extreme wind, rain, or hail.

set-up needed, choose location, had to look where it is

The unnecessary information is at the bottom. All the important information is at the top.

some features were weirdly hidden on the website

Interesting features are right there... don't have to look for much

too much ads, obstructed more of half of the screen,

Too many ads, but still see the main features

ads were not relevant and took much space

Redirection to website is not good

Trying to change the location is redirecting to the website, it's a bit confusing

Everytime on click, it opens website, no cache, ads, annoying, loading time, after navigating back, view resets

Found everything by scrolling down, was clear to sideways scroll, quite intuitive...

You can find all the relevant features

The ads were distracting. Can't distinguish between the advertisement and the actual content of the website.

a lot of screen space was allotted to ads

1/4th of the website is ads

Web view (redirection to the website) not cached

Like info to be contained in the app... better UX if everything is within the app



Guidelines

01
Features

02
Advertising

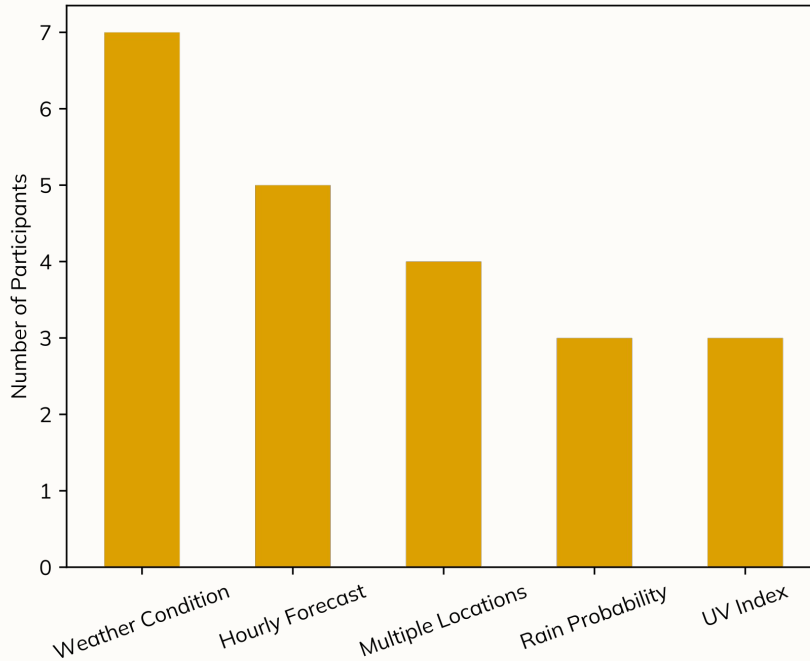
03
Notifications

04
Redirection

05
Design
& Structure



Guidelines: Features



"I was annoyed by the news and videos. I wouldn't want that."

"The 'Liked Videos' and News section was confusing and distracting."

"I don't want the 'News' section."



Guidelines: Notifications

None

“No, notifications are annoying.”

01

Semi-Regular

“Yes, especially if it shows that rain is starting.”

03

02

04

Extreme Conditions

“Notify only if there would be a warning, but not for normal weather.”

Regular

“Notification about general weather information in the morning.”



Limitations



Use case of the
Weather Applications



Using existing weather
mobile app and website
instead of prototypes



Not enough order
randomisation



Ads on the website
were too distracting



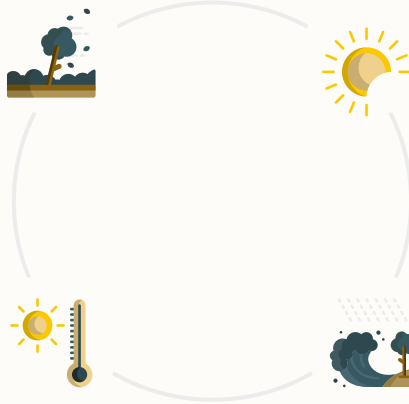
Summary

Research Topic

Developing Design Guidelines for Weather Applications

Key Takeaways

Formulated a set of Guidelines for designing an ideal Weather Application



User Study

Semi structured interview to get insights from participants on Weather Applications

Analysis

Did quantitative and qualitative analysis on the responses of the participants