



OCTOPLUS

COMPETITIVE ANALYSIS



PROJECT: OCTOPLUS

TO PROVIDE BEAUTIFULLY
DISPLAYED AND EASY TO
UNDERSTAND WIND/ WAVE/WEATHER
REPORTS, FORECASTS, AND
STATISTICS TO DIVERS WHILE
FOSTERING A SENSE OF COMMUNITY
WITHIN THE USERS.



Using the Double-Diamond Strategy

POSSIBLE PROBLEMS ?

- Current apps on the market may be hard to navigate/data is not displayed in an accessible, easy-to-comprehend way
- Hard for one app to cover locations all over the world in such detail (esp. if the app has to convert data from other sources to an easily-understandable way)
- Some apps may be location specific
- Not built for the right sport, covers too wide of an array of sports
- Lots of diving spots don't have data/Wi-Fi available
- Confusing user interfaces may lead to information overload
- Weather and ocean conditions can change quickly - multiple data refreshes may be needed each day
- Needs vary by user – dive instructors/dive masters may need more details whereas amateur divers/holiday goers may only need brief details so they can better prepare themselves

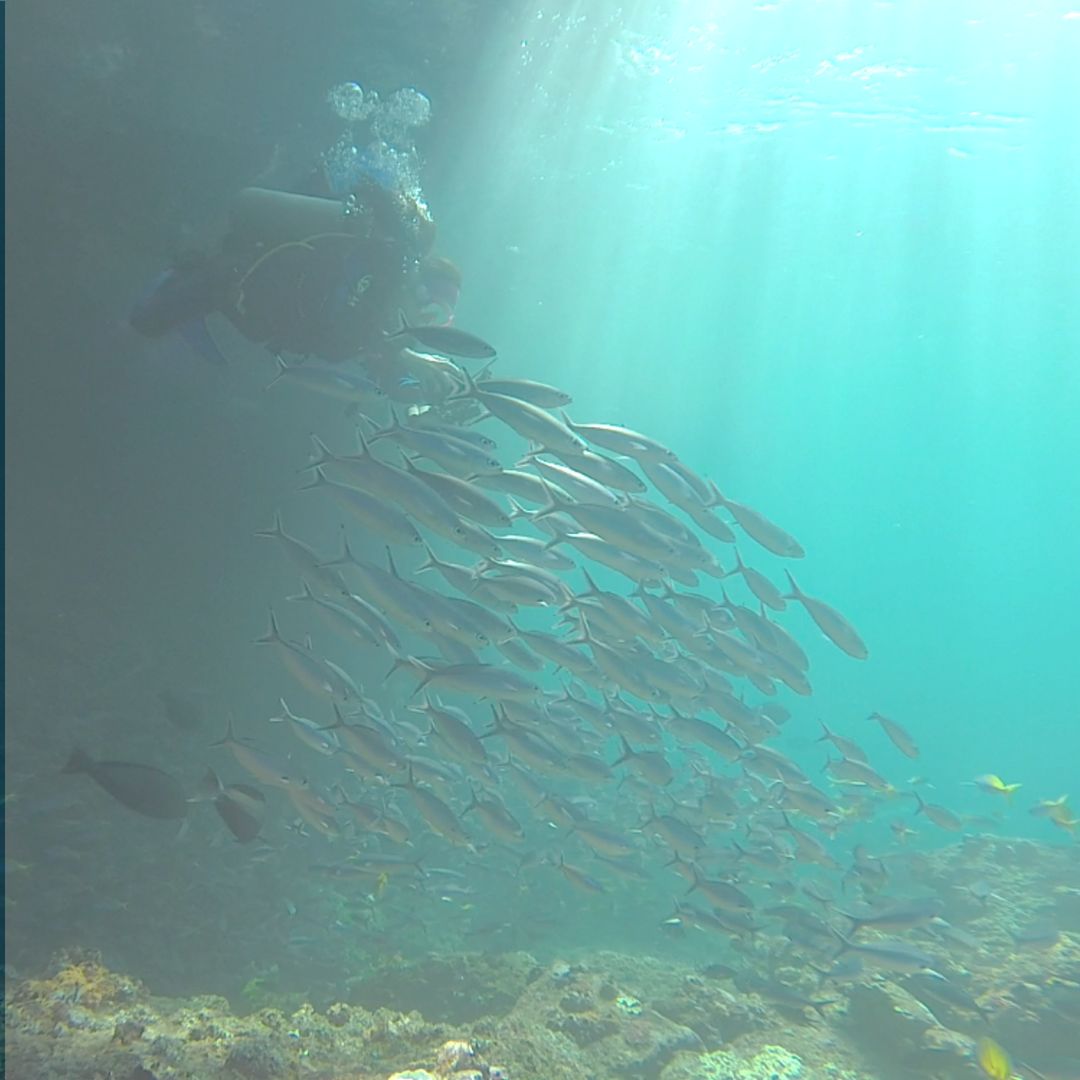
POSSIBLE SOLUTIONS 💡

- Design clear graphs that are easy to comprehend
- Increase global coverage by pulling data from other sources (essentially be a data aggregator)
- Make information downloadable by area and by timespan. Ask users to log their diving spots/dates so the app knows what data to save before they leave home.
- Design clear tutorials so people understand how to properly use the app/read the data
- Support graphs and data with local live webcam footage of beach and underwater conditions
- Leverage the close-knit diving community by linking to forums so people can ask questions/get real-time updates from other divers
- Avoid information fatigue/overload by creating profiles so people can customize the information they want by their needs

Problem Statement

The user needs a way to check weather and water conditions on the-go before heading into the water because current weather and water-sports apps can be overwhelming with too much information and often are not catered towards the scuba community.

We will know this to be true when the user uses this app as their go-to scuba diving condition resource and downloads for the app increase.





Competitive Analysis

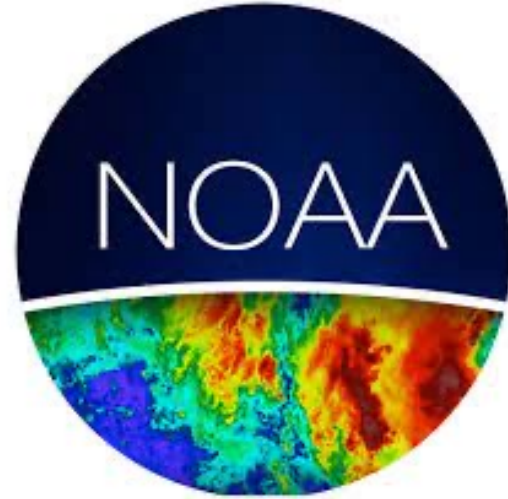
Competitive Analysis.



WINDY.APP

Rationale:

- Highly ranked in the app store
- Geared towards water sports enthusiasts



NOAA WEATHER RADAR LIVE: CLIME

Rationale:

- Ranked #2 in the app store
- A go-to resource for weather enthusiasts
- Has a great user interface

Windy.App - Overview

KEY OBJECTIVES

Windy.app is a professional weather app, designed to provide adventurers and outdoors enthusiasts with detailed weather forecasts, a live world wind map, and local weather reports. They set themselves apart by providing “the most accurate, slightly more elaborate weather forecast than just “hot or cold” — one including wind speed, direction and gusts, precipitation, pressure, and other features”.

The application is equipped with key weather models such as global ECMWF and GFS, plus local NEMS and ICON (for Europe) and NAM (for the USA). This allows it to be up to date and accurate.



Windy.App – based in the Czech Republic and launched in 2014.

Windy.App - Overview

OVERALL STRATEGY

- Two prong strategy – they target both recreational users as well as business users with a regular and pro version of the app. Windy.app Pro gives users access to additional features and more precise forecast models.
- Comprised of an experienced team of IT specialists in BigData and meteorology, their aim is to “help [users] be an expert in weather forecasts” and they sets themselves apart from other apps by providing in-depth guides on how to best customize the users’ experience depending on the sport.
- They also nurture and leverage the WindyApp community to build content for them – users can post photos they took at specific locations, acting as a community guide. Members who want to offer services or products to the WindyApp community can also build and advertise their business profiles to attract potential customers.

MARKET ADVANTAGE



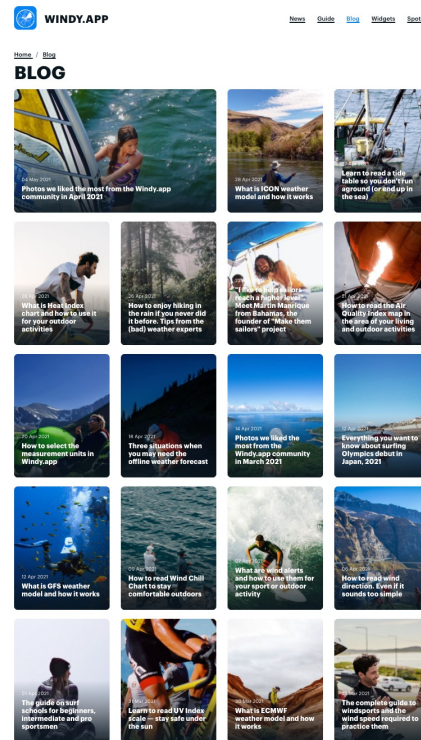
- Recognised by the World Meteorological Organization – “Best specialized weather app in its category – Outdoor activities, leisure and sports”
- They offer two features that are unique to the Windy.App: 1) atmospheric fronts (which allow users to see regional weather changes and 2) wind barbs (these shown as points on the map to forecast wind direction and speed).
- They allow users to embed their weather widget onto their websites, which is handy for business owners
- Pro-version of the app



Windy.App - Marketing Profile



- 72.5K ratings with an average score of 4.5 stars in the Google app store.
- 42K ratings with an average score of 4.7 in the iOS app store. Ranks #14 under Weather.
- Marketed as a weather forecast service app that has a fast, intuitive and detailed user interface, making it one of the most accurate weather apps available.
- Targets recreationalists and professionals like pilots, paragliders, skydivers, kites, surfers, boaters, fishermen, storm chasers, weather geeks, and even governments, army staffs and rescue teams.
- Advertised in the iOS store, takes the first 'ad' spot when you search for 'Wind'
- Active blog – about 3 posts per week, expands its reach via social media
- Has an active community that posts pictures and brings life to the app. Engagement within the community in each picture post is low though.



@windy.app
27.9K likes



@windy.app
22.5K followers



@windyapp_co
1.7K followers



Windy.App - SWOT Analysis

STRENGTHS

- Pro version has great features such as offline mode, weather archive (up to 8 years), and personalized weather profiles
- Community feature brings life to the app and helps outsource content. Quite a few community posts per day.
- Built-in partnerships with businesses help increase their value to their users
- Good about educating their users so they don't feel overwhelmed
- Users can customize their profiles based on sport, filtering out unneeded information

WEAKNESSES

- Similar name to another popular app – Windy
- Low engagement within the community (amongst members)
- Abundance of information can make it hard for beginner users to focus
- Focuses on many different sports, which makes for a less in-depth experience for the user

OPPORTUNITIES

- Could increase cross-community engagement by encouraging more social engagement
- Better marketing strategy to increase app awareness. They put a lot of effort into the blog so they could invest more into their social media to widen this reach.

THREATS

- Lots of weather apps out there.
- There are plenty of scuba diving apps out there that cater to other scuba divers' needs (logbooks, dive site information, etc.) It may make it hard to convince users to use a scuba diver-targeted weather app without all of these other features.

Windy.App – UX Competitive Analysis

USABILITY

- The app is fairly intuitive to use with a simple layout. The fonts are legible and the buttons are the right size.
- The addition of social media icons in the menu are a nice touch. Simple but assures the users that there is a social aspect to this app.
- Some of the features are locked behind the 'pro' wall.

NAVIGATION STRUCTURE

- The navigation structure is logical and the icons they chose are easy to understand.
- However, cool features such as the community chat and business profiles are not easy to find. You can only find these features if you select a specific location and click in to find the information. It would be more effective if this was mentioned during onboarding or if these features are mentioned in the hamburger menu.
- The ability to specify what sport you want the app to cater to is hidden under the user profile – it may take the user time to find.

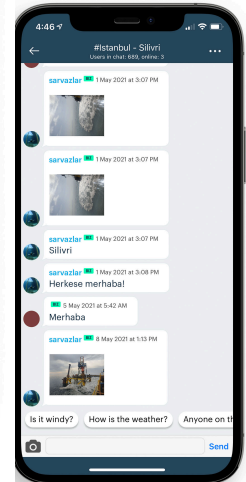


What shows up under location



Chat function where users can ask questions about specific locations

Community chat function



Windy.App – UX Competitive Analysis

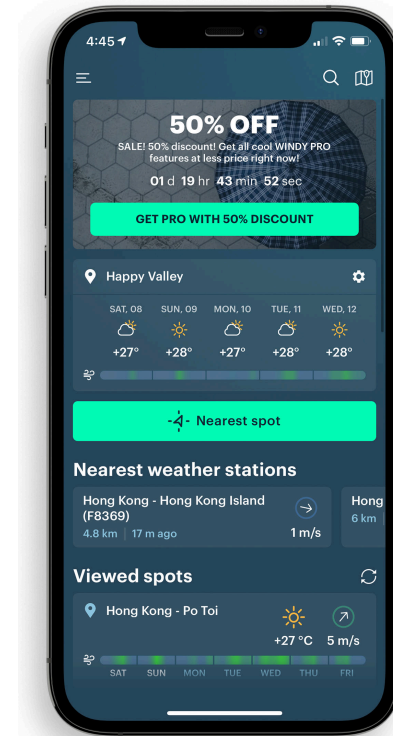


LAYOUT

- Clean and simple but the first thing you see is an ad for 50% off the pro version. There are two main buttons on the screen – one for the ad, and one to update your weather with your nearest location. The two buttons compete for the eyes' attention, which is not desirable.
- The content blocks are all roughly the same size and are very similar, so sometimes it's hard to know where to look. Mixing up the design of the blocks and adding some visual s (not just icons) would better help lead the user through the app.
- Hamburger menu helps keep key information at a fingers' touch which is good.
- There are only two full content pages which keeps the users from being overwhelmed.

COMPATIBILITY

- Compatible with iOS (iPhone and iPad) and Android
- Blog is best accessed via web browser.



The two CTA buttons conflict with one another. The hierarchy is not clear.



Windy.App – UX Competitive Analysis



CALLS TO ACTION

- The main call to action on the app is to upgrade to the pro version. These CTAs are front and center (first thing you see on the main page as well as the top of the menu).
- Signing up and login CTAs are clear and easy to use.

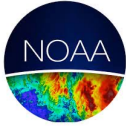
DIFFERENTIATION

- This app differed from most of the other apps I looked at because it caters to many different sports. It was a good balance between a water sports-focused app and a weather app.
- The community focus was also different from what I've seen with other weather apps. The water-sports community is very close so it's great the app takes advantage of their love to share knowledge and passion. I would say that the Windy.App is very user-focused and they know what their user wants. They could improve by adding more visuals to break-up the monotony of the app but overall, I think they've done a good job differentiating themselves from other apps on the market.



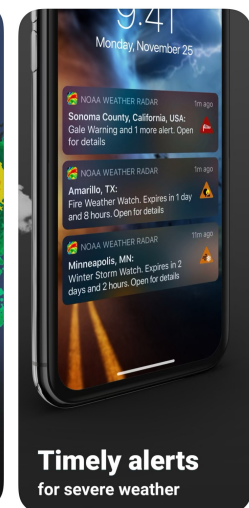
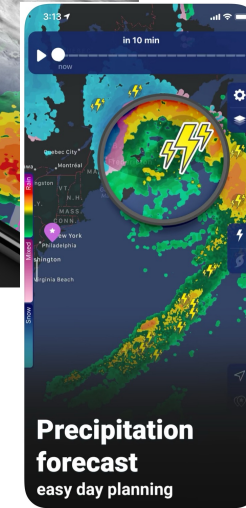
Buoycast (Left) and NOAA (Right) app interfaces for design inspiration. These interfaces are more dynamic than Windy.App's

NOAA- Overview



KEY OBJECTIVES

NOAA Weather Radar Live app is an app that uses the US Department of Commerce's National Oceanic and Atmospheric Administration as their main source of information. The NOAA's objective is to understand and predict changes in climate, weather, oceans, and coasts, to share that knowledge and information with others, and to conserve and manage coastal and marine ecosystems and resources. Their app promises real-time animated radar images on an interactive app map and is equipped with severe weather warnings so users can be alerted when something severe is headed their way. Their tagline is *NOAA Weather Radar Live: Clime is an all-in-one weather tracker right on your device.*



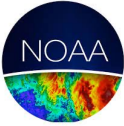
NOAA - Overview

OVERALL STRATEGY

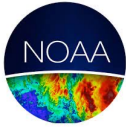
- Providing all the weather information one can want so users have at their finger tips when they need it
- Three prong strategy – 1) keeping their users informed regarding rain, snow, and precipitation, 2) keeping users safe with weather alerts in their area (or other bookmarked areas), and 3) communicating weather details for basic day-to-day use.
- People trust the app because of the connection with NOAA.

MARKET ADVANTAGE

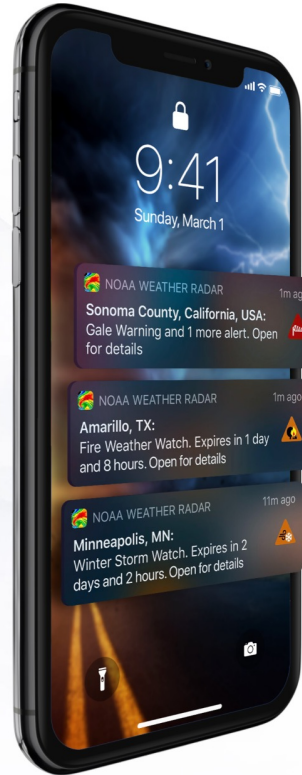
- Provides real-time radar images, severe weather alerts, accurate weather forecasts precise & timely to help keep users safe
- Association with NOAA builds trust
- Data displays can be customized by the user
- App Grooves Ranking - #1 in Severe Weather Alert, #6 in Weather Forecast, #6 in Storm Tracker, #12 in Wind Forecast. TripSavvy's choice for Best for Tracking Multiple Locations:
- Regularly named as one of the best weather tracking apps

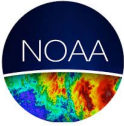


NOAA - Marketing Profile



- 340K ratings with an average score of 4 stars in the Google app store.
- 757K ratings with an average score of 4.5 in the iOS app store. Ranks #2 under Weather.
- The official app of the US NOAA, built by Weather or Not Apps, LLC. However there is no mention of the app on the NOAA website or social media, which is confusing. The official website is the developer's website but it's not clearly communicated/easily found - https://weatherornotapps.com/application/noaa_weather_radar_live
- No social media accounts directly linked to the app
- No active marketing done for the app, they must be relying on users' downloading their app based on association with NOAA and high app store rankings/ratings.





NOAA- SWOT analysis

STRENGTHS

- Simple and intuitive user interface that doesn't need a lot of explaining
- Full screen swipe-up with expanded information displays help maximize the interface. This allows for clear graphics
- Highly customizable whilst staying simple
- Multiple language support
- Leverages the Apple map app which means familiar map interfaces for the user
- Includes Apple Watch compatibility

OPPORTUNITIES

- Could add a sports or passion-related interface to personalize the experience a bit more
- Customize what information shown in the weather summary screen
- Customizable alerts so users can turn off alerts that aren't relevant or are annoying to see often
- Stronger marketing support

- Comments in scuba forums and app store often show users being unhappy with the accuracy of the information
- 1-week free trial leads to users accidentally committing to buying a full-year subscription
- Lacks enough information in the weather summary screen
- Lots of pop-ups that prevents data loading

WEAKNESSES

THREATS

- Lots of weather apps out there that are also highly-accurate and do not require customers to put down their credit card information to use