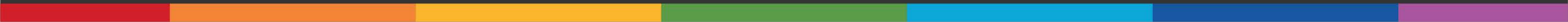


Weather Underground Flagship V6.0 Walkthrough/Audit





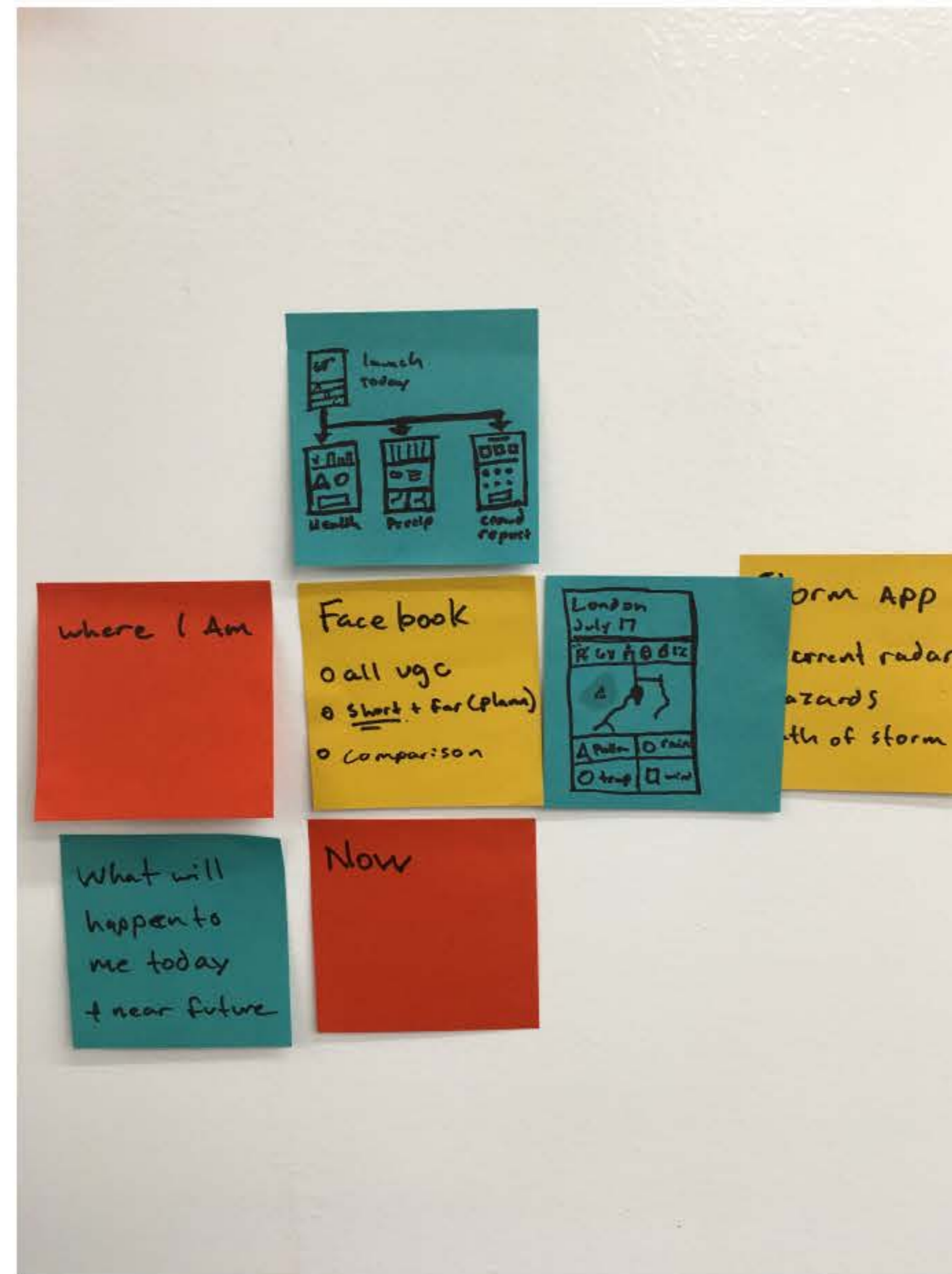
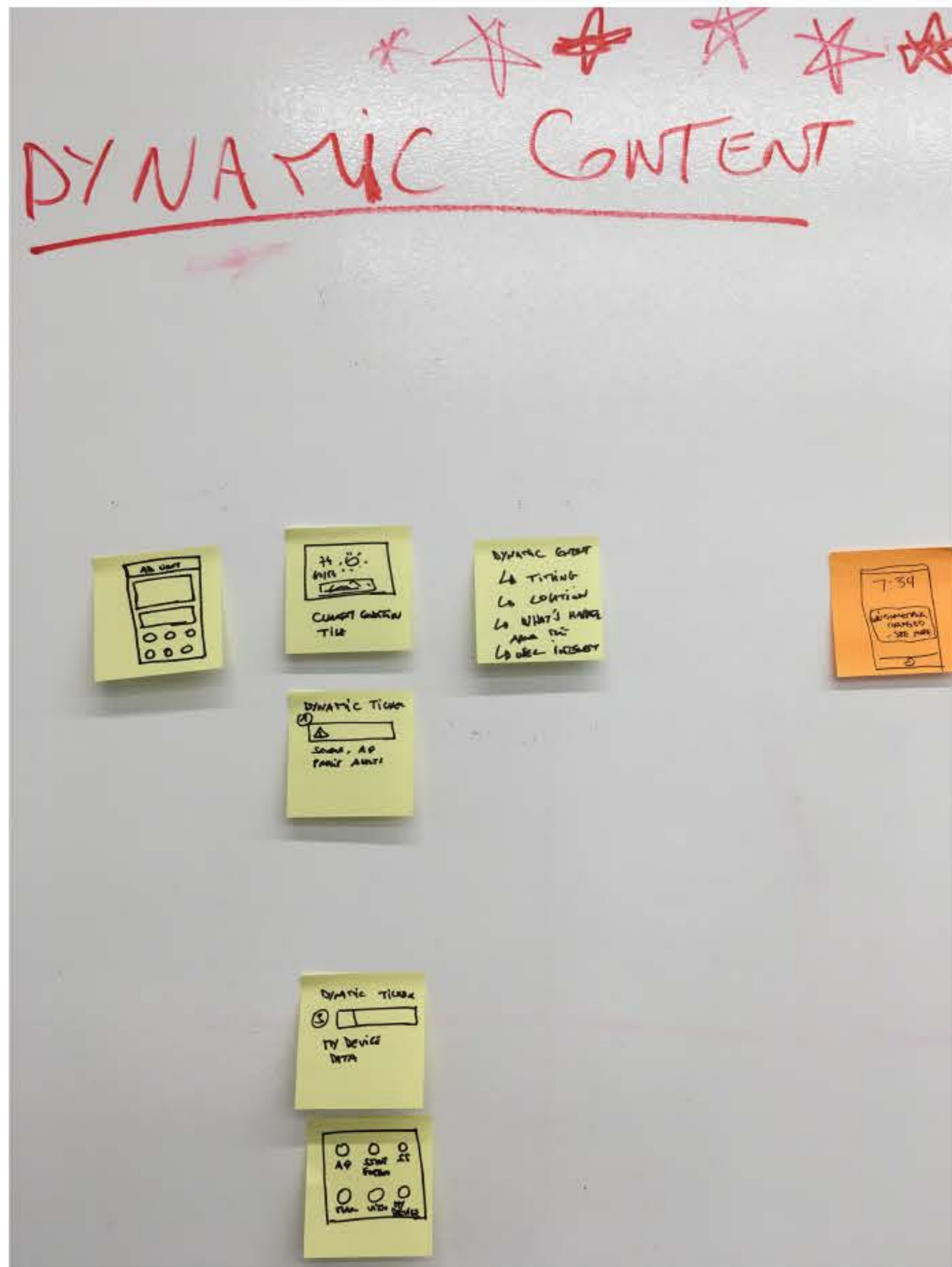
Goals

- **Increase engagement**
- **Increase revenue**
- **Differentiate between the TWC app (before Daybreak)**

*Presentation Deck link: <https://drive.google.com/open?id=0B8o7HN94tQZUc3hpR1duaE5KU3c>



Discovery: Design-a-thon



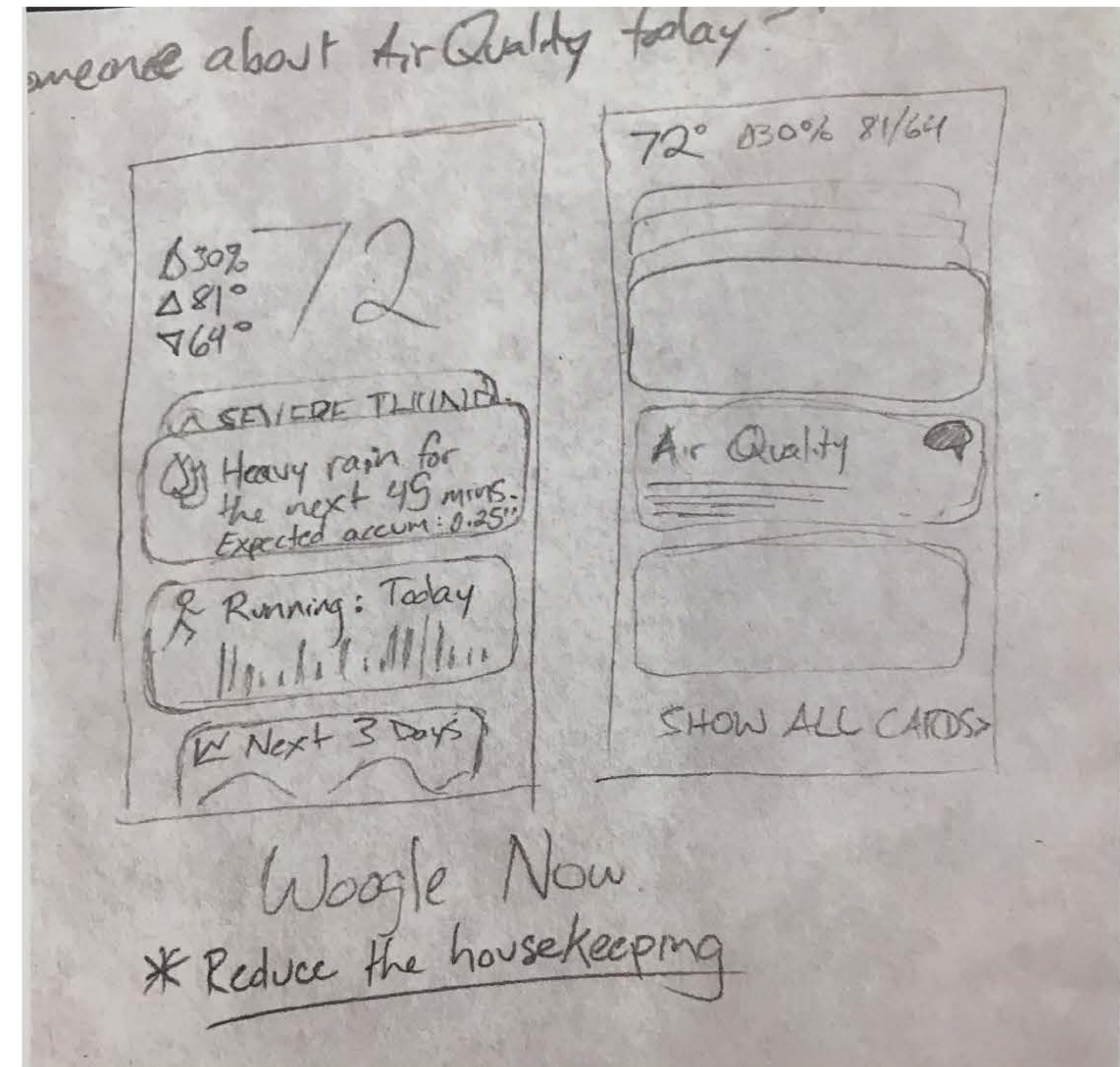
*Design-a-thon Deck link: <https://drive.google.com/open?id=0B8o7HN94tQZUOE5INW9NdG1yakE>



Defining Features

- **Cognitive UI:**

Minimal scroll, dynamic current conditions card and smart notifications based on what's going on around the user, their behaviors, and interests. Cross linking to TWC flagship app for news and video.

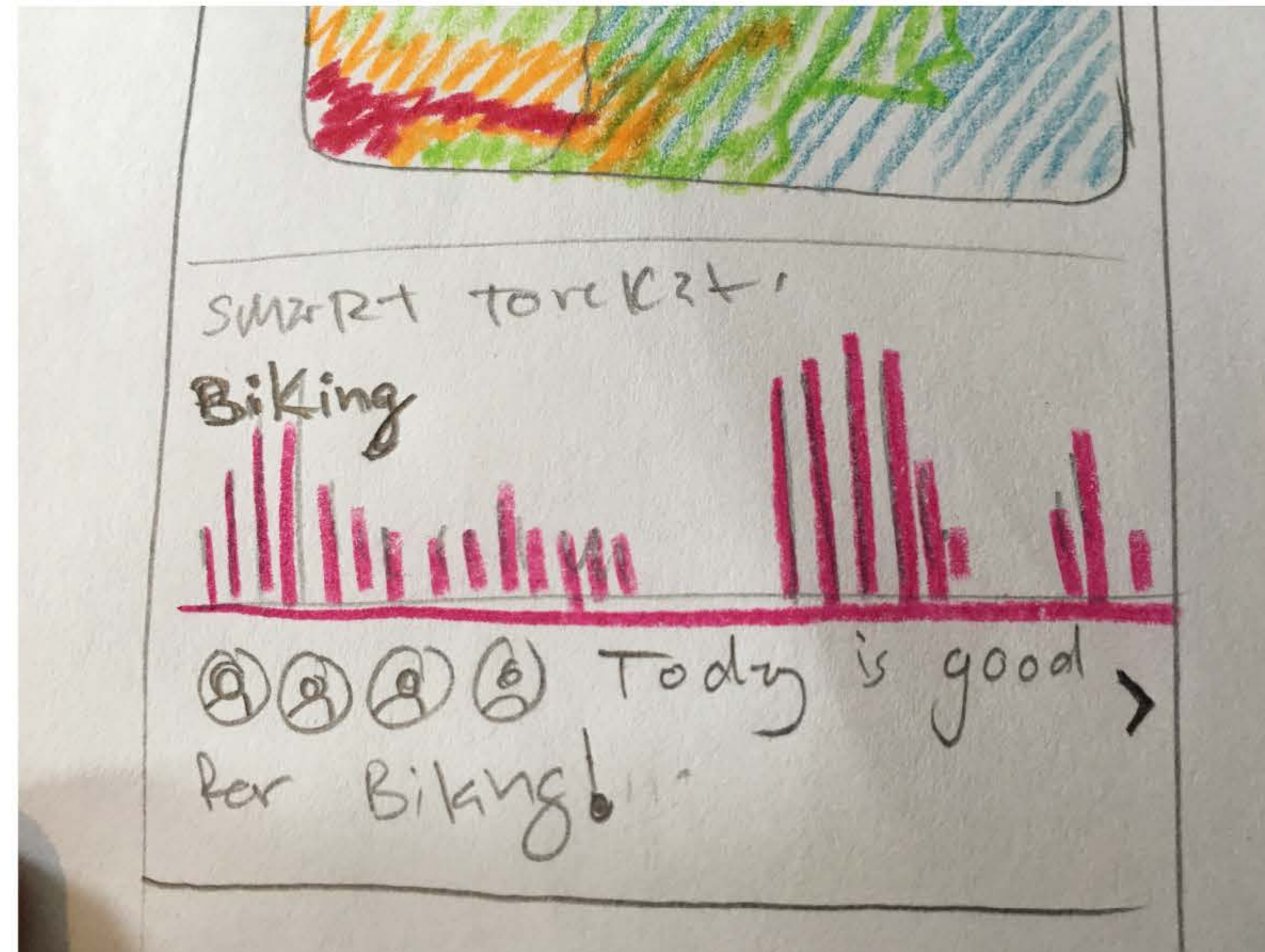
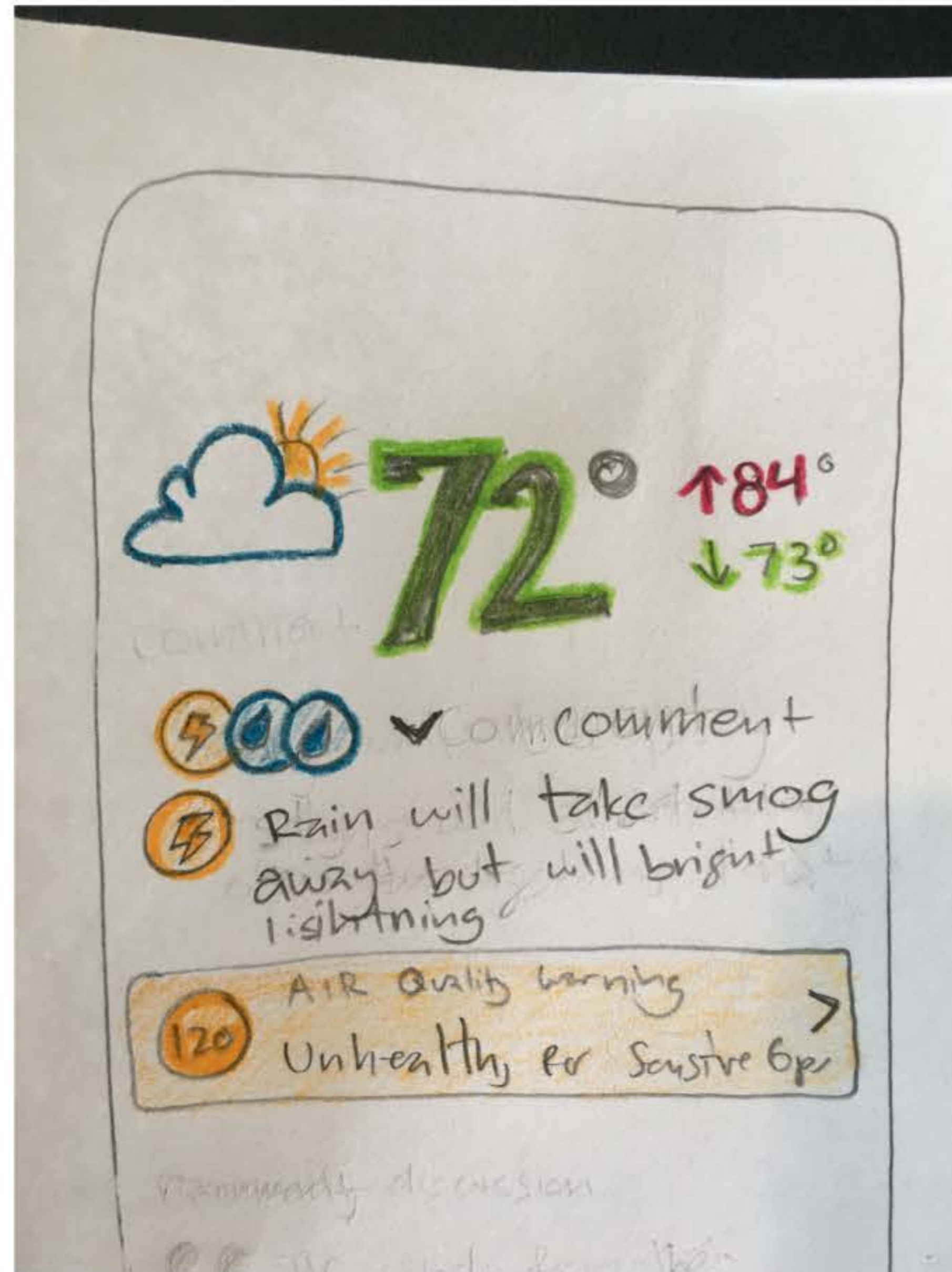




Defining Features

- AQ:

Current condition and smart forecasts with AQ data and crowd reports/user comments

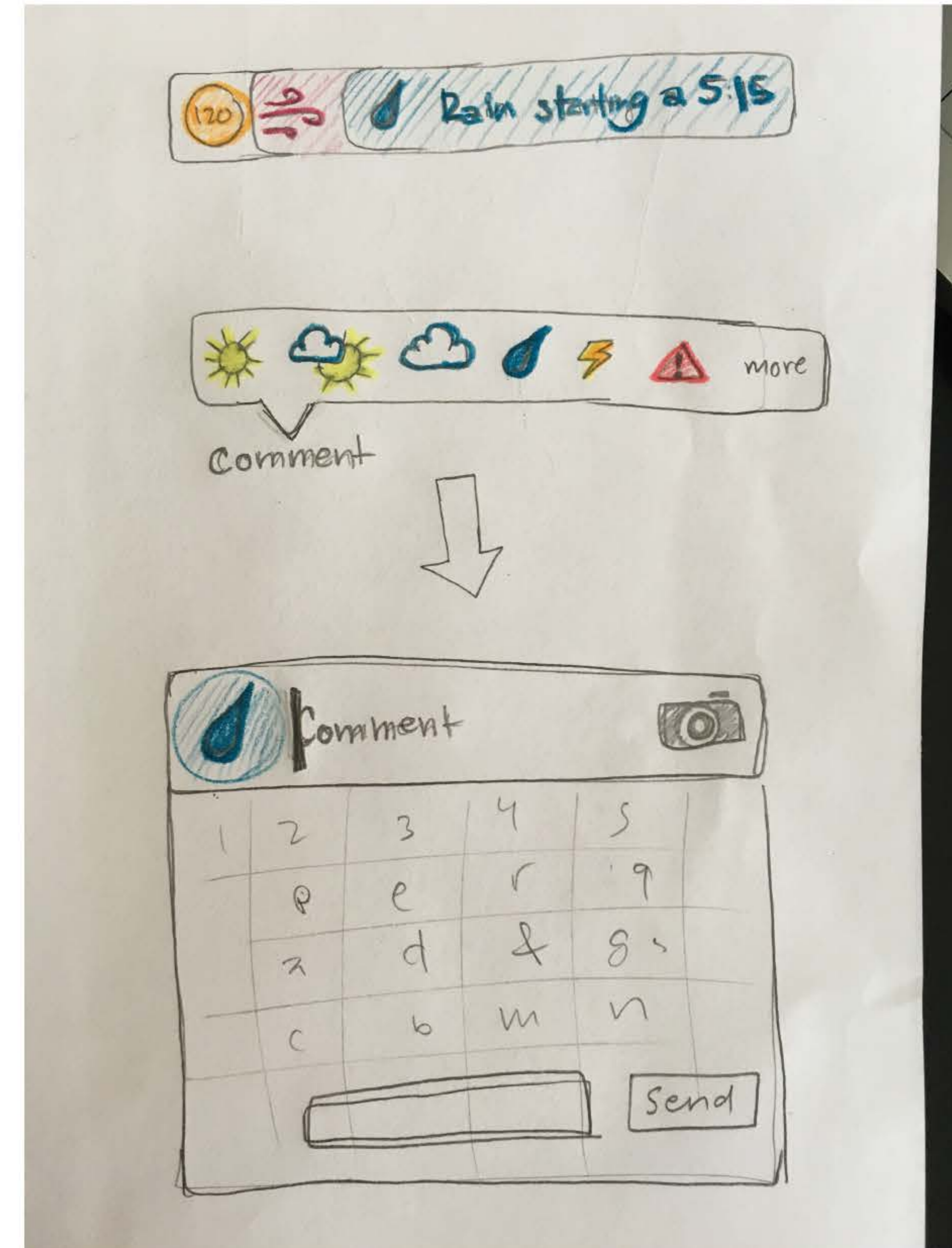


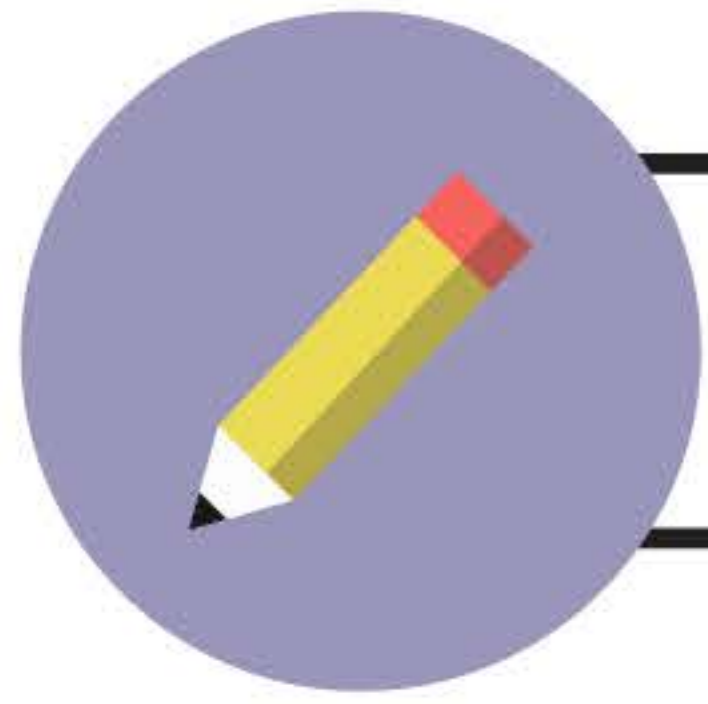


Defining Features

- **Smart Notifications:**

Tab notification with crowd reports and user generated data feeding Watson with text and images for real-time weather events.





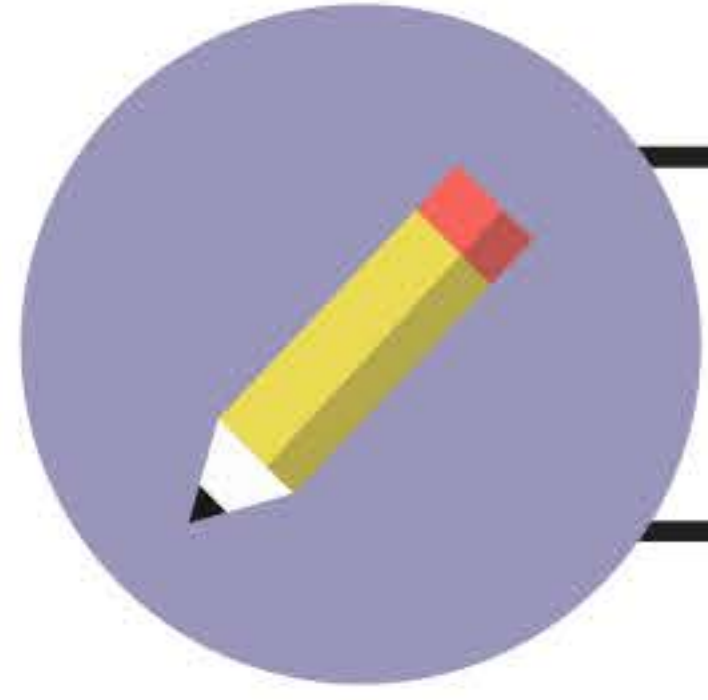
Prototype

9:41 AM 100%
San Francisco, CA
FINANCIAL DISTRICT
72° FEELS LIKE 73°
10%
3 | 5
Clear
TODAY MON TUE
75° | 59° 83° | 54° 81° | 54°
10% 30% 90%

Watson Ads
Set the table with a new original created by you & Watson
Name any course, dish, or ingredient
AIR QUALITY INDEX
44 Good
REDUCE PROLONGED OR HEAVY OUTDOOR EXERTION.
RADAR & MAP

60° 76° 83°
SAN FRANCISCO OAKLAND
64° 84°
SMART FORECASTS
Next best running times tomorrow 9am-11am
NEWS
Extremely Dangerous Cat 5 Irma Storms into Leeward Islands
WEBCAMS
Wunderground San Francisco

*Prototype link: <https://ibm.invisionapp.com/share/KWNNEZIMPCQ>



User Feedback

- **Pros:**

- They liked seeing compact glanceable information before diving deep to view more info.
- Users loved seeing the rainbow dial around the current temperature. They said the gauge makes sense to them.

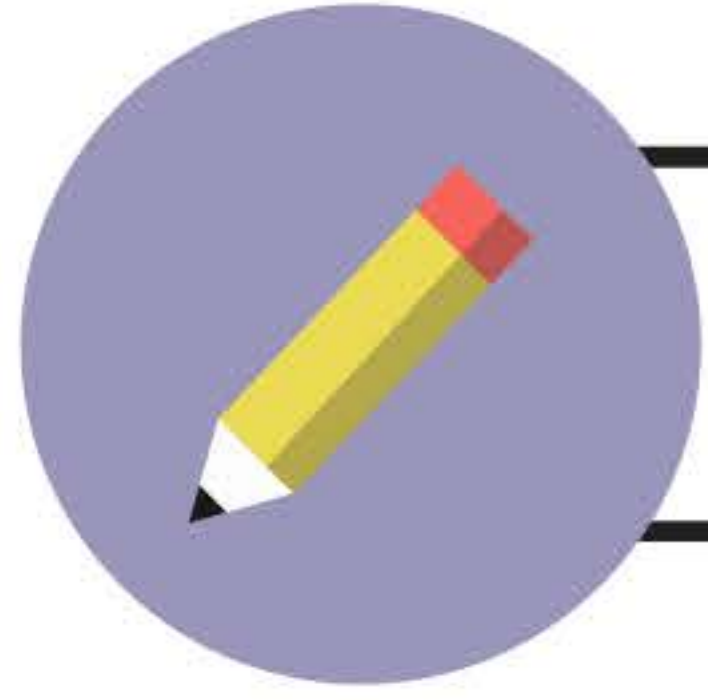
- **Cons:**

- Seeing the PWS number wasn't helpful to users. They want to see information that is recognizable or help them orient themselves, like neighborhood name or zipcode below the city name.
- Some users found reading the graphs in the details page hard to read (i.e. time, order, etc.)

*User feedback link:

<https://docs.google.com/document/d/1f4BF0wFWgEFPIIMhMoRW3ZR2FAXEV0TT-ITIFGjSGVIk/edit?usp=sharing>

A horizontal bar at the bottom of the slide composed of several colored segments: red, orange, yellow, green, blue, and purple.



Final Thoughts & Changes

- **Thoughts:**

- User generated feedback with the reporting isn't as prominent in the app
- More visual weather data for the user to look at
- Cutting rarely viewed cards from previous version made a more streamlined experience

- **Changes**

- Would like to see more incentive for the PWS owner within the app
- Would like to see favorited location system
- Better connection that ties the forecast to PWS/sensor network