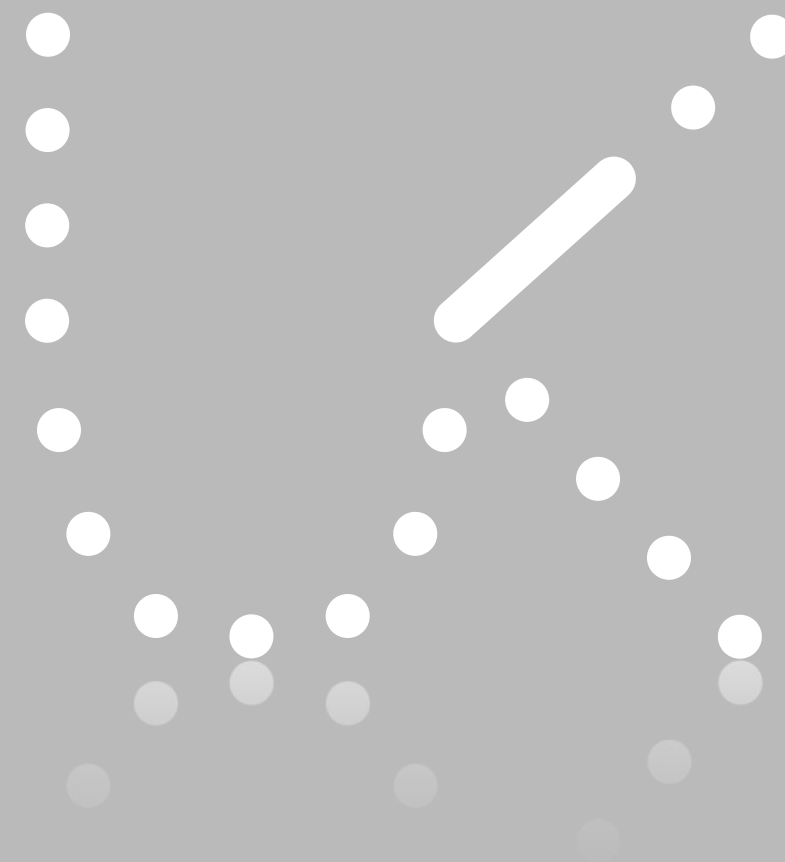


Showcase Process and Skills at

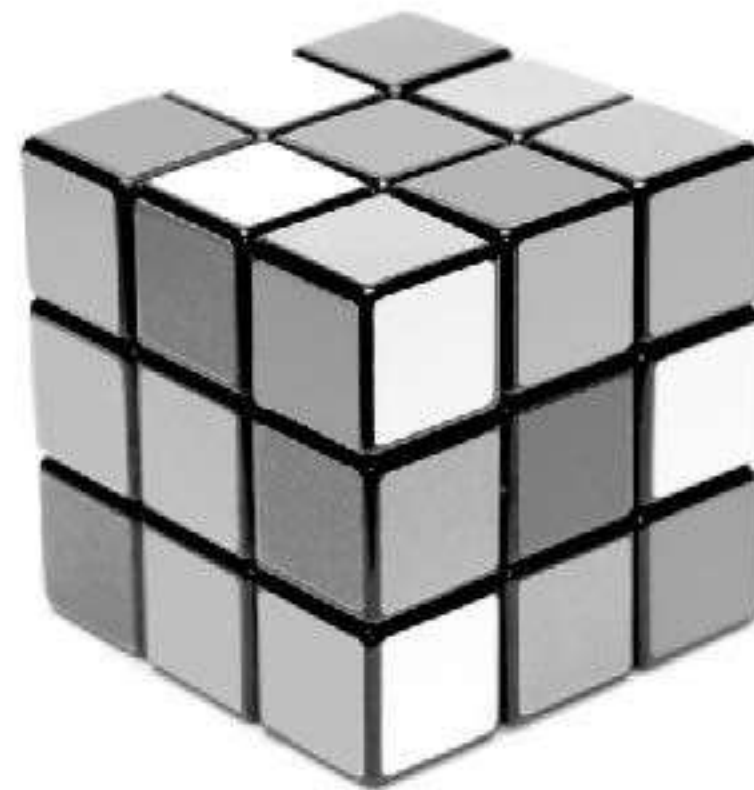
ASK THE COCONUT

The weather forecast APP





- | Ask coconut was designed as my project for the UX Designer course at Career Foundry.
- | For me, this project was all about deepening my understanding of each element of the UX process.
- | I was looking for a challenging user group so Wind/Water app gave me the perfect opportunity.



PROBLEM STATEMENT

| Our users need a mobile app to plan their customize trips according to their preferences and the kind of water sports they are practicing in only one app because they want to save time and enjoy their time without depending to others.

| We will know this to be true when users from different background feel independent and safe when using our app.

LIST OF POSSIBLE PROBLEMS

| Our users lack time and lack other tools to customize their trips according to their lifestyle and preferences.

| Also, users lack precise knowledge like real-time weather information to understand the forecast.

| Users will like to complete their wind/water sessions with other activities they that they are interested in.

| Users feel unsafe in the water.

POTENTIAL SOLUTIONS

| An App that gives the option to sign up for one or more sports layout, customizing their own profile according to their preferences. Through a waterproof device like the digital watch, users will be sharing their live location and have the option to make an alarm sign in case of emergency. The interface will be straightforward and easy to interpret.

Ask the coconut

The best way to search weather forecast and enjoy wind/water sports



- PLAY A LIVE TRIP | Design your own trip
- GO FOR YOUR LEVEL | Beginner or Veteran, right for you
- DON'T MISS ANY | Mingling yourself with the great community of coconuts

UX Procedure

BASED ON USER CENTERED DESIGN



"Ask the coconut"

NATIVE IOS APP

Discovery

P H A S E

COMPETITOR ANALYSIS

| Research and comparison.
Spotting lack on the current market and shaping the right things to implement in the future

AUDIENCE DEFINITION

| Working on the target to understand when to pin the sight

USER SCENARIOS

| It was essential to understand our behaviours users

CONTENT SURVEY

| It helped on focus on planning the main content to work on

Concepting

P H A S E

PROCESS FLOWS

| Flowchart that illustrates the relationships between major components

SITE MAP

| Provides crucial elements of functions available in the app

WIREFRAMES

Fresh and first ideas, sketches and visual thoughts gathered through the project

DESIGN

| Putting things on the table to start prototyping

Usability

P H A S E

PROTOTYPING

| Very important, to check interaction among slices before the phase of deployment

USER TESTING

Who finally will use the product is the user, so very useful to check with them what really work and what doesn't

REVIEW / ITERATIONS

| Iterations is the key to take your project into the next level

AVAILABILITY

| Improving product for an accessible product

Final Product

P H A S E

HAND-OFF DESIGN MATERIAL

| Mitigating challenges for development process and reducing gaps between parties

APPROVAL

| Reaching goals for a deadline but there will be always room for improvements and next steps

DESIGN LANGUAGE SYSTEM

| Guide style & Pattern library reachable

SWOT | Competitive Analysis

- Seniority in the market
- Large community
- Strong algorithms
- Support from major water sport brands
- Significant complementary resources investment

- They lack of focus on real user's preferences.
- Very complicate data for the user
- Room for providing the user a tight data to suit their preferences

| STRENGTHS |

| WEAKNESSES |

| OPPORTUNITIES |

| THREATS |

- Focus on the user preference not on the tools. So giving to the user the opportunity to personalize their profile depending on which water sport they will practice.
- Make the data easier to understand without having knowledge or going through a guide.
- Better designed app focus on shorter flows would make a lot of difference from a UX standpoint.

- Site such a Glassy Surf Forecast, Wisuki among others.
- Competitor are investing and rapidly implementing new ideas to cover the gap for users.



- Very precise data.
- Strong algorithms and wealth information.
- Many tools to use windy information as a professional link "windy plugin", "create videos or animated GIF", "measure distance and planning"...
- Regularly updated.

- They don't invest on defining and tight their own community.
- They offer information offline only in pro version.
- They has not shape their target.

| STRENGTHS |

| WEAKNESSES |

| OPPORTUNITIES |

| THREATS |

- Offer the user only precise data depending on their interest.
- Guide the user for their improvements.
Build a proper community space for sharing and cover all the user communication needs.
- Shape and define the target.
- Include the "weather news" section which exists in website version already in the App.

- There are other apps offering the same accurate data with more approachable usage.
- Competitor are investing and rapidly implementing new ideas to cover the gap for users.



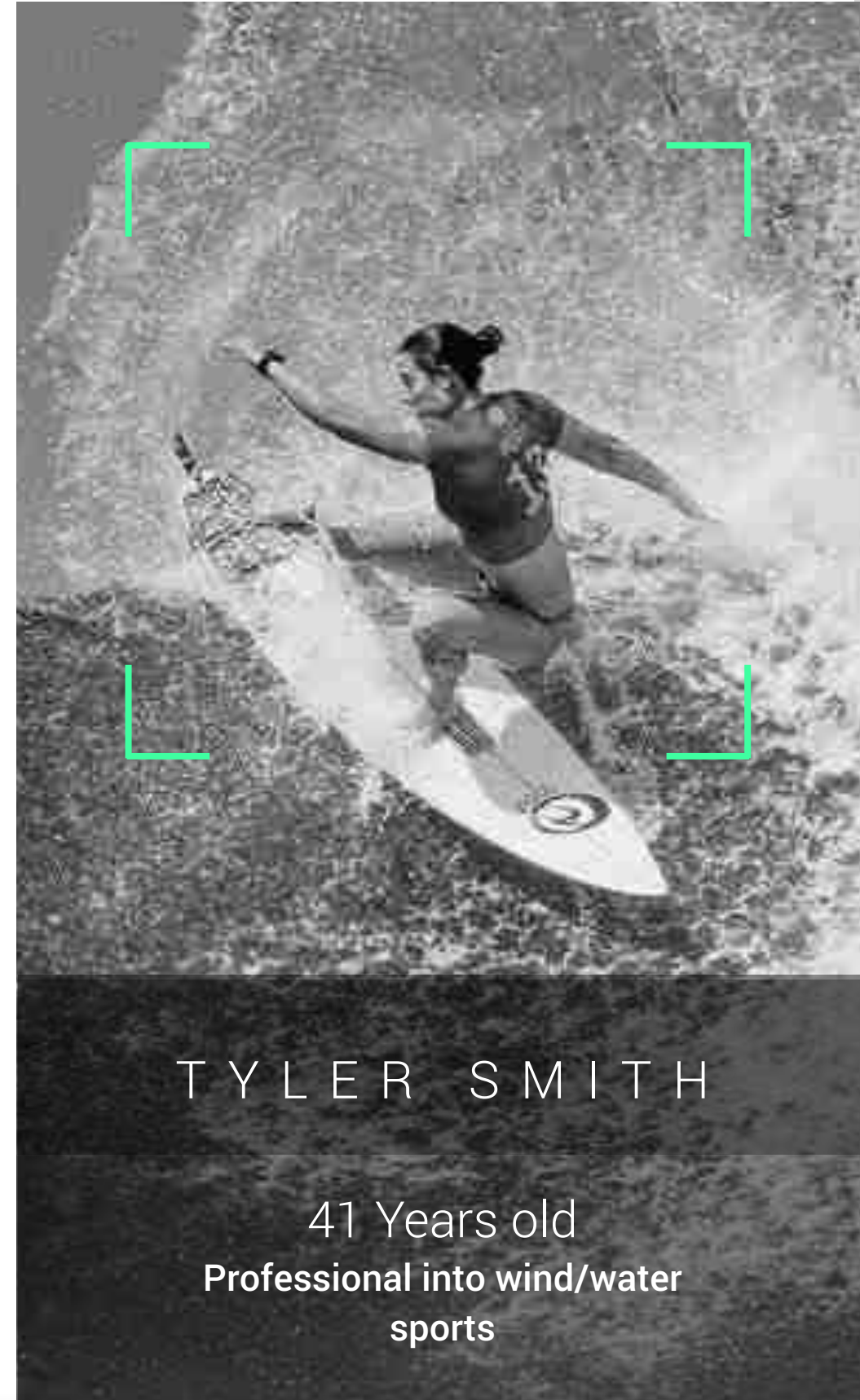
- ✓ Collecting primary data
- ✓ Conducting interviews | 6 people
Attitudinal - qualitative
- ✓ Performing surveys | 30 people
Attitudinal - quantitative
- ✓ Identifying our user's needs
- ✓ Creating what will be really
relevant to our target
- ✓ Ensuring our product will
deliver a great experience





User Personas

- ✓ Creating an understanding and empathy with the end user (s)
- ✓ Humanizing our audience
- ✓ Asking the right questions
- ✓ Placing the whole team on track
- ✓ Keeping the focus while brainstorming and writing
- ✓ Finding the best leaders to real potential clients



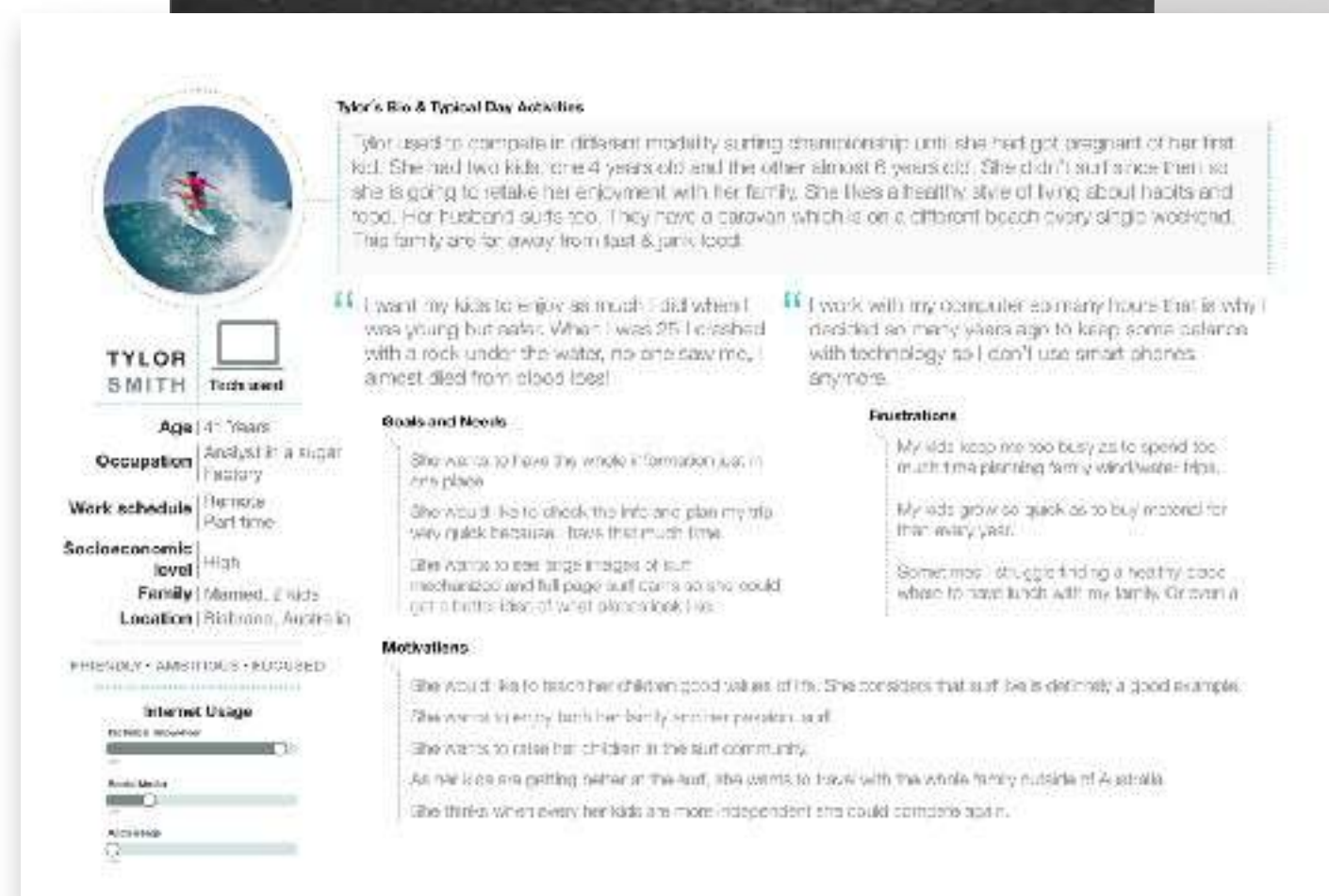
TYLER SMITH

41 Years old
Professional into wind/water
sports



TELMO ROSSI

18 Years old
Beginner into wind/water
sports



Our users

UNDERSTOOD

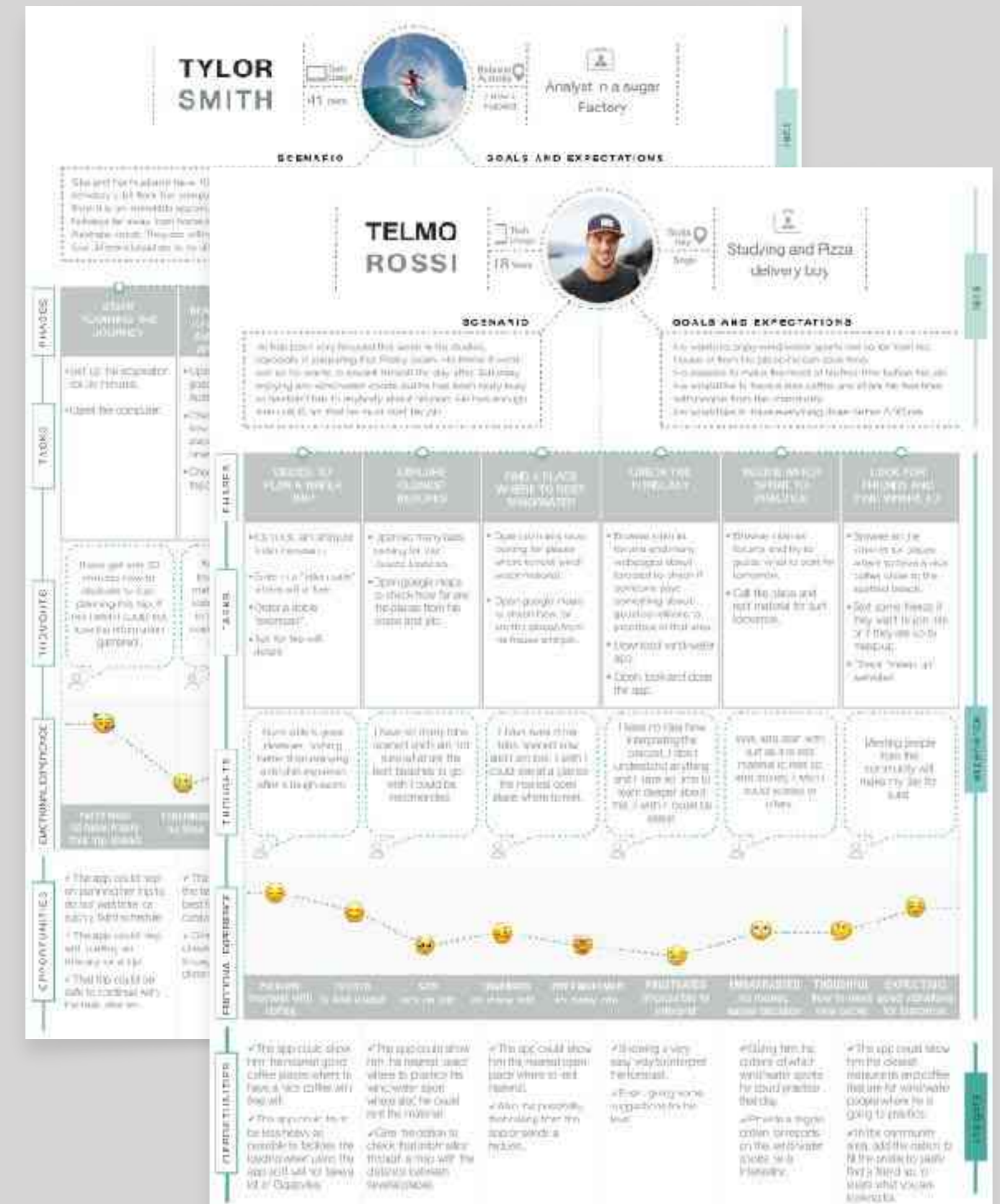


Mental Model and user journeys

- ✓ Intelligent decisions onboard
- ✓ Circle of competence | Giving light to blind spots
- ✓ Thought experiment | What users can be known. Opening new ways for inquiry and exploration
- ✓ Second-Order Thinking | Thinking further ahead and thinking holistically
- ✓ Probabilistic Thinking | Improving the accuracy of our decisions

Intelligent decisions

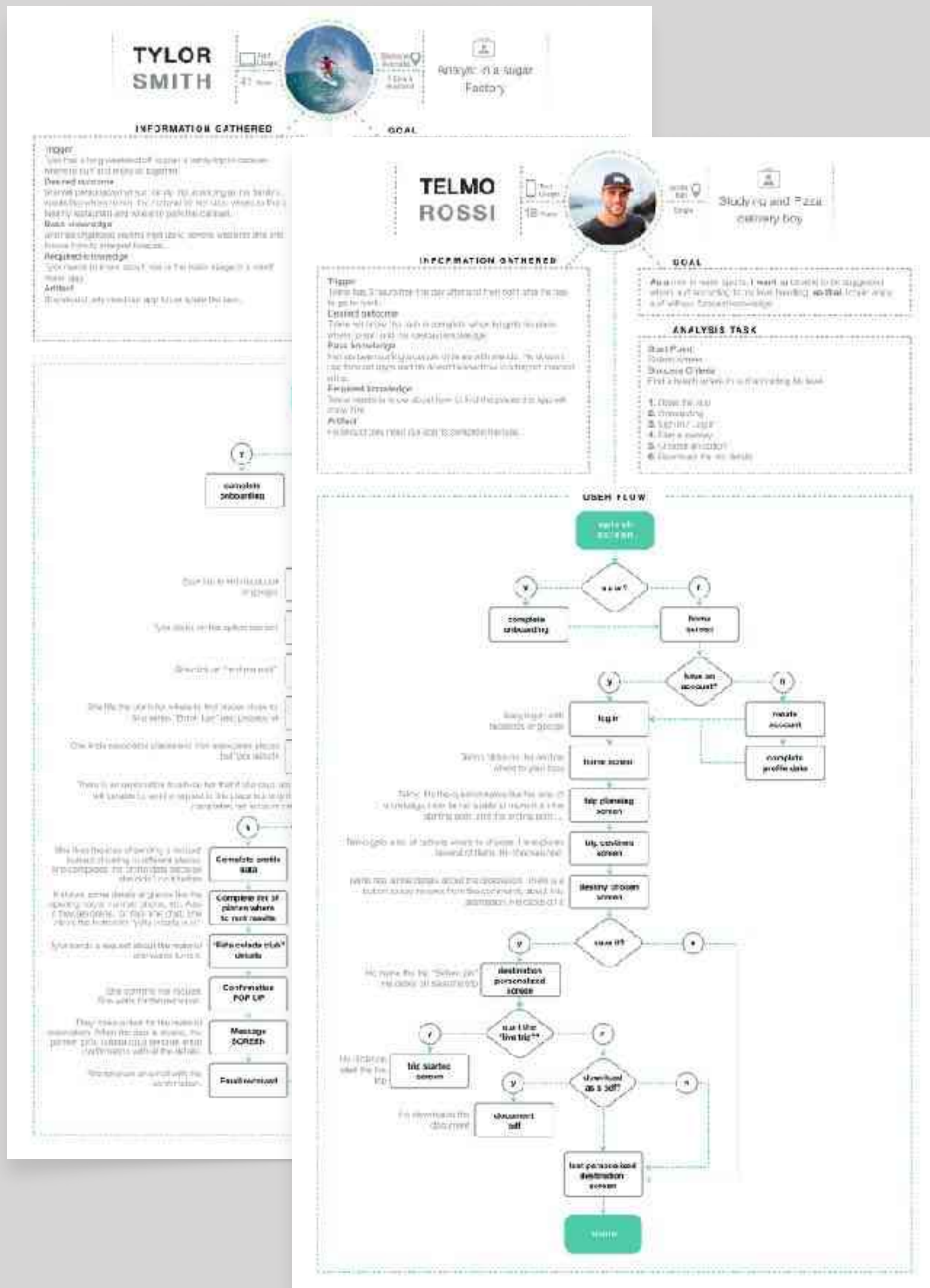
O N B O A R D



➔ Go to uxcastro.com/portfolio/askthecoconut to get it in detail.

User flows

- ✓ Focus on experience needs
- ✓ Reaching the best way possible
- ✓ Showing up the decision points
- ✓ Documenting the design process and the user interactions points
- ✓ Best way to keep the whole team on track
- ✓ Speeding up the interaction and improving communication within the team



➔ Go to uxcastro.com/portfolio/askthecoconut to get it in detail.

Key on UX
PROCEDURE



Mobile First

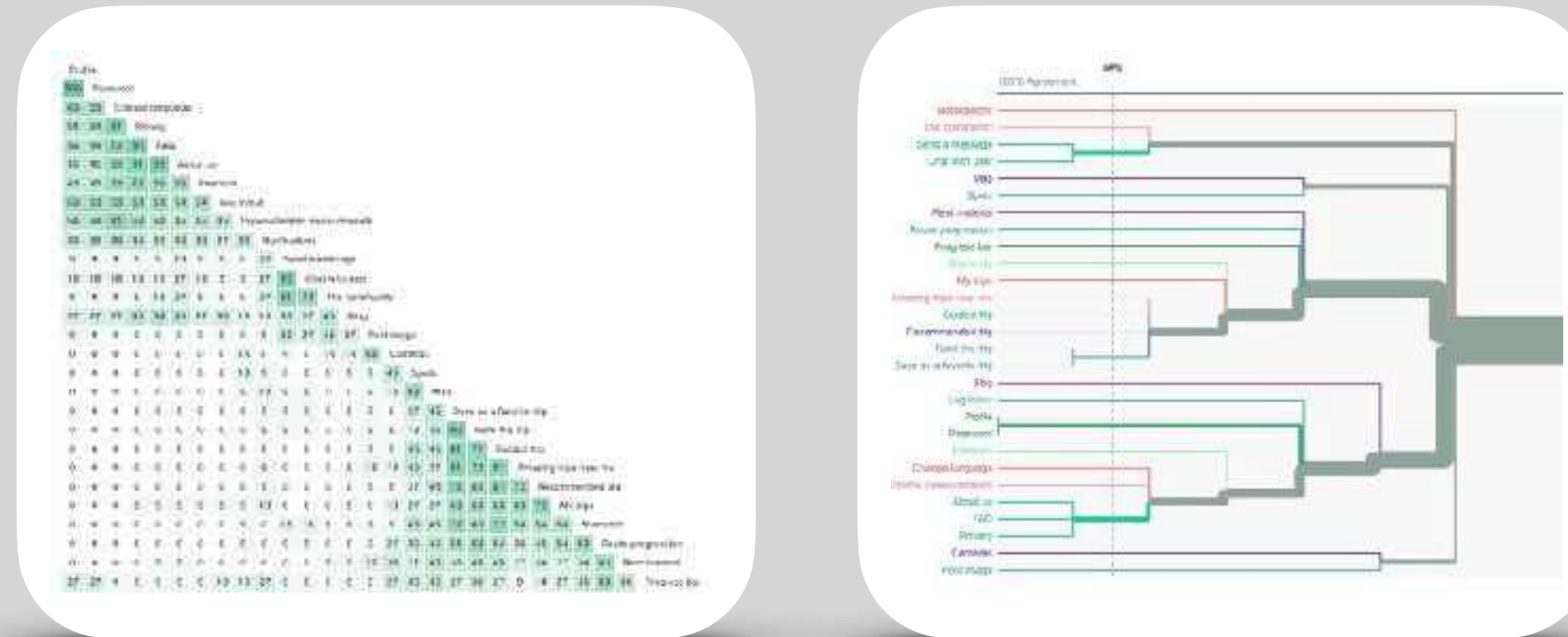
- ✓ Content-focused & User-focused
- ✓ Looking for the best investment
- ✓ Responsive Web Design
- ✓ Minimal design and minimal code
- ✓ Focus on functionality
- ✓ Touch targets under spotlight
- ✓ Avoiding futures issues

DEVICE	FUNTION	CONTENT TYPE	PERSONA	NOTES
	Splash Screen	Logo	All	Opening with logo.
	Home Page	Text, video, image	All	Users will be reminded of the functionalities of VLLA
	Onboarding	Text	All	Users will learn how to use the app, they can skip it and also take up anytime.
	Login / Sign up	Text	All	Users can also login or Sign up with common accounts like Google or Facebook
	Reset Password	Text	All	Users can request to reset their password with their email-address
	Home Screen	Text / Image / Video	All	Central screen, with overview of available functions
	Personal profile	Text / image	All	Users can fill their profile whenever they feel like, it is not a must but some other functions will require in a specific moment.
	Search	Text box	All	Users can conduct all kind of search through all over the app. There will be different searching boxes depending on the area they are
	Design a trip	Text / image	All	Users can design their own trips. It will be connected to google maps. So they could add stops and save it to enjoy the live trip later on if they want.
	Live trip	Text / image	All, specially Taylor	Users can enjoy the live trip function so the app will follow close to them and help with suggestions and trying to make their trip unforgettable.
	Share a trip	Text / Image / Video	All, specially for Telmo	Users can share their trips so other people could enjoy the same journey. This feature will be very useful for our persona Telmo as he is new in this wind/water sports field.
	File guided trip	Text	All	Users can make trips. We can use some symbol like stars or etc.
	Blog	Text / Images / Videos	All	In Mobile version will be only text in order to save data.
	Bookmarks	Text	All	Users could bookmark trips to consider it in the future when planning a journey.
	Map	Link to google maps	All	Users could find locations. For mobile in the pro version, there will be specific options that will allow the user to enjoy in a more personalized way.
	Payment	Text	All	Users who would like to get the "pro version" will be people on the go. It will be through a payment platform like PayPal or similar.
	Wind/water sports activate	Text	All	Users can choose on which wind/water sports they need information. If they active what they are interested, the app will show things related to that.
	Progress	Text	All, specially for Telmo	Users will have the chance to check their progress any time in each wind/water sport they would like to improve.
	Material Reservation	Text	All, specially Taylor	Users can search for the places where to reserve something like to rent specific material and to finish the request with an agreement.
	Alarm / Schedule	Text	All, specially for Telmo	Users can set up an alarm and make their own schedule to help in their daily tasks to achieve better their goals.
	Menu	Text	All, specially for Taylor	Users will a special place to jot down things they have to do related to their trips and progress in wind/water sports.
	Suggestions	Text	All, specially for Telmo	Users will receive suggestions for the kind of food they are in a specific wind/water sport.
	Privacy Settings	Text	All	Users can adjust their privacy settings anytime.
	Account Settings	Text / image / Video	All	Central screen, with overview of available functions.

Progressive enhancements

S T R A T E G Y

Site Map



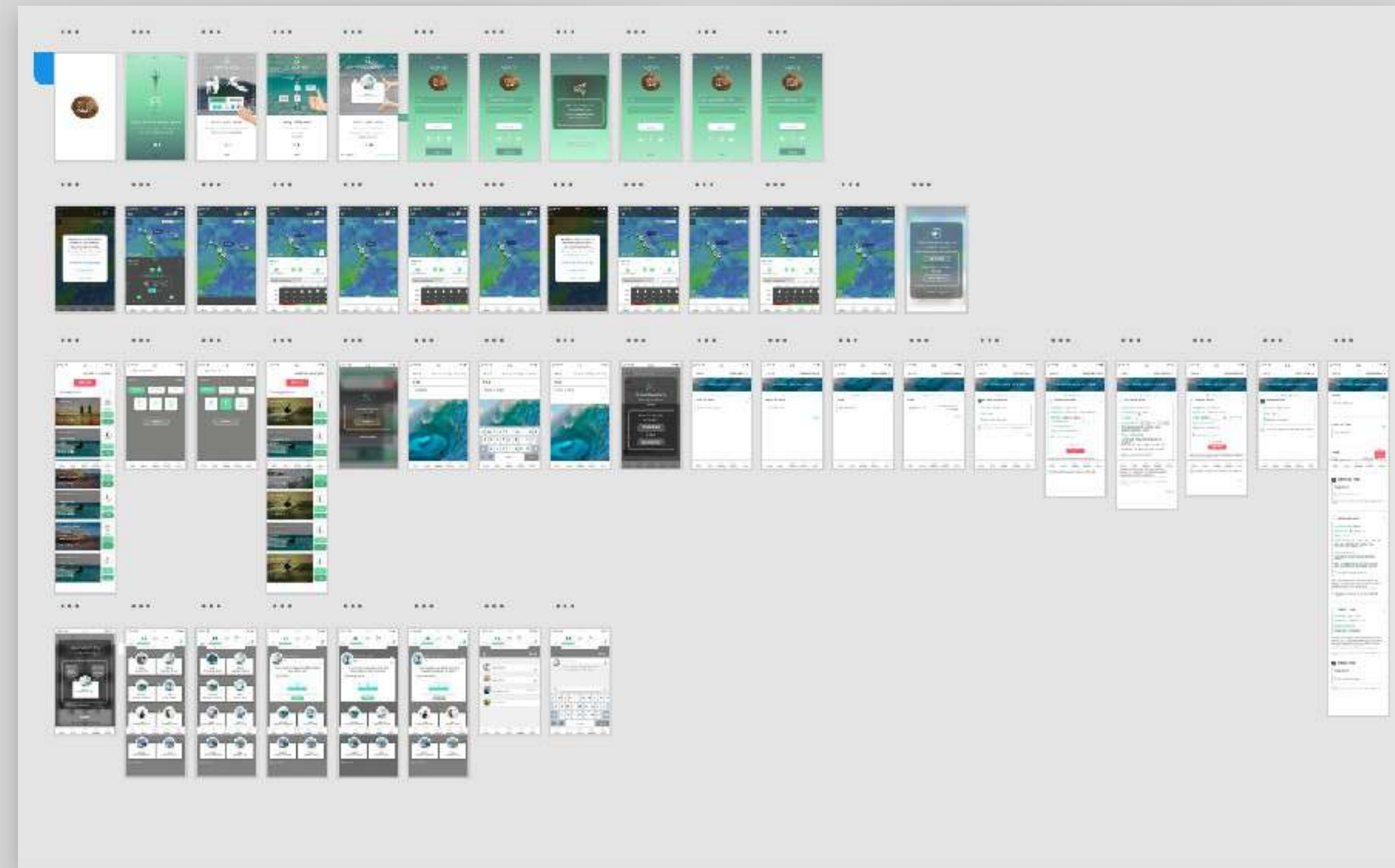
- ✓ Card sorting | Collecting the insights
- ✓ “OptimalSort” tool
- ✓ Discovering how our users categorize information
- ✓ Categorizing information with similarity matrix and dendrograms
- ✓ Building on data not assumptions

IA

C A R S O R T I N G

Prototype

- ✓ Building for a sense of clarity
- ✓ Understanding the problem better
- ✓ Solving issues early in the process
- ✓ Checking journeys
- ✓ Avoiding procrastination for a better organization with the team
- ✓ Preparing material for feedback
- ✓ Preparing UI material
- ✓ Easy for great iteration procedure



Working for better

I T E R A C T I O N



- ✓ Running the usability test
- ✓ Categorizing observations, positives quotes, negative quotes and errors
- ✓ Rainbow Spreadsheet | Organizing data gathered
- ✓ Prioritizing errors and features | Jakob Nielsen step scale
- ✓ Time for improvements and providing better ideas
- ✓ Learning from errors

User interacting with

Iterations | “Welcome” screen

EARLY
WIREFRAMES

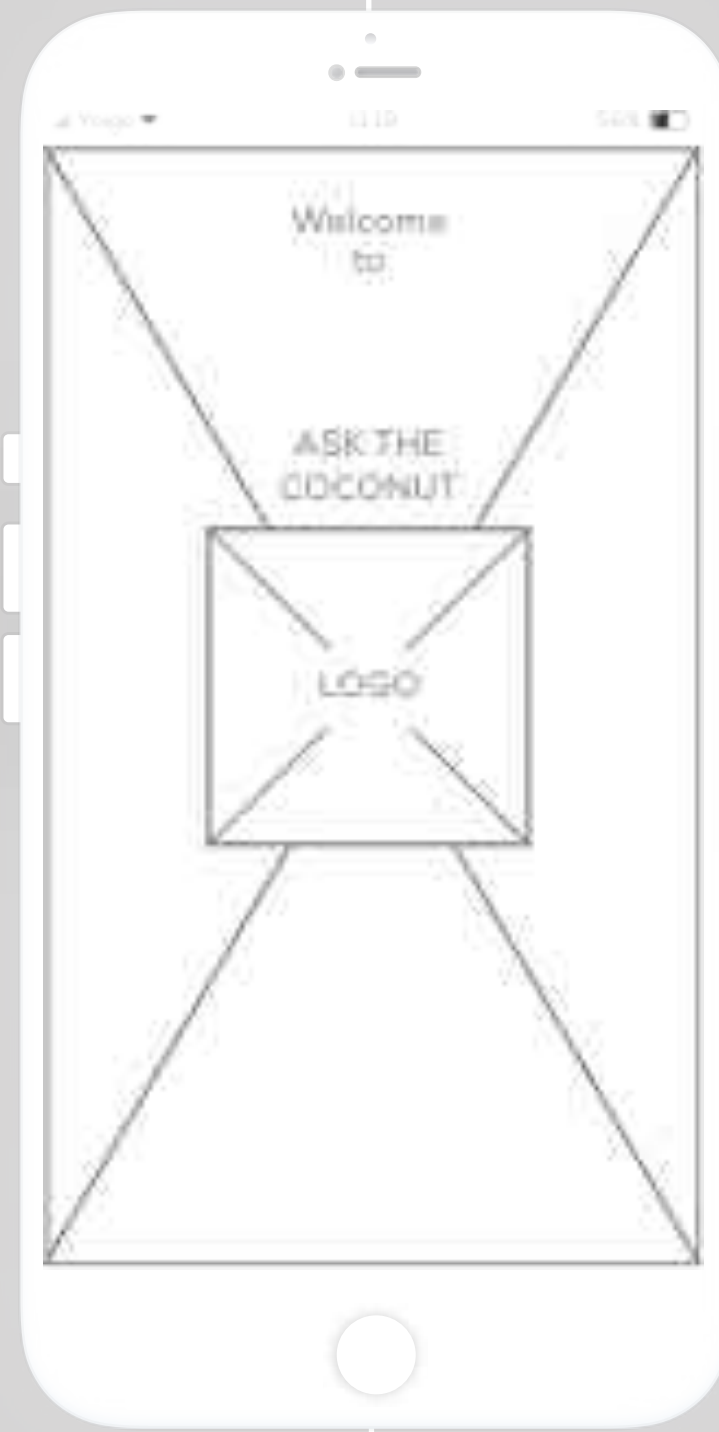
After
Usability testing
process and design
principles

After
Grids and spacing,
language systems
and Design
collaboration

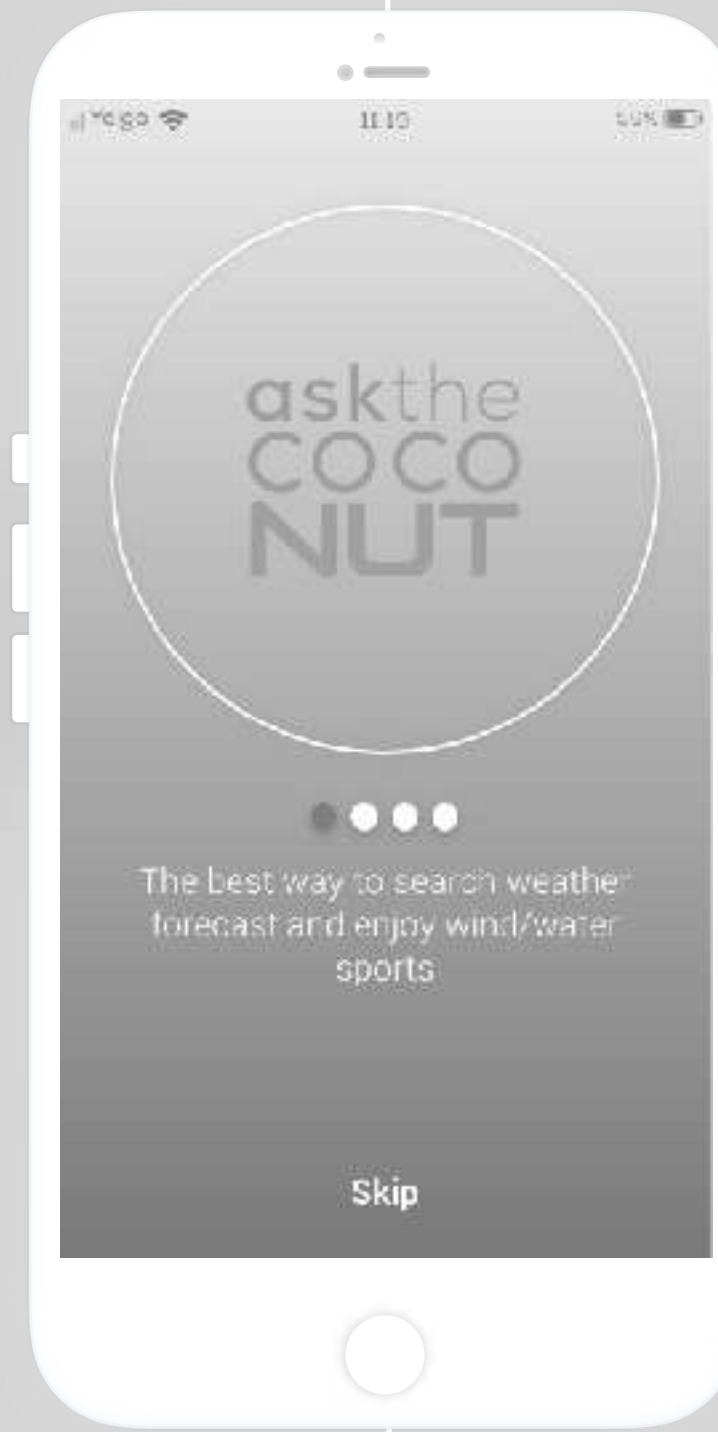
After
Accessibility
checking



LOW FIDELITY



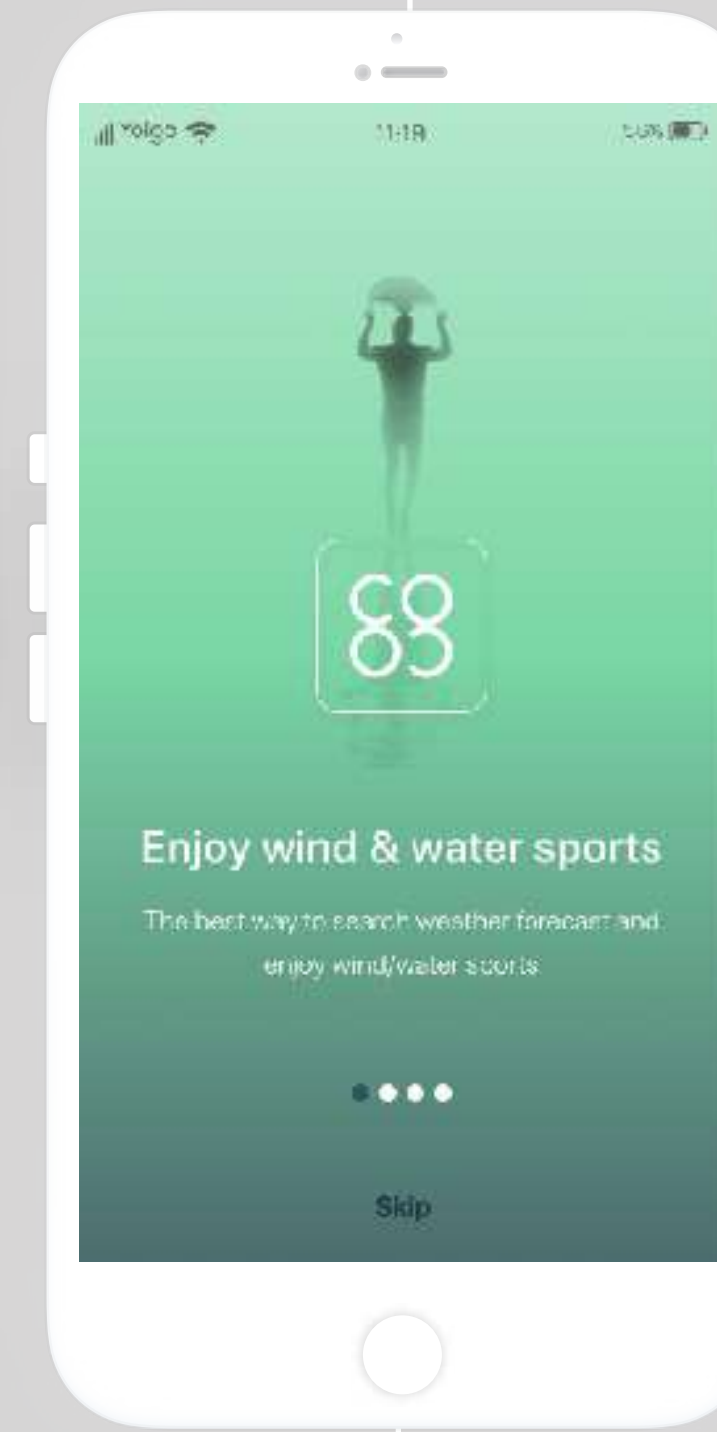
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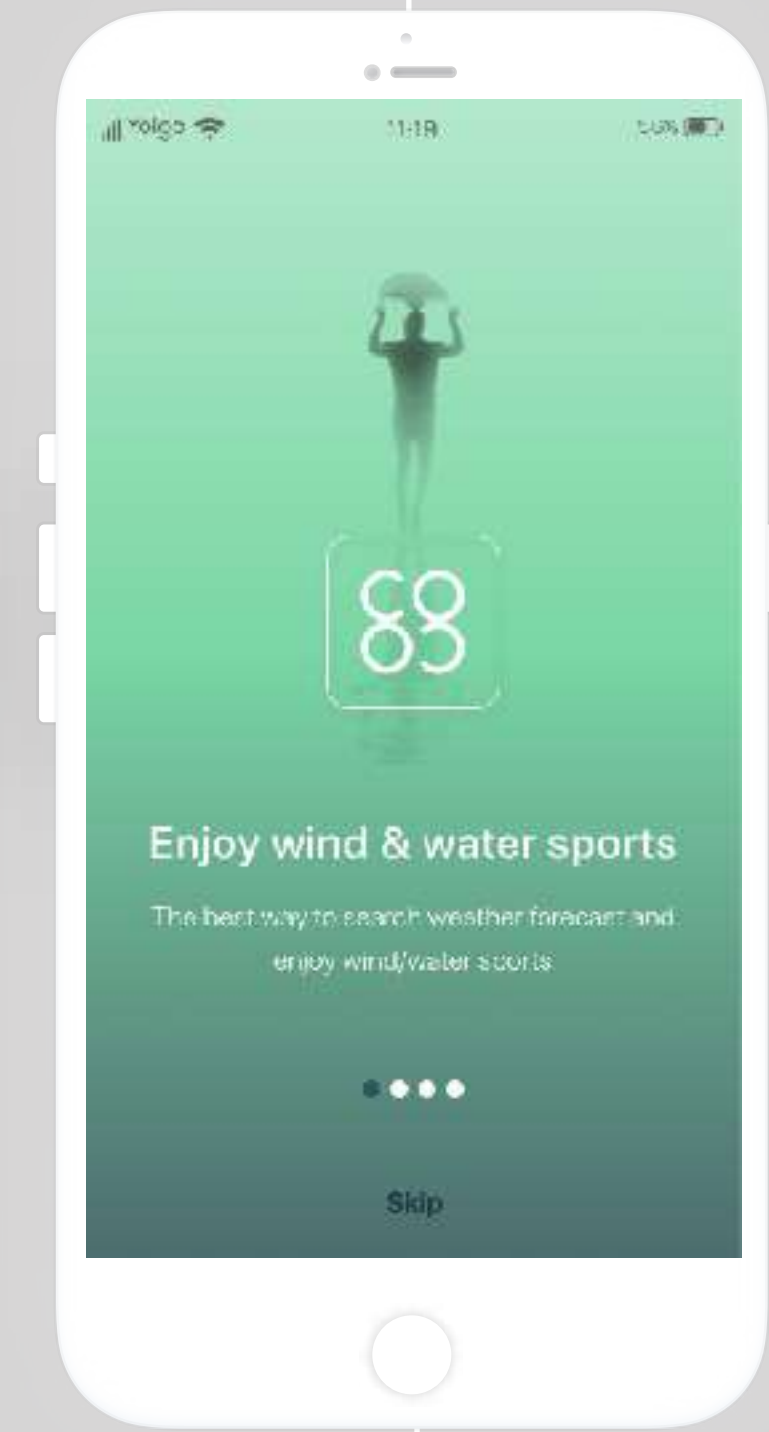
HIGH FIDELITY



PROTOTYPE
VERSION 3



PROTOTYPE
VERSION 9



CURRENT PROTOTYPE
VERSION (10)

Iterations | "Sign up" screen

EARLY
WIREFRAMES

After
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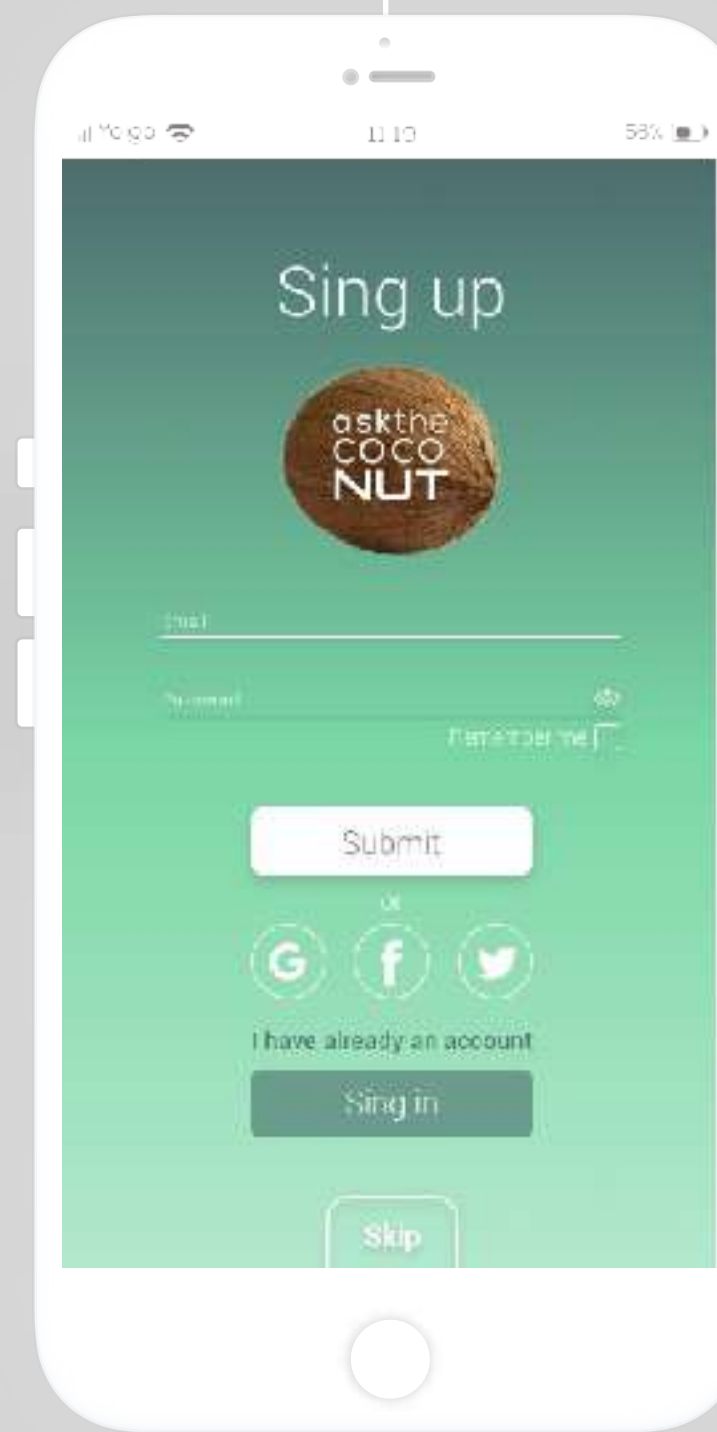
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Accessibility
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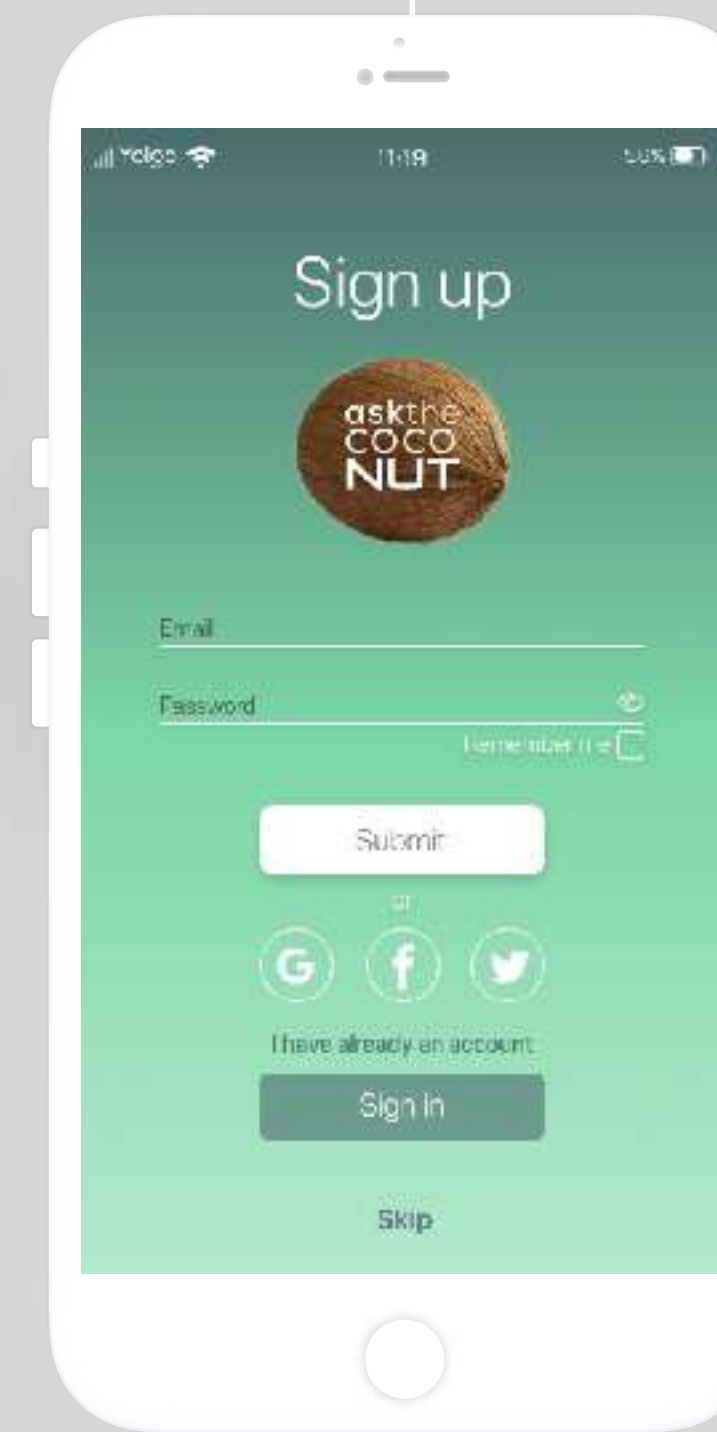
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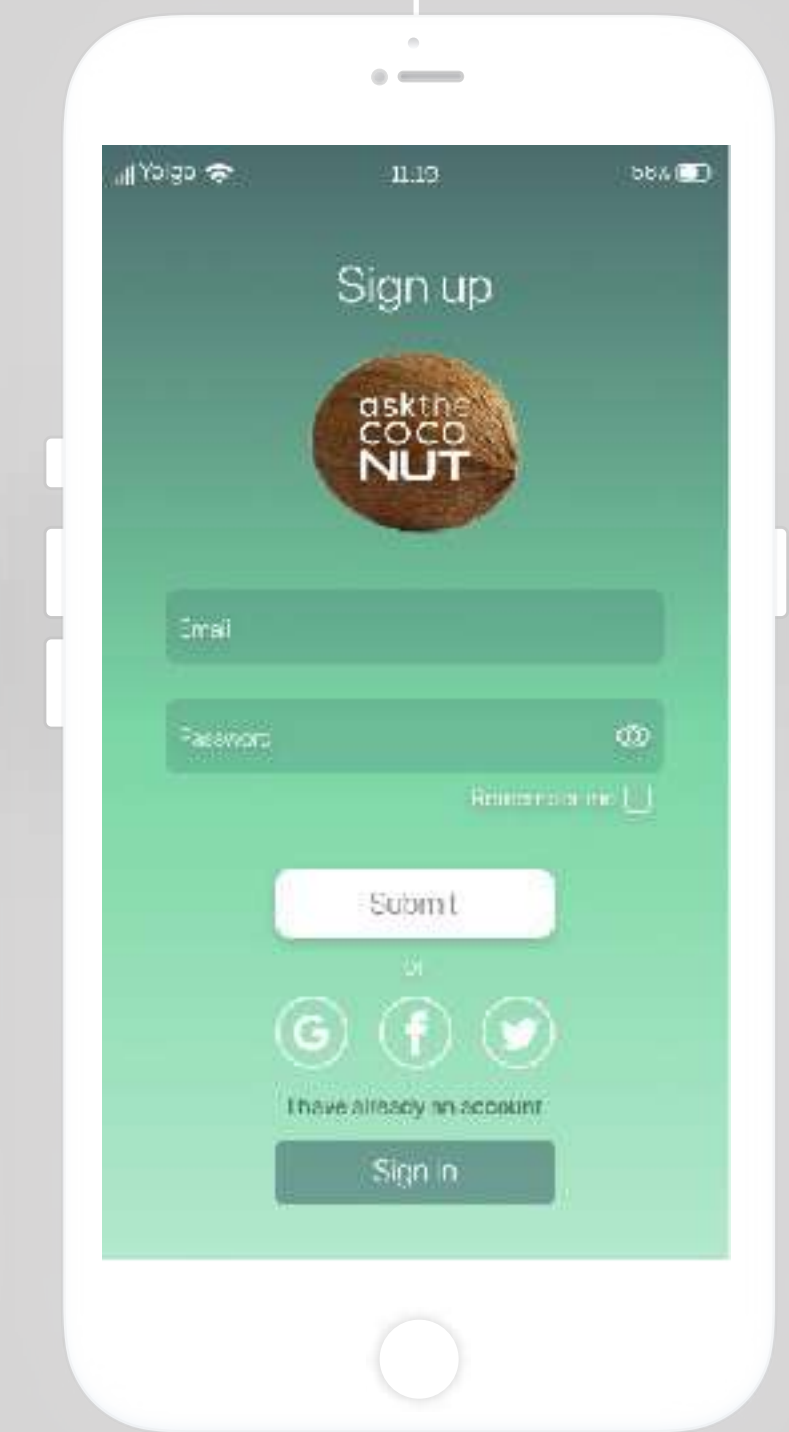
HIGH FIDELITY



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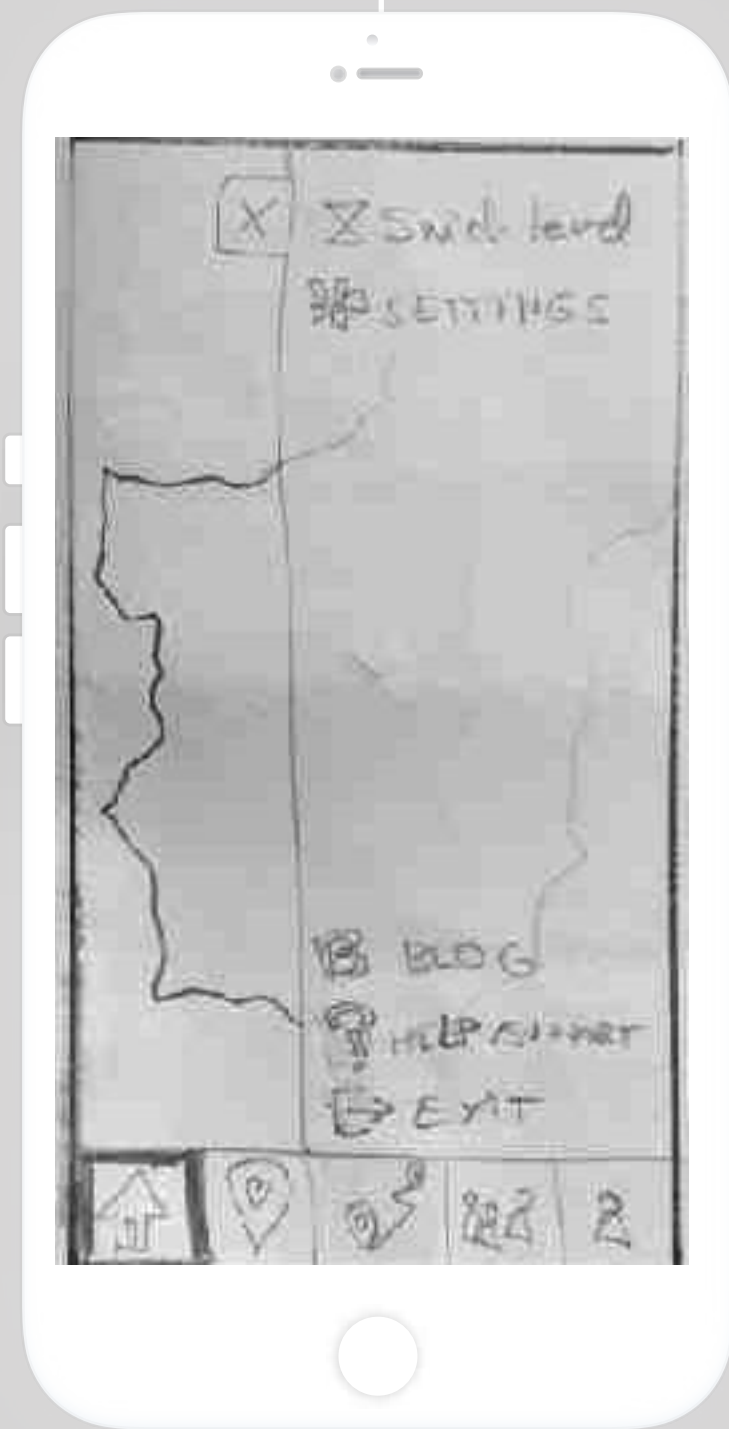
Iterations | "Forecast" screen

EARLY
WIREFRAMES

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After
Accessibility
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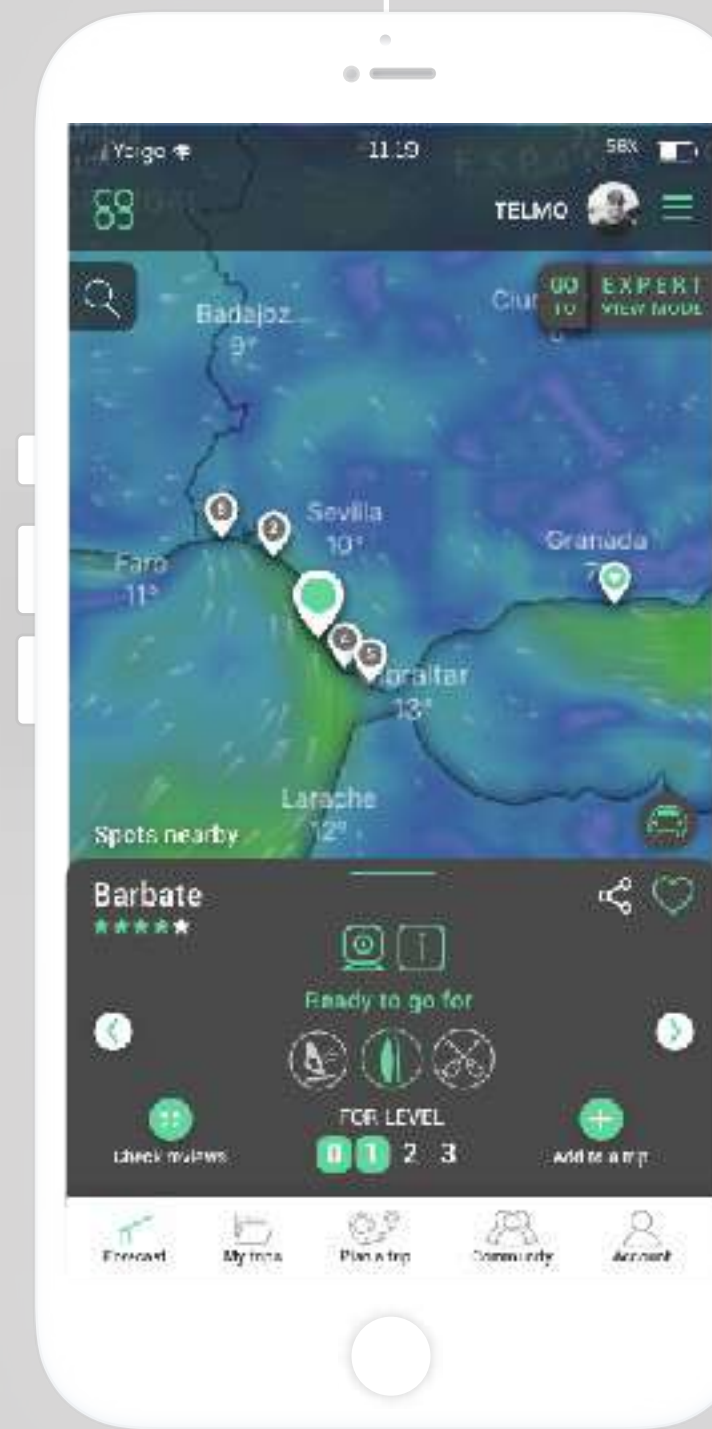
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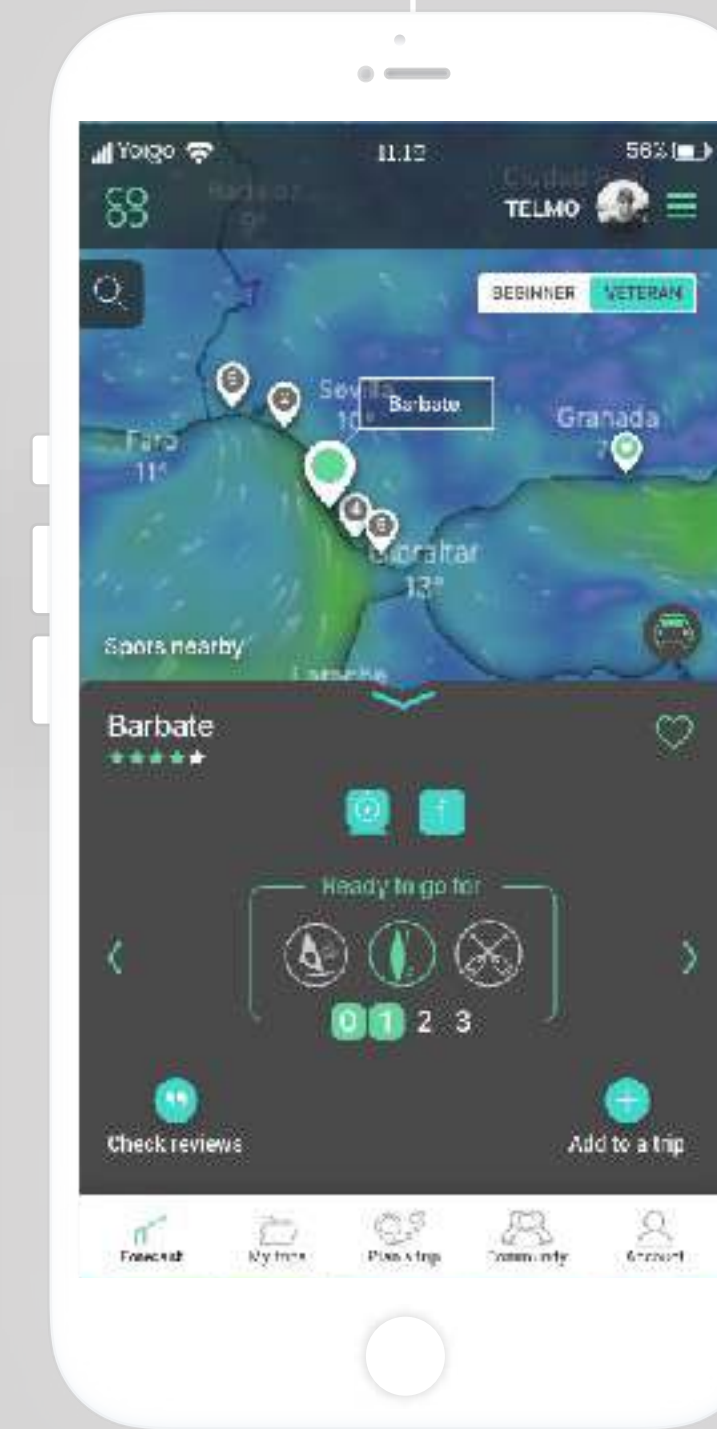
MIDDLE FIDELITY



HIGH FIDELITY



PROTOTYPE
VERSION 3



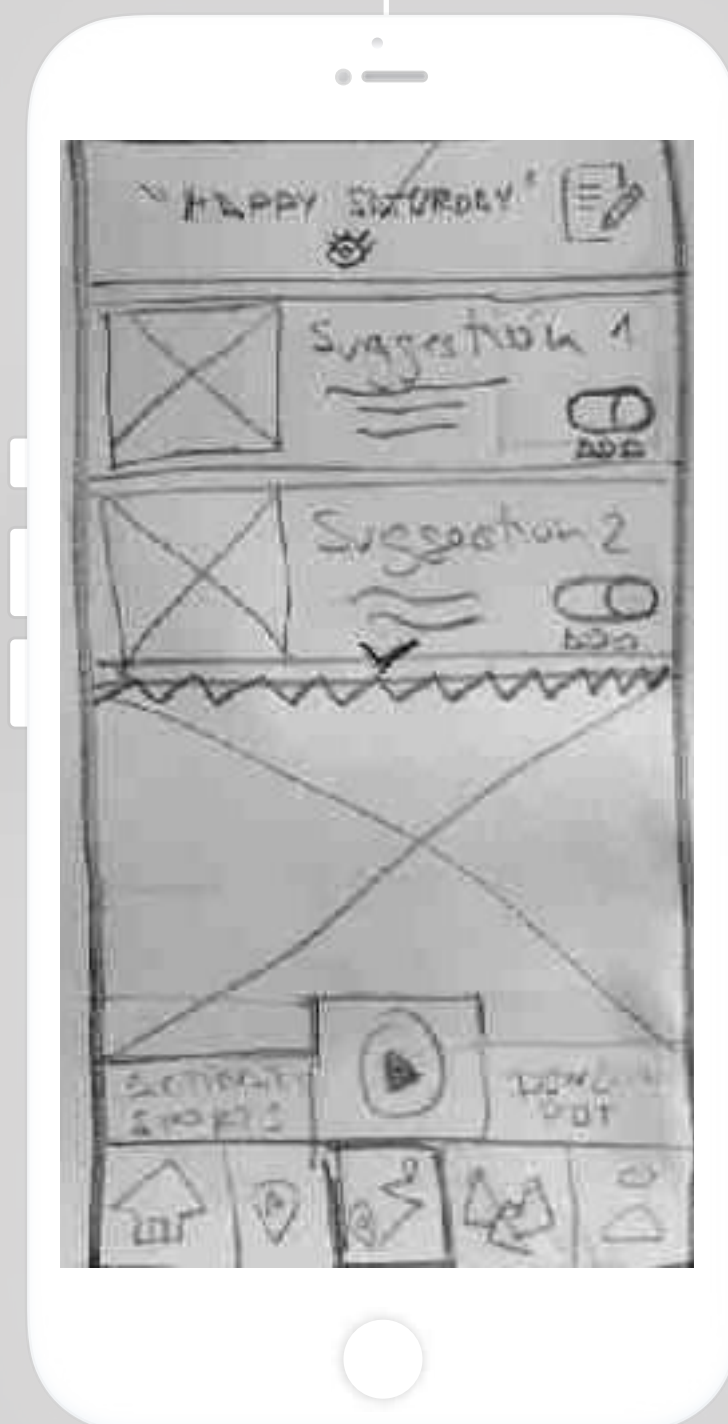
PROTOTYPE
VERSION 9



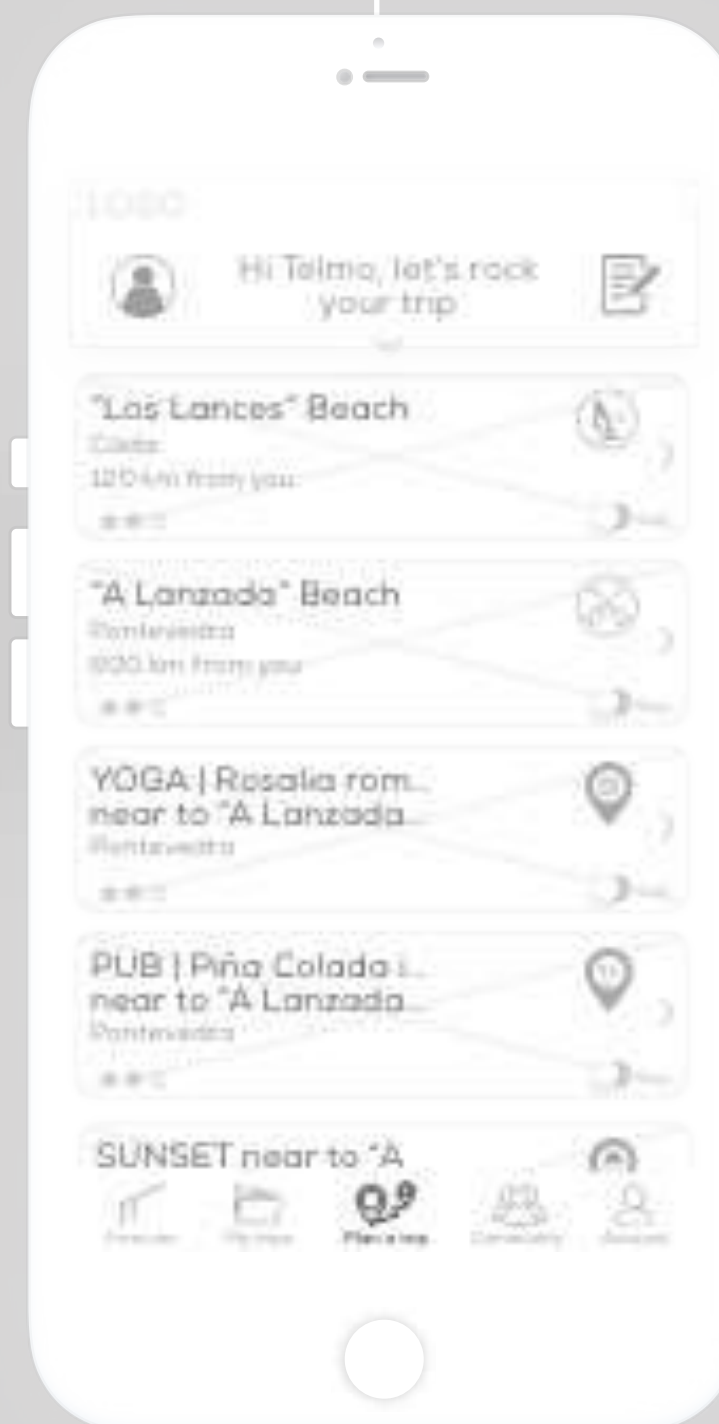
CURRENT PROTOTYPE
VERSION (10)

Iterations | "Plan a trip" screen

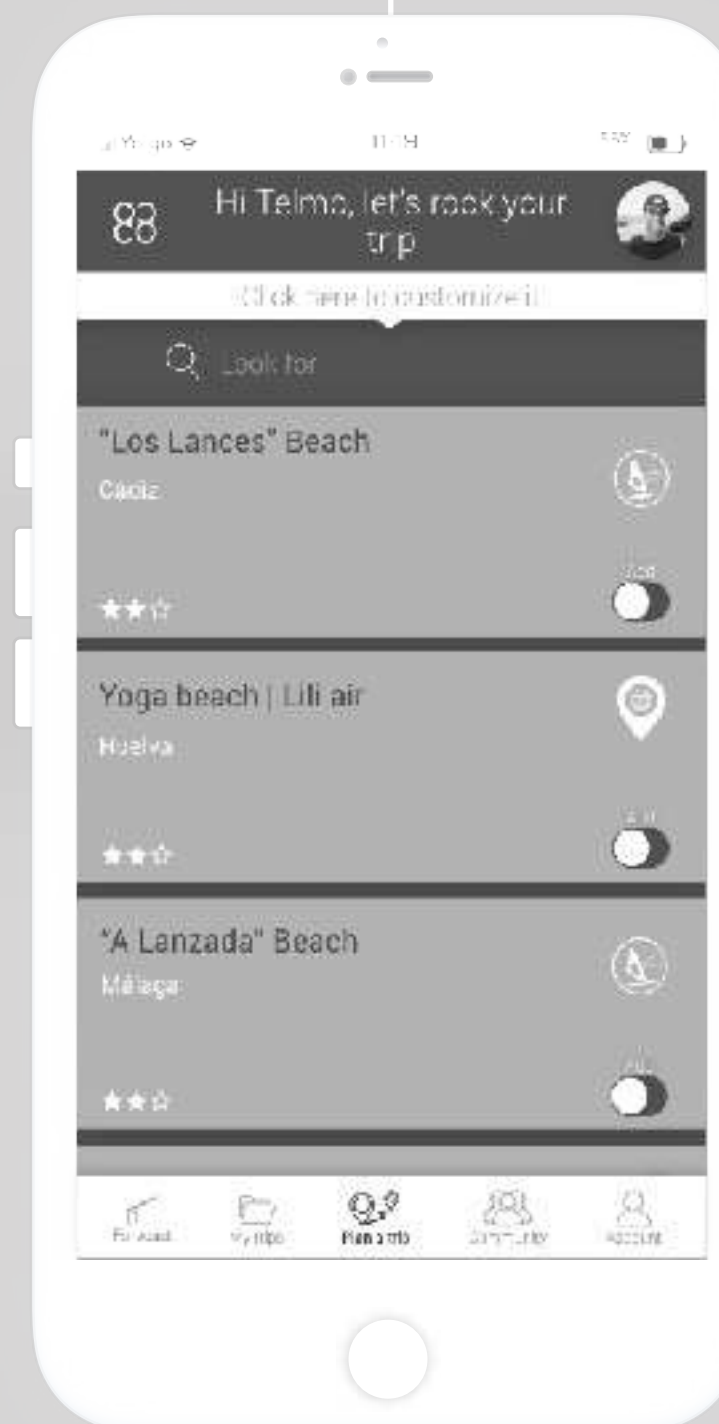
EARLY
WIREFRAMES



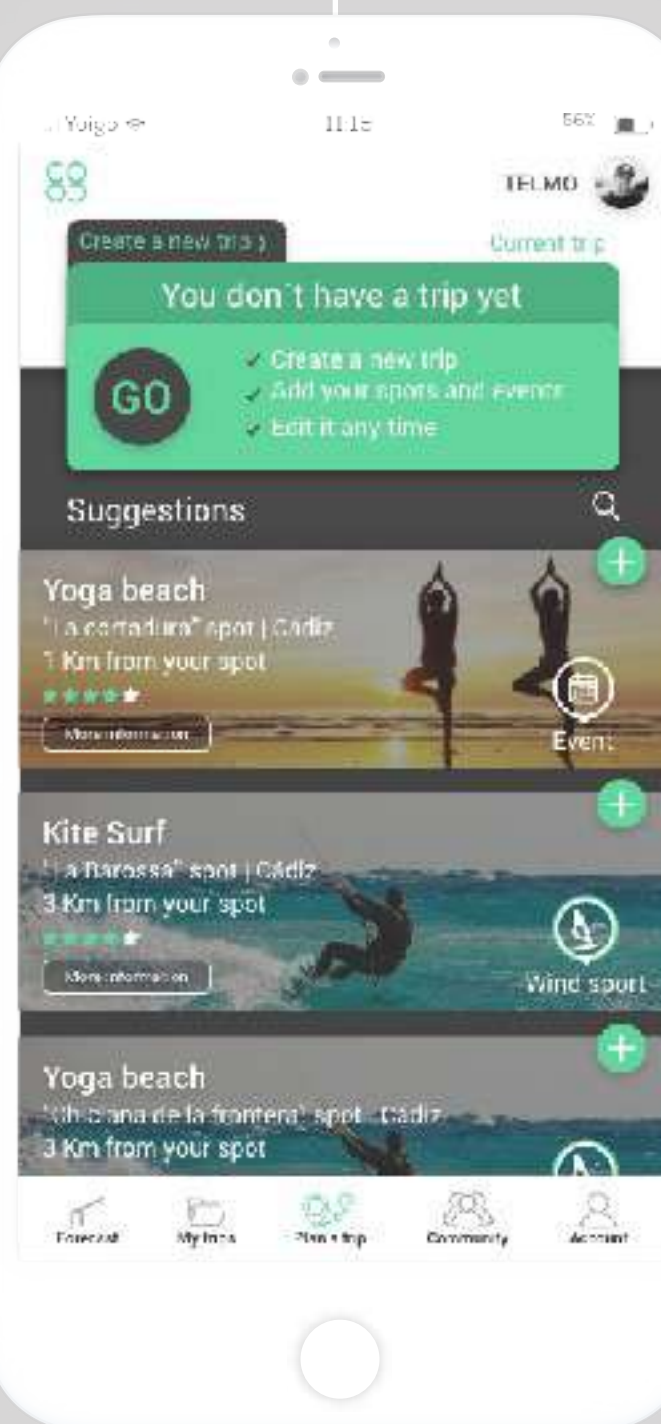
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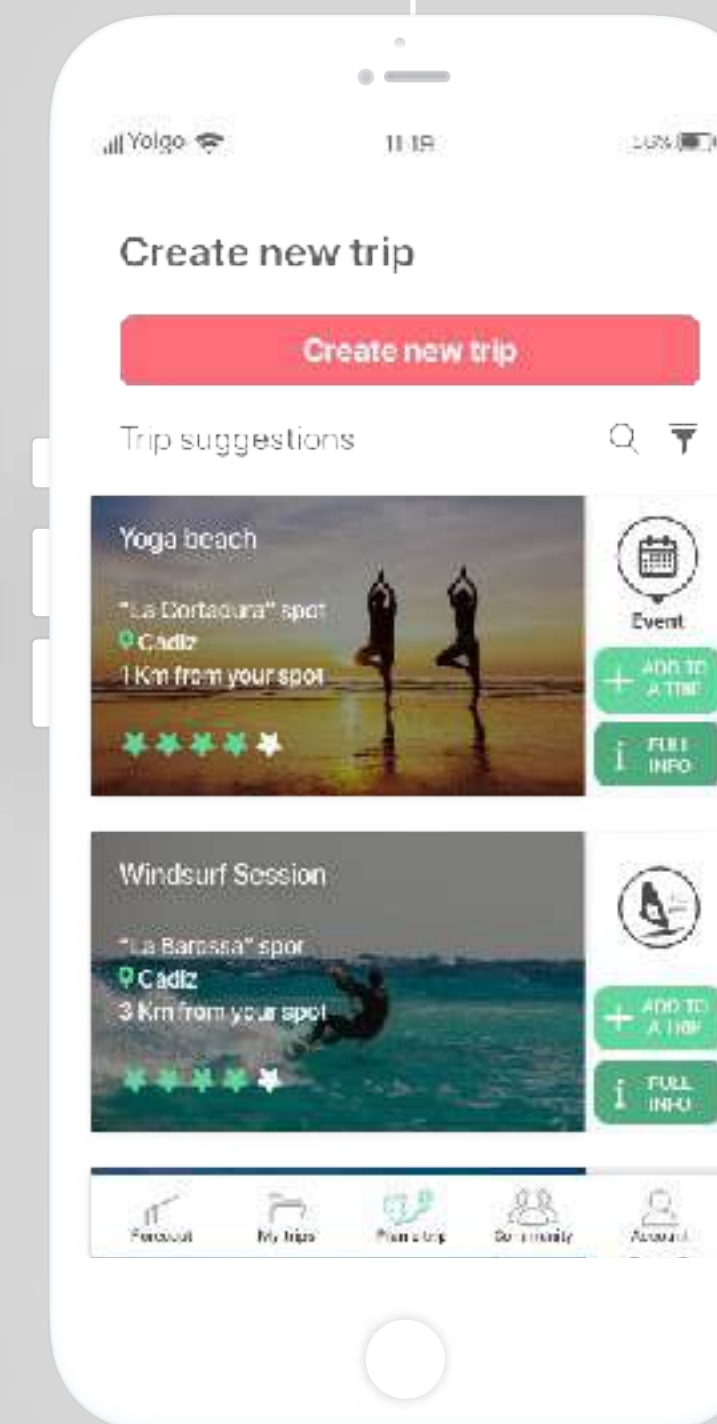
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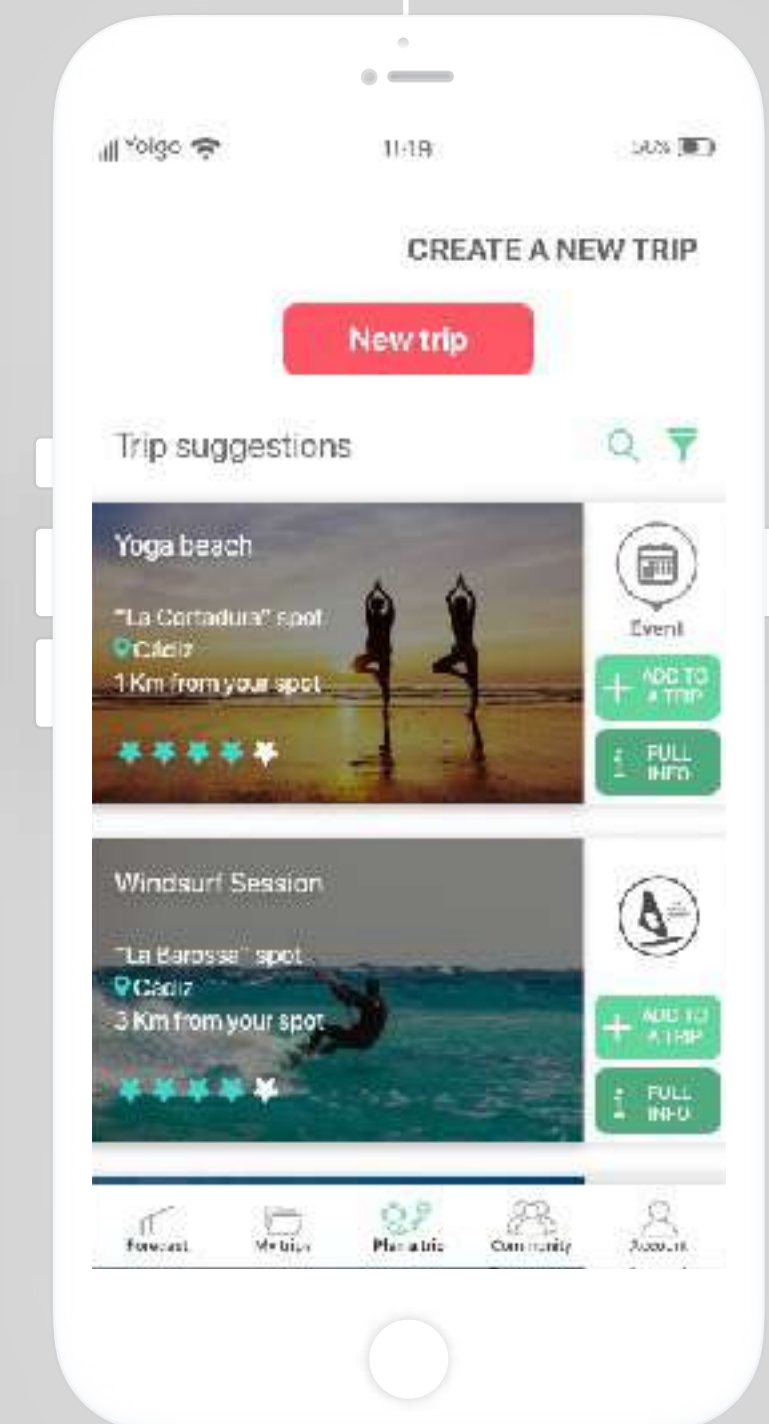
HIGH FIDELITY



PROTOTYPE
VERSION 3



PROTOTYPE
VERSION 9



CURRENT PROTOTYPE
VERSION (10)

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checking

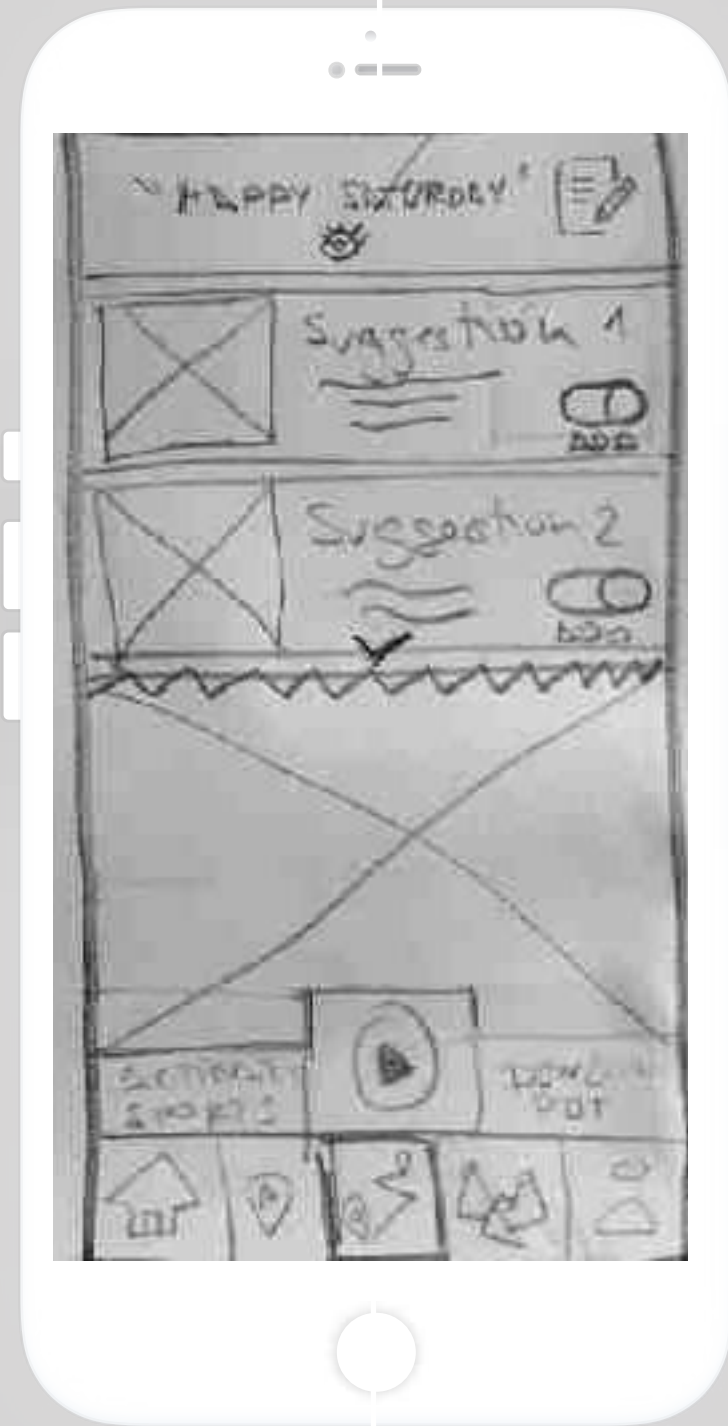
Iterations | "Community" screen

EARLY
WIREFRAMES

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collaboration

After
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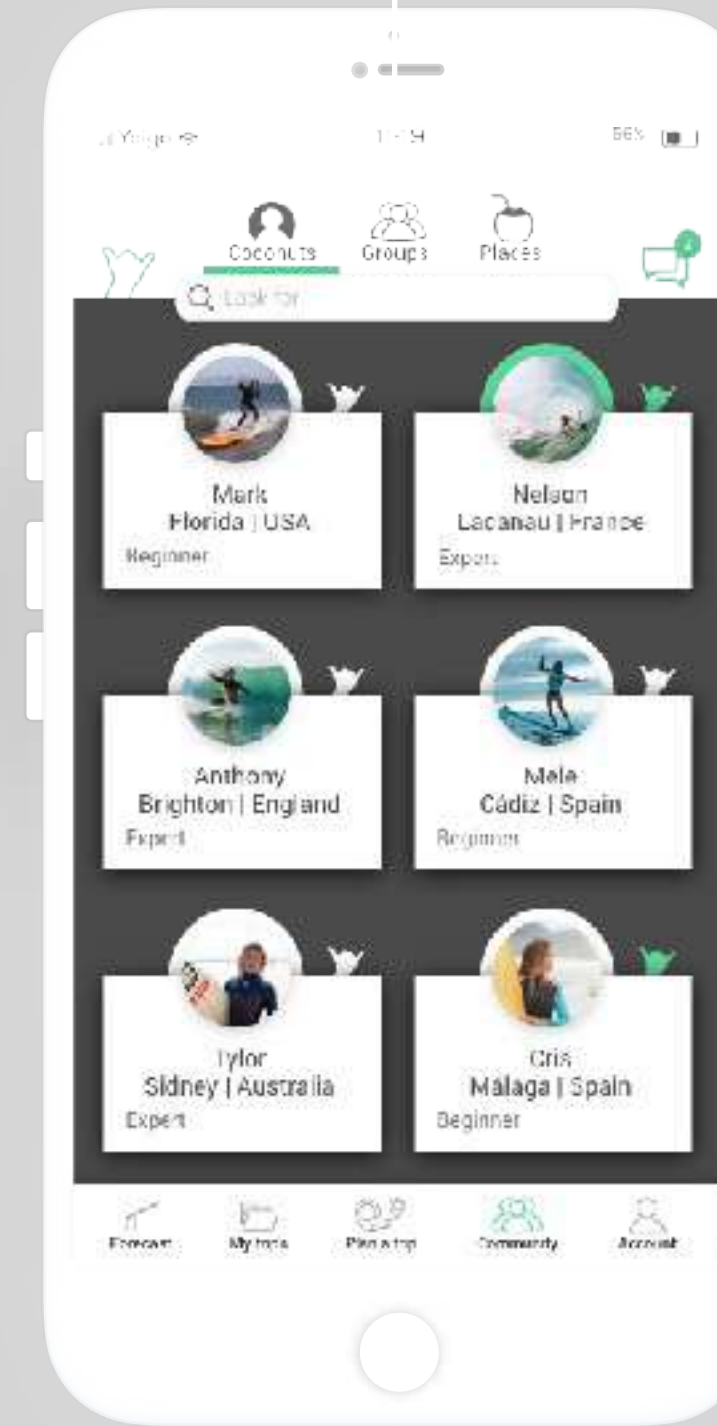
LOW FIDELITY



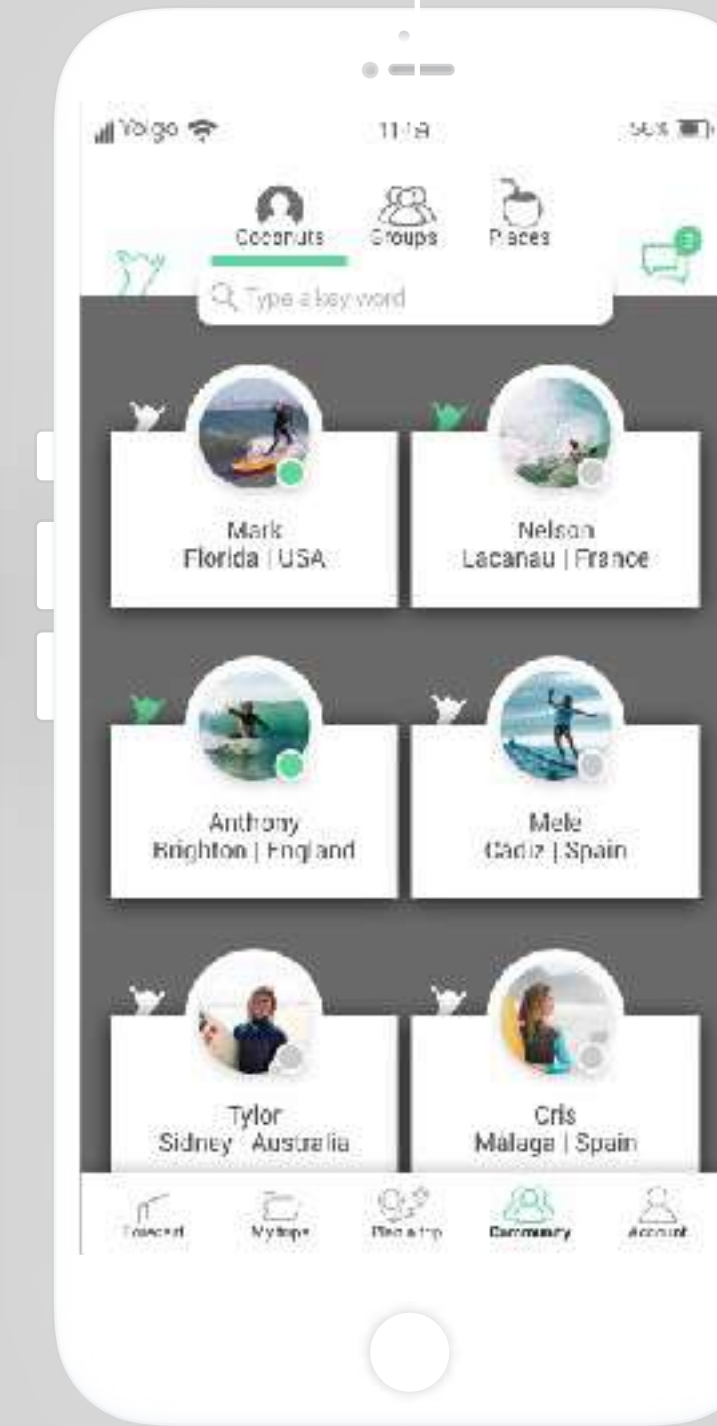
MIDDLE FIDELITY



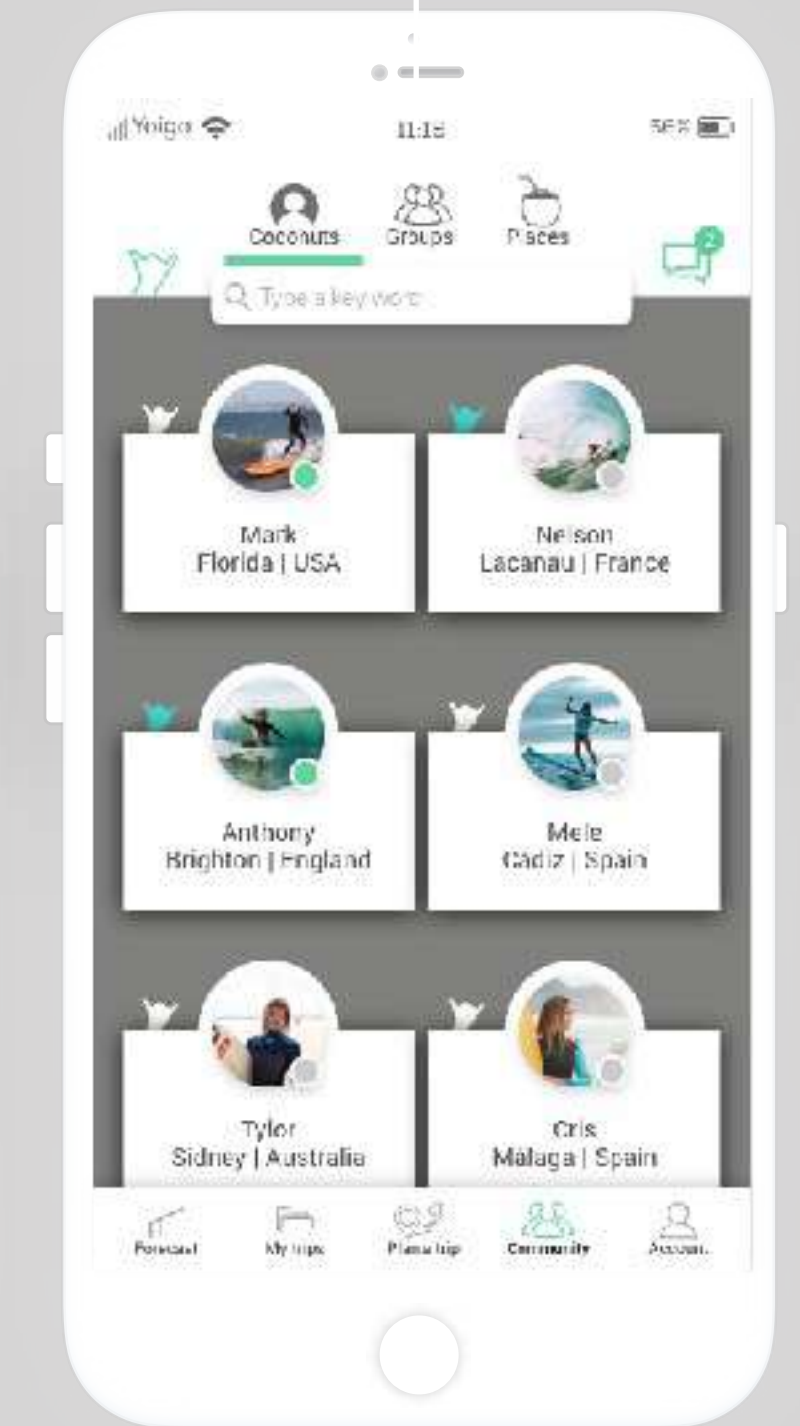
HIGH FIDELITY



PROTOTYPE
VERSION 3



PROTOTYPE
VERSION 9



CURRENT PROTOTYPE
VERSION (10)

what did go well?

1. PERFORMING SURVEYS AND INTERVIEWS

I managed to organize every single step that belongs to the surveys and interviews despite being one of the tedious work

2. GETTING FEEDBACK

At the beginning I was afraid of not taking feedback in the right way but it was a pleasant surprise. I found it very useful and helped a lot

what didn't go well?

1. PERFORMING SURVEYS AND INTERVIEWS

Once checking the surveys result and interview extraction work, I wished I could change the way of performing the questions in order to get specific data

2. ITERATION

I spent excessive time in an iteration or improving things that were not significant at that time. That slowed down my deadlines

what can be improved? find solutions

1. PERFORMING SURVEYS AND INTERVIEWS

Two things I will improve:
1. Check before the questions with the team before launching them into a survey or interview.
2. If possible, will perform a second round of surveys and interviews with improved questions to meet the stated goals

1. ITERATION

I will stick to what I have asked to perform and if there spare time exits I could spend some time on none significant staff.

I will use *pomodoro* technique to be aware also about the time I spend to not to "rest on my laurels"

| extract any skills, skills gaps, and processes from each answer

- 1. I can organize myself quite well, taking the right time for each interview extraction and even enjoy it
- 2. I don't fall in love with my designs that allows me to be open for any iteration

- 1. I lack experience when writing quality questions
- 2. I need to learn how to detach significant from what is not. So to stick efforts on the right track



"Ask the coconut"

C A S E S T U D Y

FOR UX DESIGNER COURSE
AT *CAREER FOUNDRY*



Lourdes Castro

U X / U I D E S I G N E R

[Linkedin.com/in/lourdes-castro/](https://www.linkedin.com/in/lourdes-castro/)

uxcastro.com

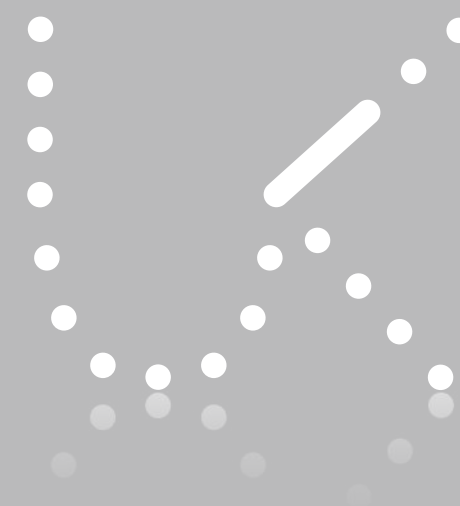
Prototype link

<https://xd.adobe.com/view/65483476-06ae-41fa-7778-511ae2d69042-1379/>

END



ASK THE COCONUT
The weather forecast APP



uxcastro.com