# Case Study: 'Weather Scapes' Prototype

Extended Design Process of Weather Scapes (Figma Prototype)

# Contents

# Original Brief

This assessment simulates as close as possible a design studio environment, with deadlines, timelines, **team** roles and responsibilities. This assessment functions as a synthesis for everything we've learnt in our Degree so far.

In this assessment, in teams of either 2 or 3, we were tasked to **choose a client and subject matter** for our **application**. We were free to choose a real-life client/brand, or create a fictitious one.

Teams will consist of two roles: UX Designer, and Developer, of which the workload will be split 50/50 throughout all three assessments. In our **team, we had 3 people** and 3 roles: UX Designer, UX Researcher & Usability Tester and Developer.

The final application **must meet these following requirements**:

- Your app must provide a useful interactive service to its users, (cannot be purely informational such as a static website.) Users must be able to interact with content and store data specific to them.

- Your app idea must incorporate stunning visuals, imagery and aesthetics resulting in a memorable user experience. (go beyond providing just information)

- Your app must require login access, that is to say nobody can access your app features without first creating an account and logging in.

- Your app must provide a homepage for non-logged in users, which introduces/advertises the app, its core features.

# My Role

My Role was the '**UX Designer**'. My overall responsibilities

were...

- Design
- Design Research
- Prototyping
- Presentation
- Blog Article

## Overview:

As we were working in a team of 3, our first meeting was brainstorming ideas and potential solutions that met the requirements of the brief.

**Our idea** will help with youths problem of **stress, anxiety and sleeping**. Our idea will help lessen stress and anxiety that students so often feel, as well as helping students sleep well.

**Our solution** will be an **Australian based website** that allows users to tune in each day and experience a soothing soundscape that mirrors the weather within each Australian state (according to the Bureau of Meteorology in Australia). The user will be able to save environments along with their sounds to be able to listen to the later if they wish.

## Visuals

Each day, there will be a new background, depicting a different scene that would be seen somewhere around Australia. This "Weatherscape" will have a simplistic vector art form to place more emphasis on the soundscapes provided, while still providing good visual stimulus. For this assignment, we're just aiming to make 3 different landscapes along with 3 different soundscapes that reflect the exterior weather.

# Client Research

## Client

Our **partnering client is Headspace**, with the aim to try and provide soothing sounds for those who have trouble sleeping or anxiety.

## Background

Headspace is an Australian National Youth Mental Health Foundation that began in 2006, that provides early intervention mental health services to 12-25-year-olds. Each year, they help thousands of young people, and their family and friends, access vital support through our headspace services in over 145 communities, through their online and phone counseling services, our vocational services, and our presence in schools. With a focus on early intervention, they work with young people to provide support at a crucial time in their lives – to help get them back on track and strengthen their ability to manage their mental health in the future.
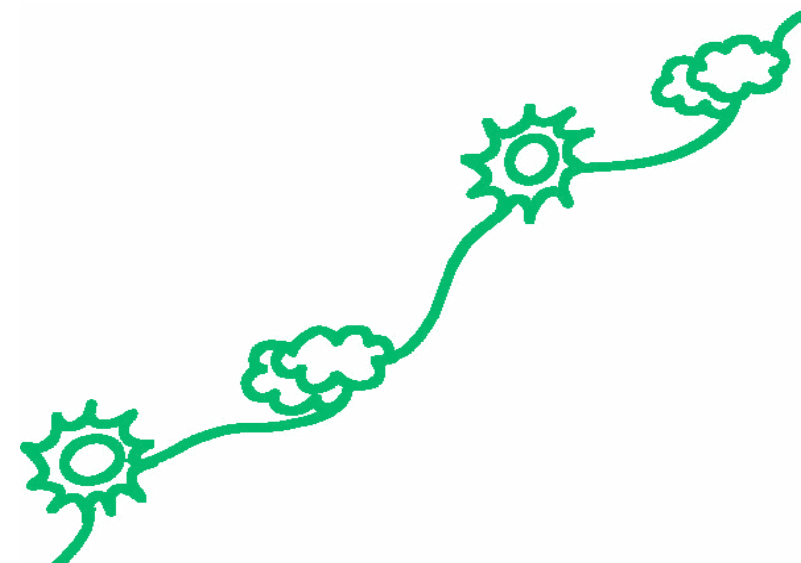
# User Research

## Project Goal

Our goal is to develop a website that helps our target audience with **anxiety or trouble sleeping** by providing soothing soundscape that mirrors the current weather. Through this website, users can also save the environment and/or sounds they like to be played back whenever they need to relieve stress.

## User Goals

- Improve sleeping disorder, reduce stress, anxiety and maintain their mindfulness
- Escape from their current situation, without going out
- Platform to explore the different weather around Australia

## Target Audience

Students, specifically 12-25-year-olds.

After my other team member did their user testing, surveys and interviews, there were some of the **common answers from the Target Audience:**

- When do you need help with stress? Having an excessive workload at one time, as well as having little time to rest
- What do you want to improve in your daily life? Help with sleep (more sleep) and anxiety (lessen anxiety)
- What is the best way to recover from stress? Distancing from the stress (watch movies, shopping, take a walk)
- What comforts you in times of stress? Listening to music, talking to family and going for a walk

## How will you know the app is successful?

- Asking the user if they feel less stress (after the 5th - 7th day opening and using the website)
- Taking a survey of multiple users that have used the app recurring

# Stylistic Mood Board
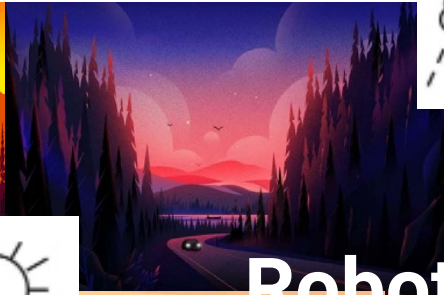
**Roboto**

**Raleway**

**Nunito Sans**

**Lato**

**Montserrat**

**Prompt**

**Source Sans Pro**

# Seasonal Mood Boards



## Summer



## Winter



- Warm Tone
- Sunny
- Vivid
- Hot

- Waves
- Refreshing
- Sand
- Sunlight
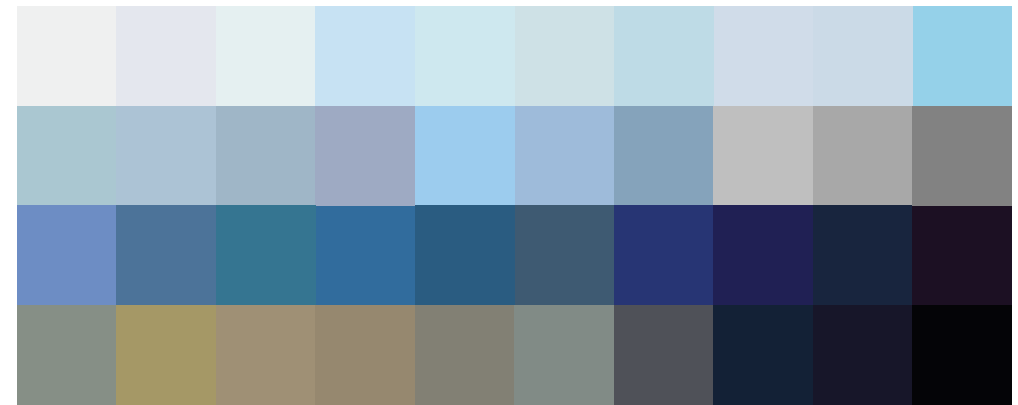
- Cool Tone
- Cold
- Winter
- Snowy

- Icy
- Shadowy
- Frost
- Blizzard

# Seasonal Mood Boards



Spring



Autumn

- Warm Tone
- Saturated
- Pastels
- Blossom

- Hatch
- Rainbow
- Sunshine
- Warming

- Warm Tone
- Burnt
- Earthy
- Brisk

- Crackling
- Crisp
- Golden
- Leaves

# Initial Ideation Sketches

Information Architecture for Navigation

current weather for users current location

Logo    menu    Profile button

17° RAIN

⊗    —  —  —  ◉

<    >

<<   ‖  ▢  ▷   >>
○ ○ ○ ○ ○

Spotify weather sound options

no logo = no/less distracts

Switch to other states →

< NSW

SA >

⋮  🔖

dots expand
- link to spotify
- edit sounds

Save daily background

10°c  🔖
PERTH WA

← save current weather

⊗ —  —  —

<    >

10°
PERTH WA

<<  ▢ ‖ ▷  >>

Phone — Home Page

🏴  ⋮ ⋮ ⋮

>

No arrows to indicate switching states (swipe action)

⊗ —  —  —

10°
PERTH WA

<<  ▢ ‖ ▷  >>
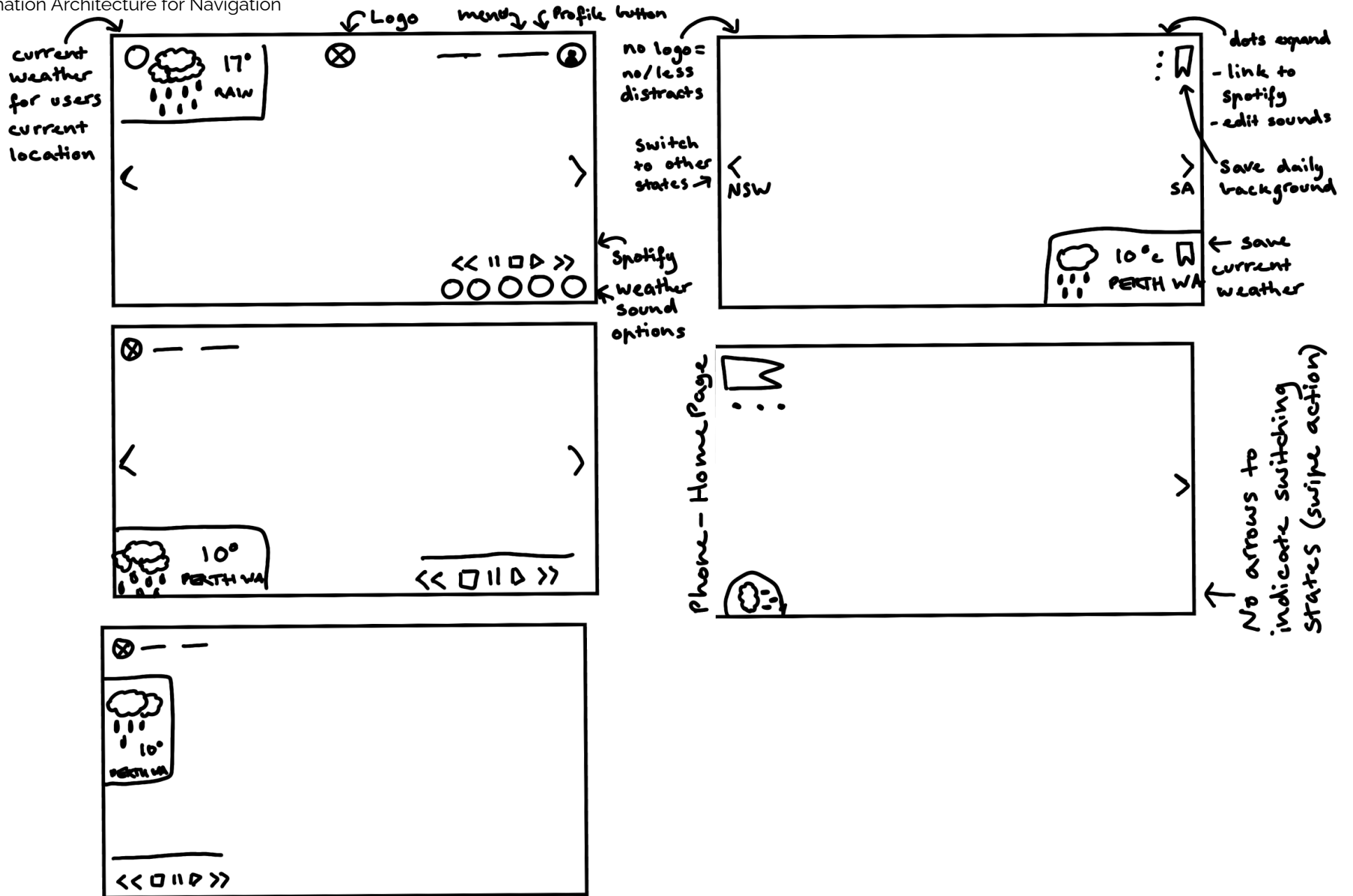
# Initial Ideation Sketches

Home Page and Login Page

New background each day (changing weather depending on state)

Option to switch through states of WA

option to link to spotify

weather (panel)

10°
PERTH WA
raining

NSW

SA

LINK YOUR SPOTIFY
Song
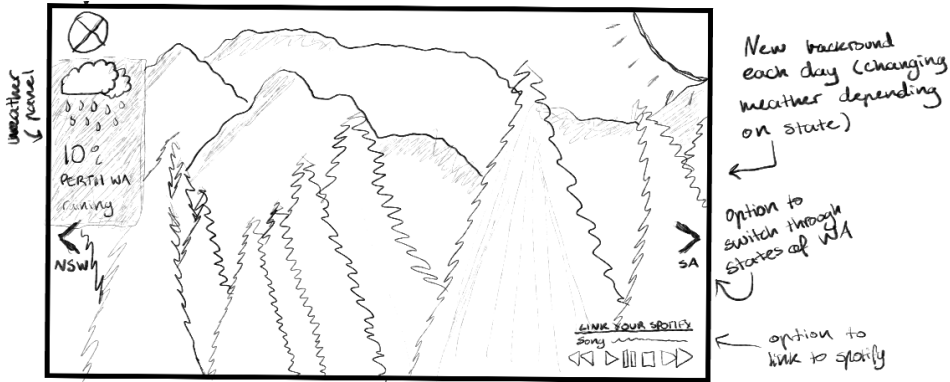
moving sun with time of day (turns into moon at night)

ABOUT PROFILE

20°
Perth WA
Raining

ABOUT PROFILE ⊗

Sound Weather

Now playing rain

settings for weather

ABOUT PROFILE ⊗

14°
PERTH WA
Raining

SA

NSW

option for Day and Night
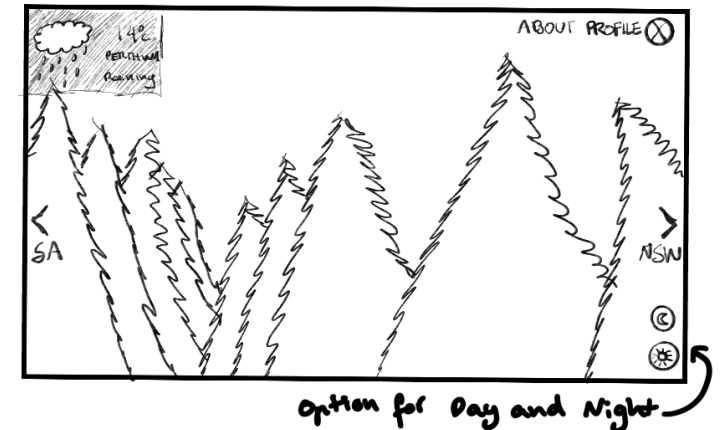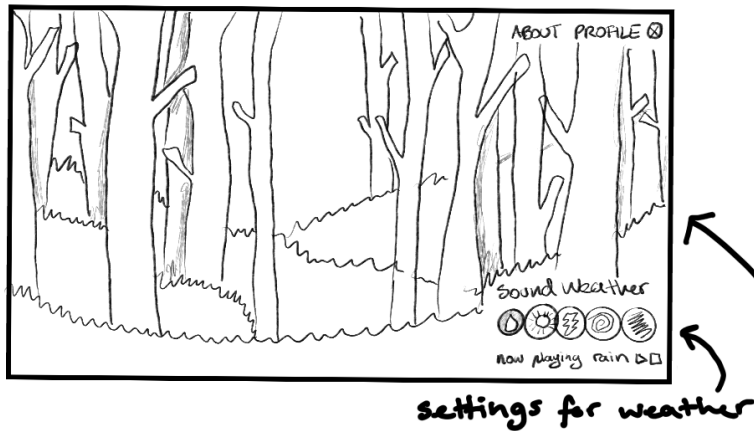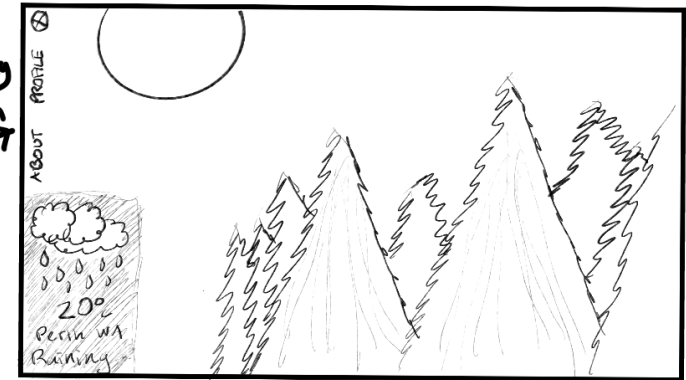
SVG background

Phone view? support?

X
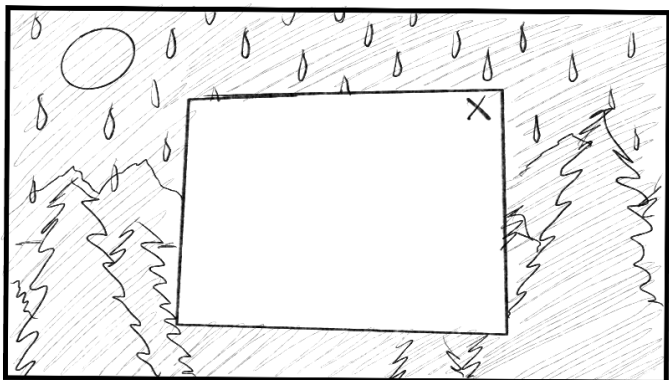
Popup box or normal login

LOGIN
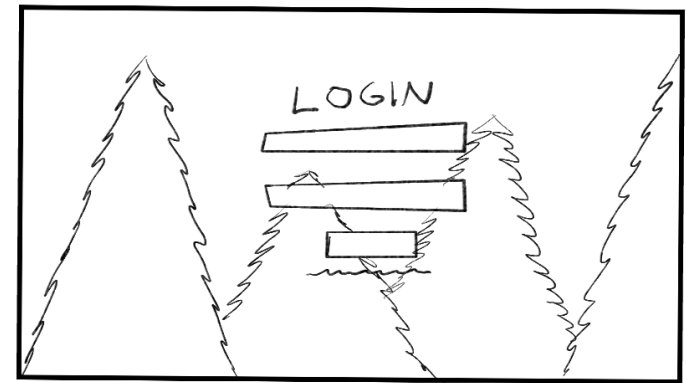
# Initial Ideation Sketches

About Us

ABOUT US
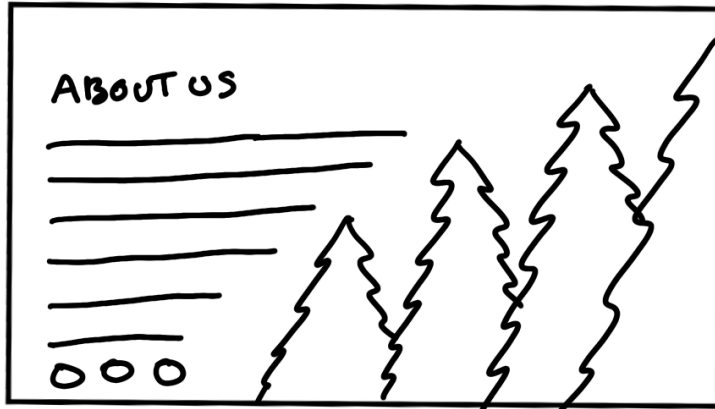
Same style of background

STRESSED?
OVERWHELMED?
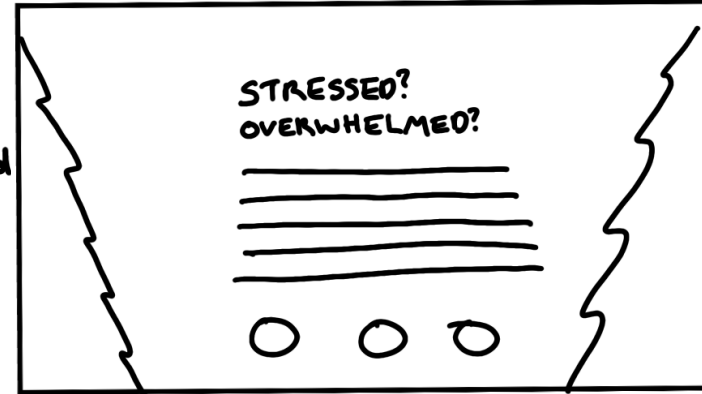
info about client and social media links

ABOUT US
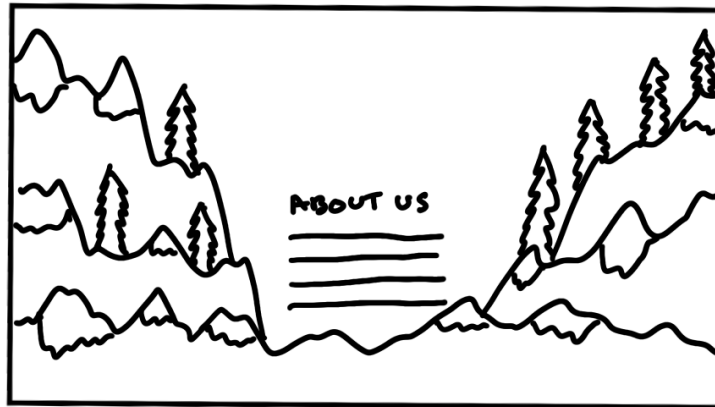
Paralax (text grows bigger on scroll)

Phone-About

ABOUT US

Phone - About

About us
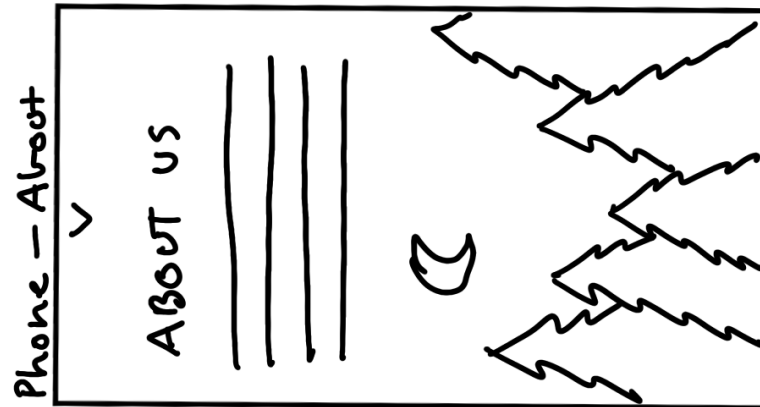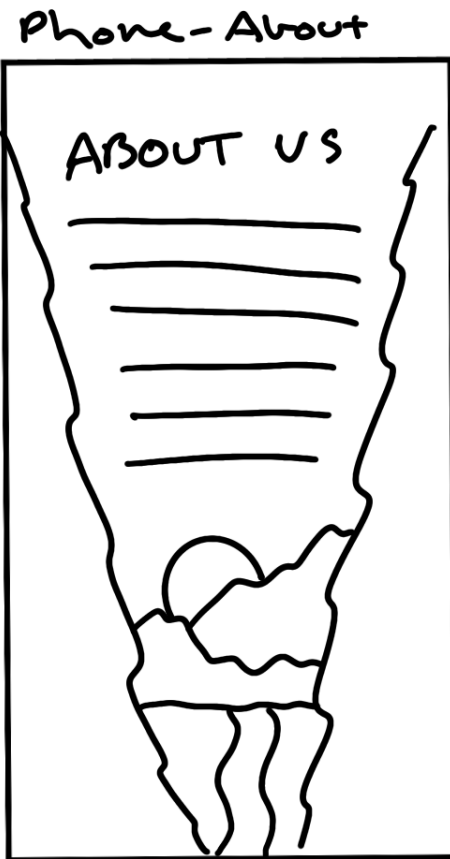
# Initial Ideation Sketches

Profile Page



NAME ———
EMAIL ———
PASSWORD ******
edit

SAVED BACKGROUNDS
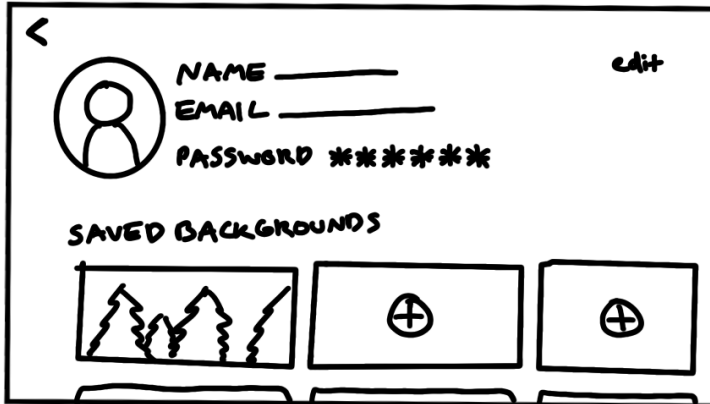
profile where users can add/edit profile pic

users save daily backgrounds here for later access

Option to save weather too?
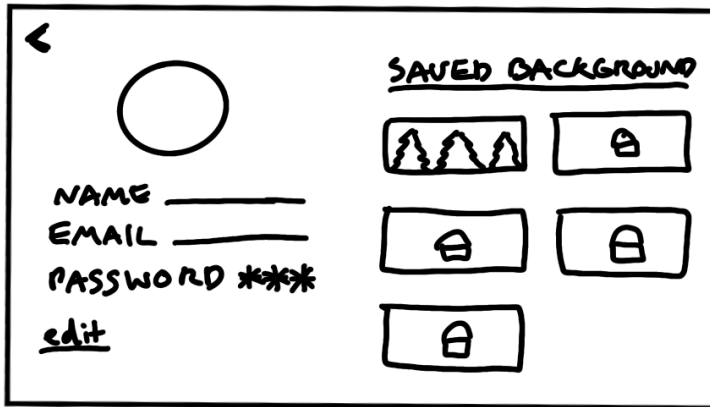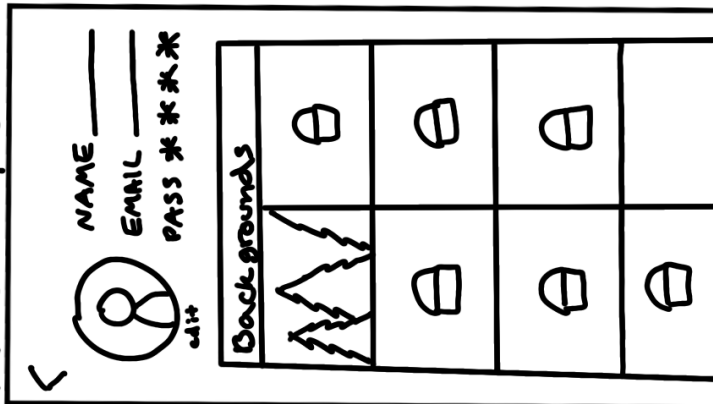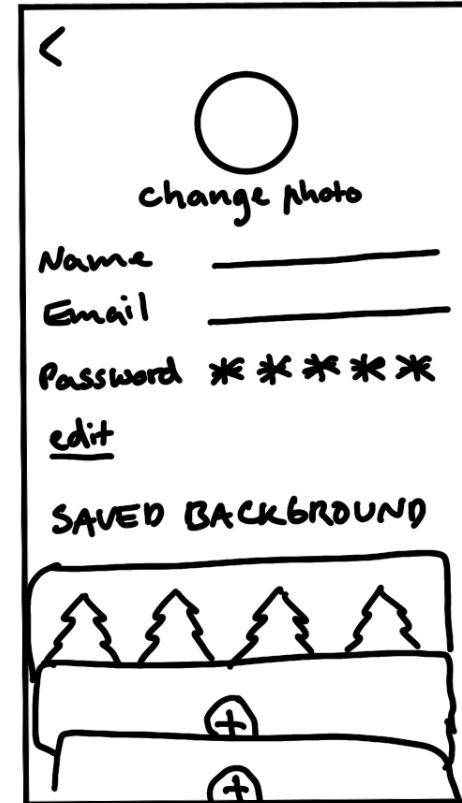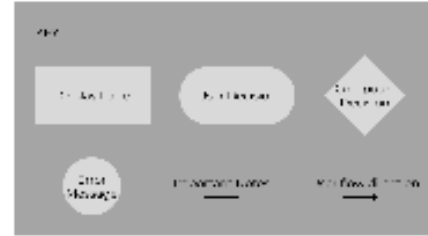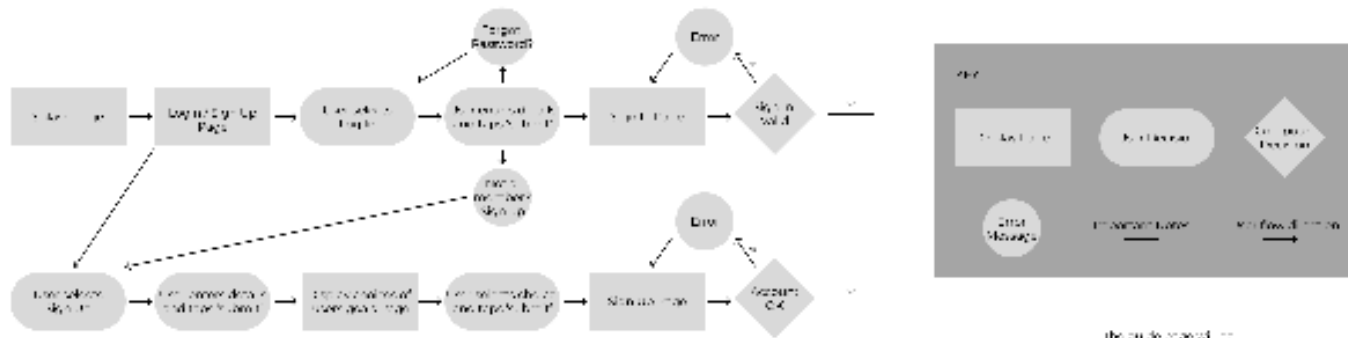
NAME ———
EMAIL ———
PASSWORD ***
edit

SAVED BACKGROUND

Phone — profile

change photo

Name ———
Email ———
Password *****
edit

SAVED BACKGROUND

Phone — Profile

NAME ———
EMAIL ———
PASS ****
edit

Backgrounds

# User Flow Diagram
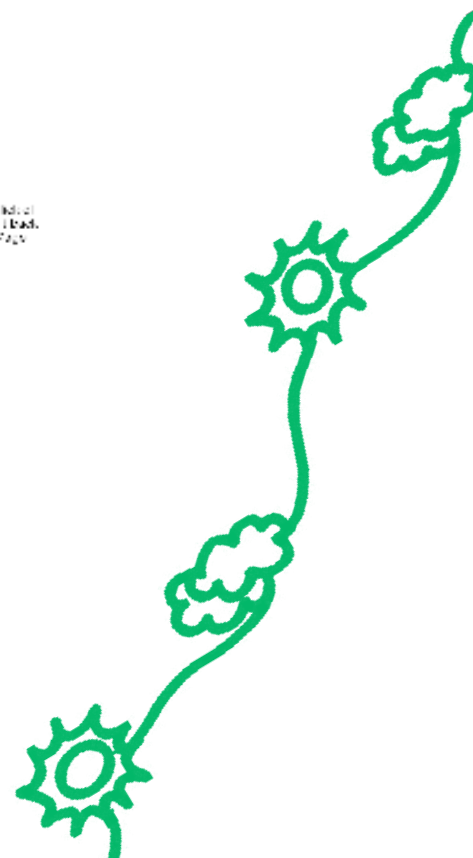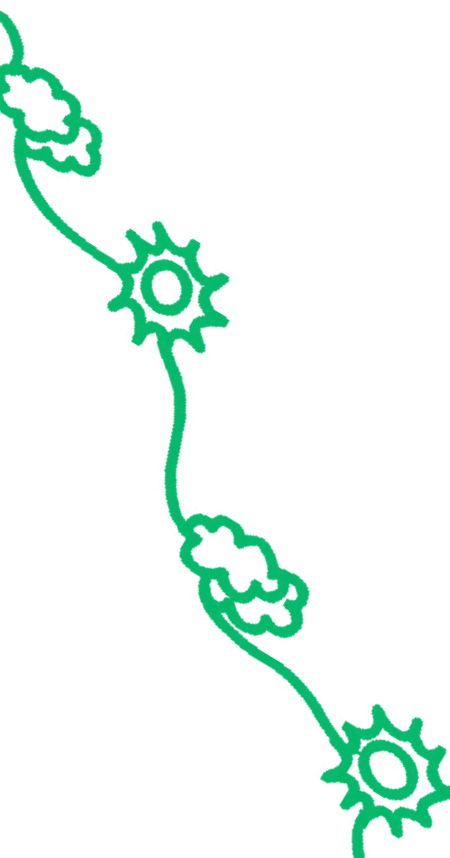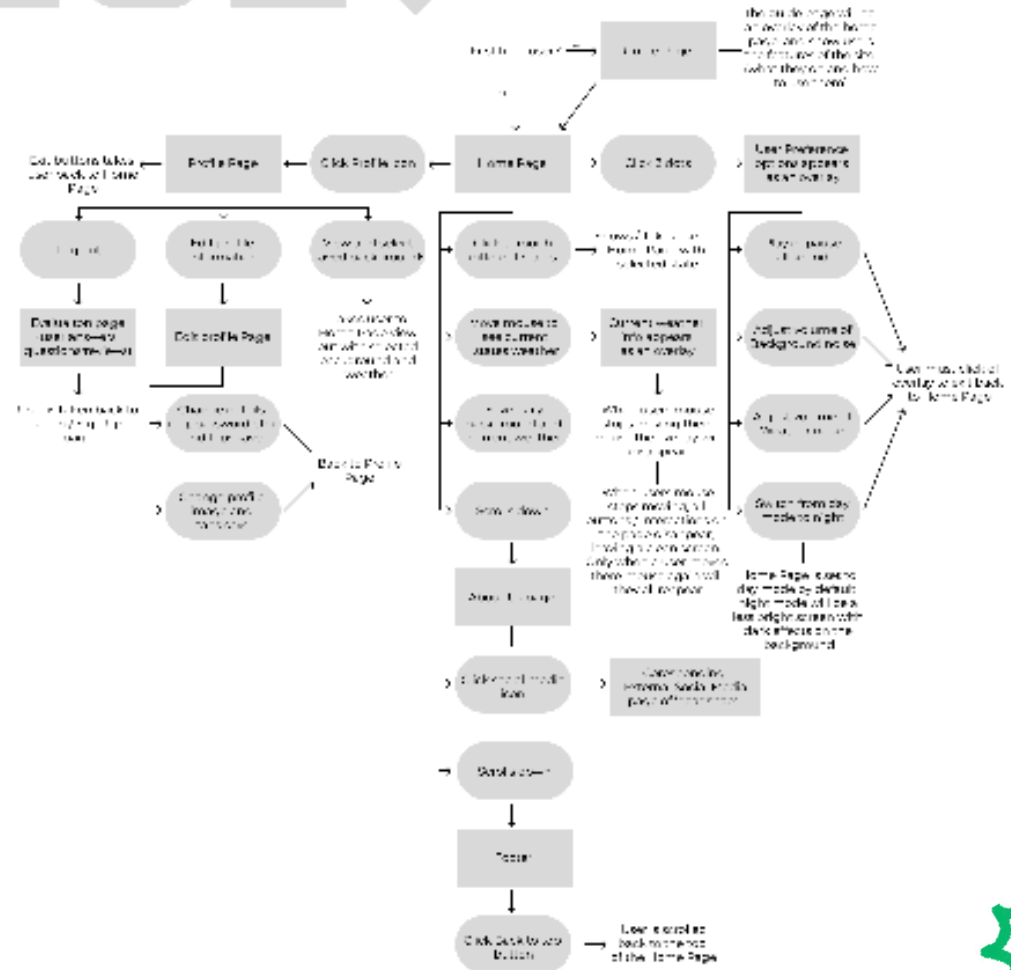
# User Journey Maps
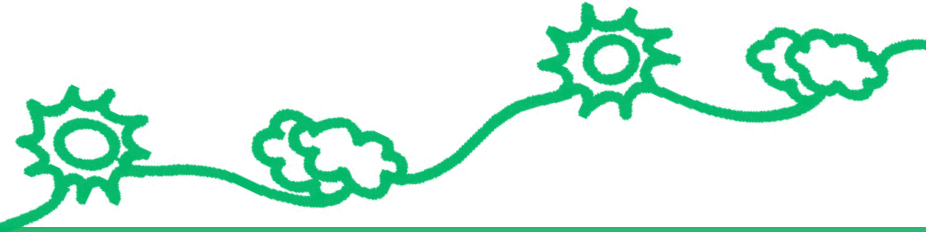
#1 - Improve sleeping disorder, reduce stress, anxiety and maintain their mindfulness

| User Emotions | Before going to bed | Trying to Get to sleep | Using WeatherScapes | Is Calmed and Settled | Falls to Sleep |
|---|---|---|---|---|---|
| | 🙁 | 🙁 | 😐 | 🙂 | 😁 |
| User Touch Points | - Dreading not being able to sleep<br>- Planning to be tired tomorrow<br>- Setting alarms for the next day | - Tosses and turns<br>- Try's other apps to stimulate sleep | - Remembers a website called Weatherscapes<br>- Signs up and takes the tour<br>- Explores website | - Looks at the homepage<br>- Listens to the sound of rain and wind<br>- Looks at the calming image | - Has a better day<br>- Wakes up feeling refreshed<br>- Goes to bed with a clear mind |
| User Pain Points | - Trying to avoid using a device right before bed to help sleep | - What was the name of that website? | - Feels required/obligated to watch the tutorial | - Laptop falls off the bed after user falls asleep | - Will this get less effective with more use?<br>- Laptop is out of charge in the morning |
| Potential Design Solutions | - Make it an app instead of an online website<br>- Have a night mode where it switches off the computer after a selected time<br>- Keeps playing the sound even after screen turns off | - Simple name | - Free and paid version (free only can access it for a certain amount of time or trial period)<br>- Website has too much info/ busy for this user goal? | - Screensharing option to display on monitor or tv in room | - Has more options / selections / customisations for returning users |

# User Journey Maps

| | Is Stressed from Life | Doesn't Want to do Anything Productive | Using WeatherScapes | Is Soothed and Escapes from Reality | Returns to Reality with a Clearer/Calmer Mind |
|---|---|---|---|---|---|
| **User Emotions** | ☹️ | ☹️ | 😐 | 🙂 | 🙂 |
| **User Touch Points** | - Uni assignments are piling up<br>- Work is overwhelming and busy<br>- Being at home at night is the only alone time | - Too much to do so does nothing<br>- Not knowing where to start<br>- Knowing that there isn't enough time to complete everything | - Remembers a website called Weatherscapes<br>- Signs up and takes the tour<br>- Explores website | - Able to meditate and relax<br>- Can use the sound as background music for studying<br>- Can rest and feel like their outdoors | - Has realised they were overthinking and stressing too much<br>- Isn't rushing and making mistakes because they have a clear mind |
| **User Pain Points** | - Website could become a procrastination tool since it's on the user's laptop that all their university work is on | - Could pose as a distraction for the user rather than a solution | - Feels required to watch the tutorial<br>- Feels like too much work and gets overwhelmed | - Unhappy as they can only head the sound when doing university work instead of seeing it as well | - Has wasted time |
| **Potential Design Solutions** | - Tablet view<br>- Set shut off time | - Study mode – where only the necessary features become available (maybe eliminate saved backgrounds?) | - Tutorial comes later the website<br>- Too much info before getting to the homepage | - Screen shrink version – where the website reduces in size and sits in the top corner of the user's computer | - Asking a survey at the end to see if the solution worked |

# User Journey Maps

| | Wants to travel Australia | Doesn't have enough money | Using WeatherScapes | Can explore the weather and scenery for all states | Somewhat satisfied considering the website was free |
|---|---|---|---|---|---|
| **User Emotions** | 🙂 | 🙁 | 🙂 | 🙂 | 😐 |
| **User Touch Points** | - Australian landscape is so beautiful<br>- Loves to travel | - Wishes they can virtually travel<br>- Wishes they could see if they would like Australia<br>- Does some research about the country | - Remembers a website called WeatherScapes<br>- Signs up and takes the tour<br>- Explores website | - Likes how they can see different weathers<br>- Likes how they can see the local time of each state<br>- Easy navigating between the states | - Has "travelled" for free<br>- Gets a taste of Australia<br>- Ponders whether to visit for real |
| **User Pain Points** | - Weather is too hot<br>- Too far away (from other countries)<br>- Doesn't feel the need to travel to other states when living in Australia | - Needs to work to travel but can't travel because of work | - Not as much information about Australia as they would like<br>- More focused on anxiety and stress | - Wishes they had different images for each state | - Ponders whether they need to use the website again |
| **Potential Design Solutions** | - Adding more information about Australia somewhere | - Links to travel options for Australia? | - Asking users at the start of the website what they are hoping to get out of it to target what information should be displayed on the website | - Already has pre-saved backgrounds | - Give users more benefits to revisiting the website |

# Initial Mock ups
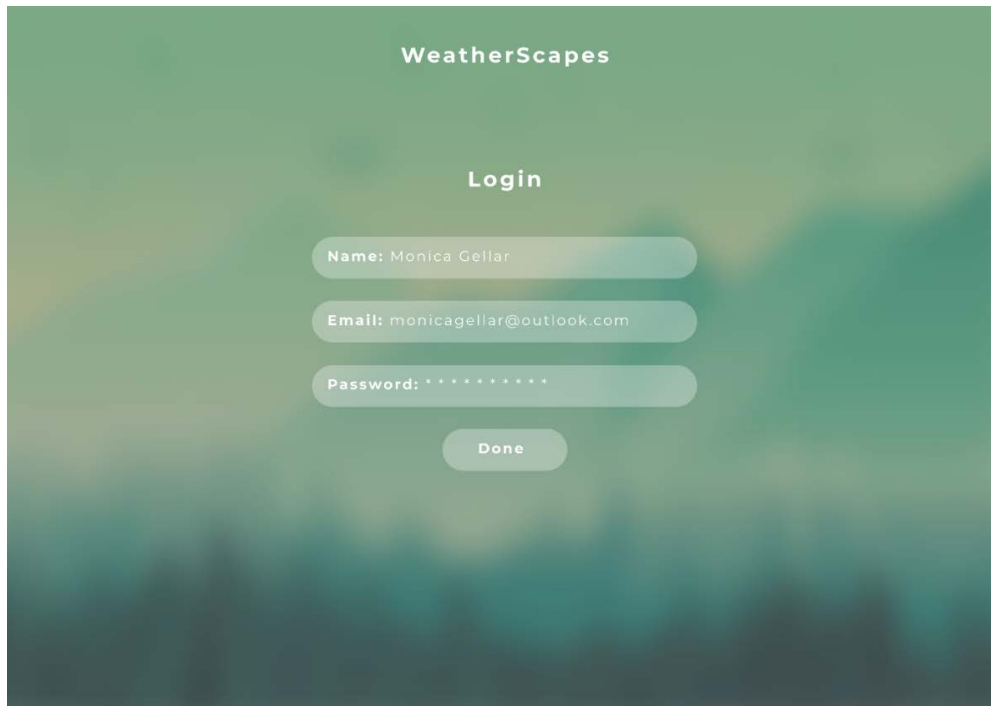
Home Page
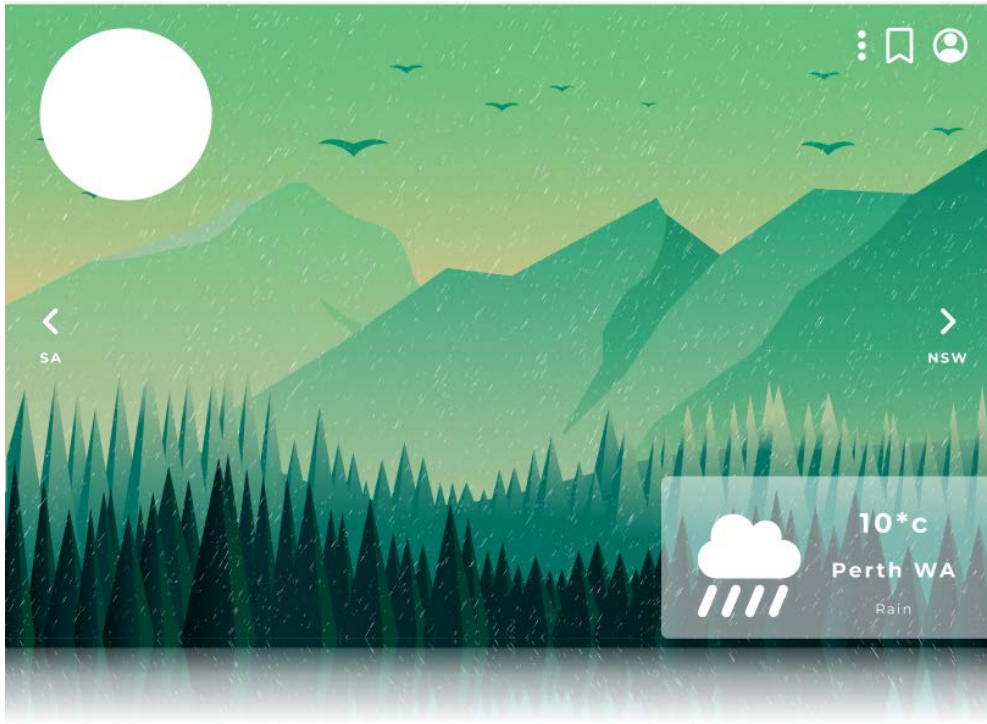
Phone View
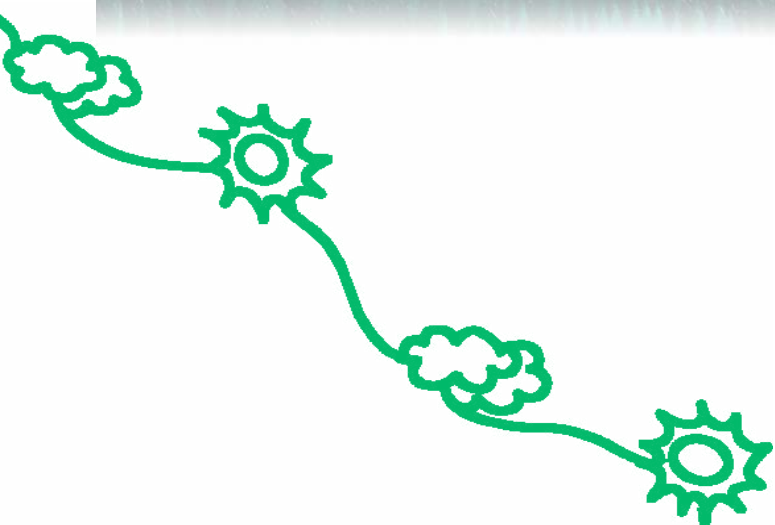
# Initial Mock ups

## About Us Section
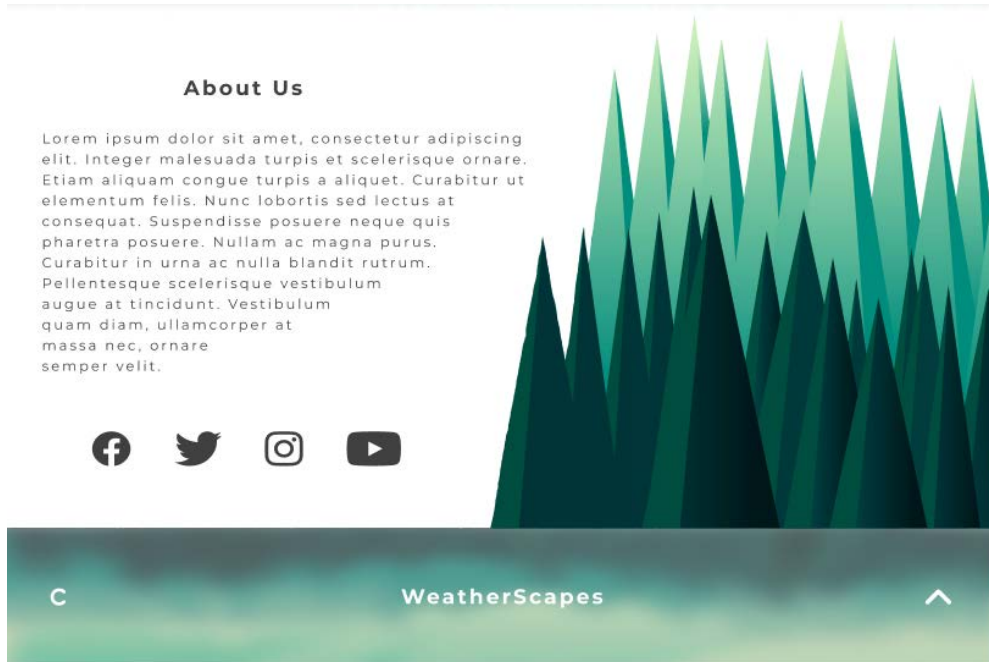


## Phone View
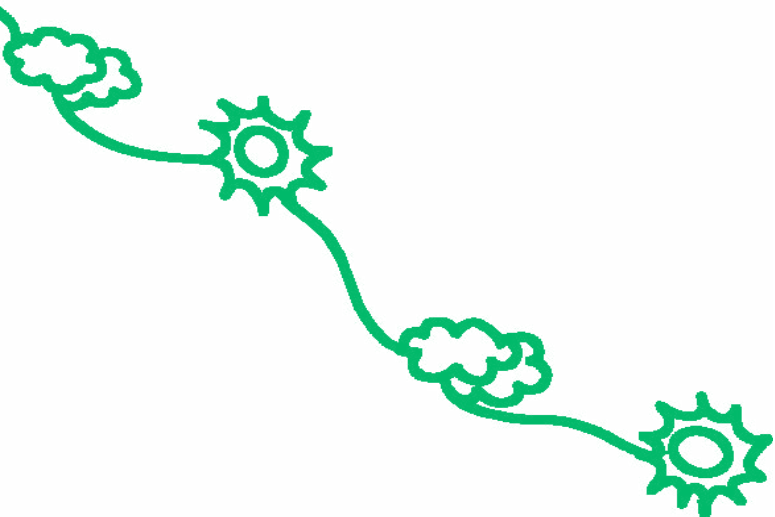
# Initial Mock ups

Login Page
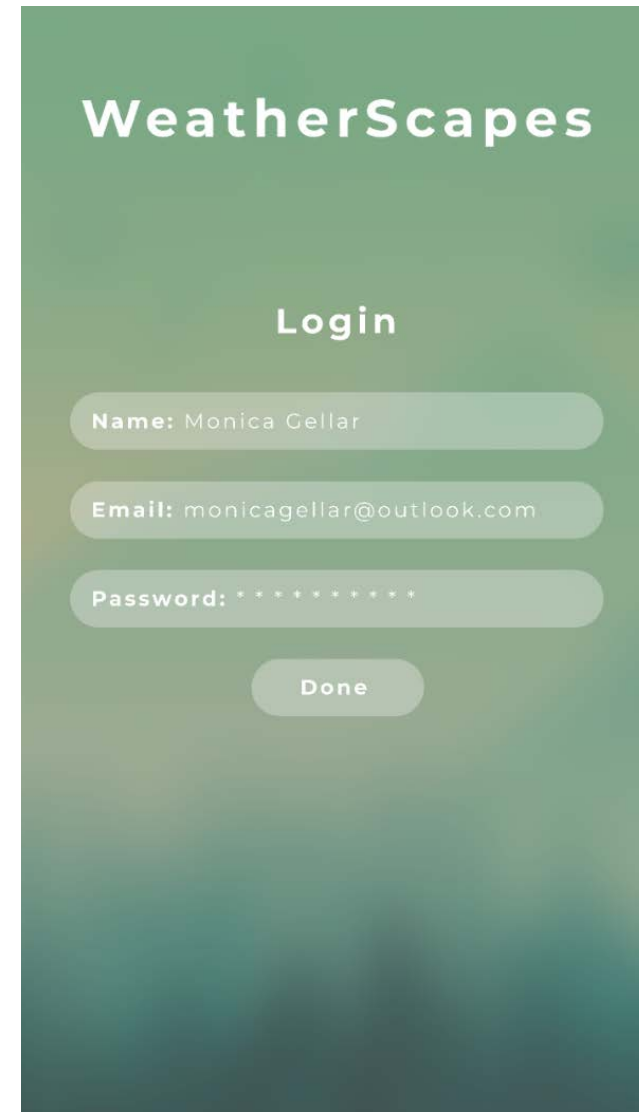
Phone View



WeatherScapes

**Login**

**Name:** Monica Gellar

**Email:** monicagellar@outlook.com

**Password:** * * * * * * * * *

Done



**WeatherScapes**

**Login**

**Name:** Monica Gellar

**Email:** monicagellar@outlook.com

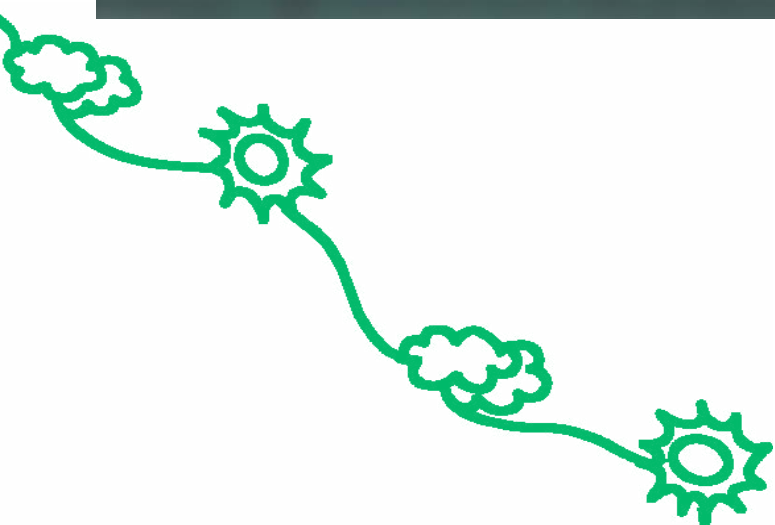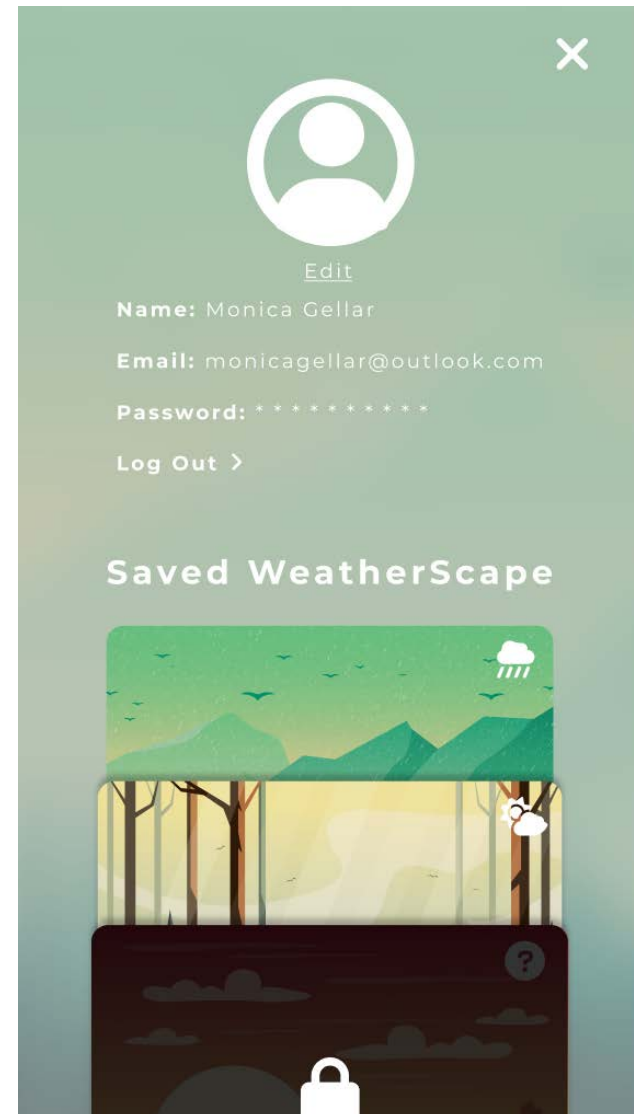**Password:** * * * * * * * * * *

Done
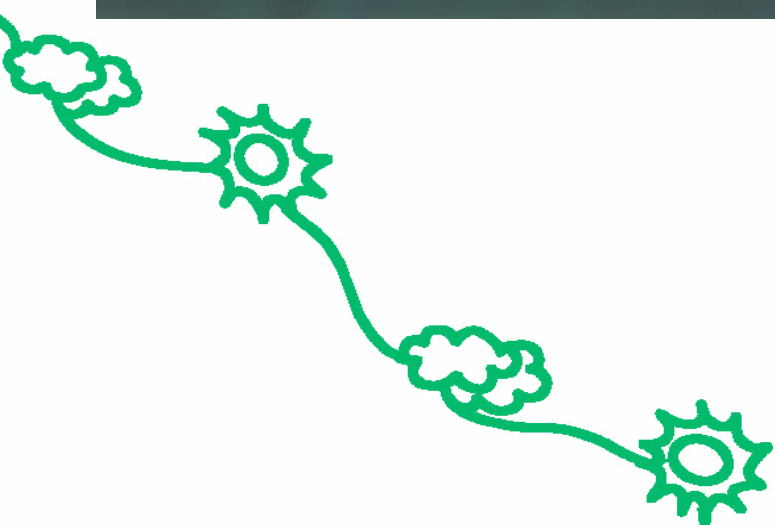
# Initial Mock ups

Profile Page
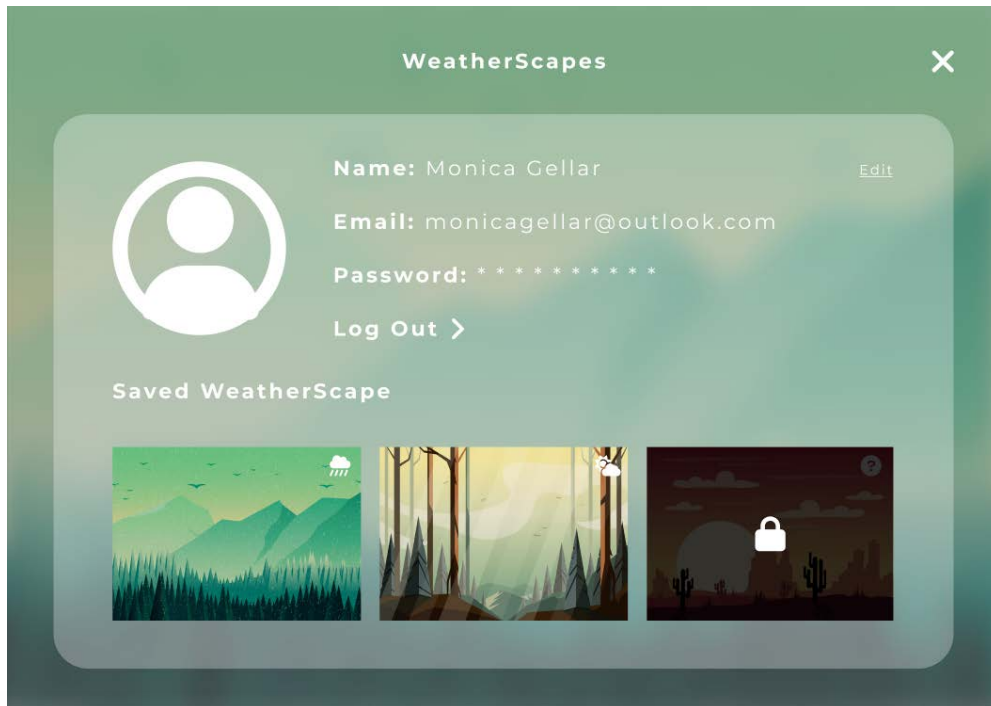
Phone View

# Initial Mock ups

Home Page (different day = different background)
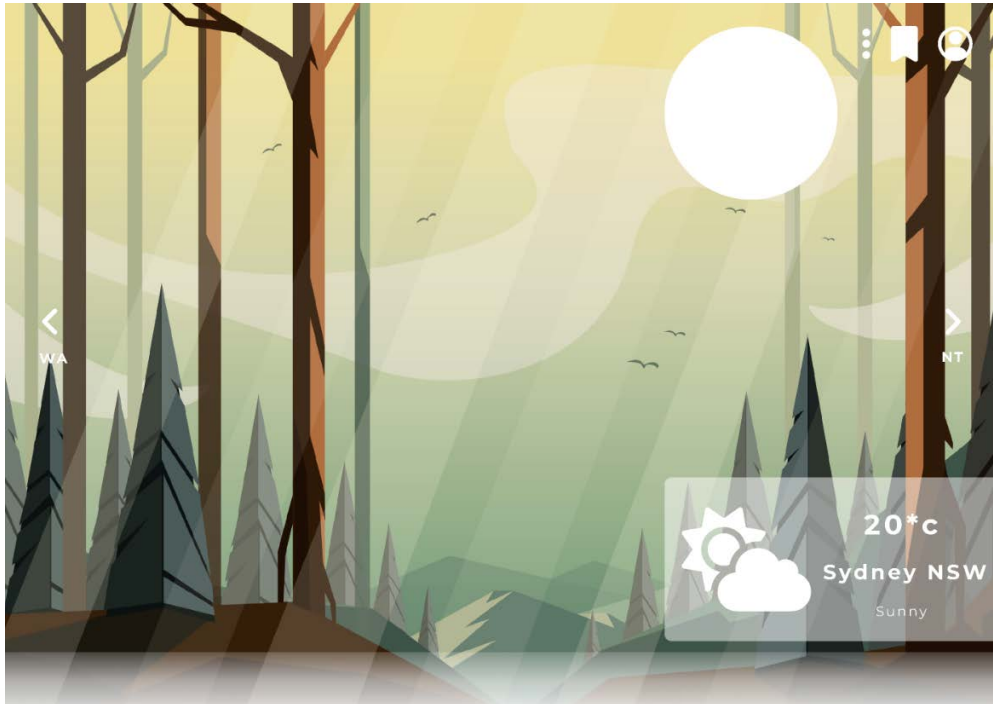
Phone View
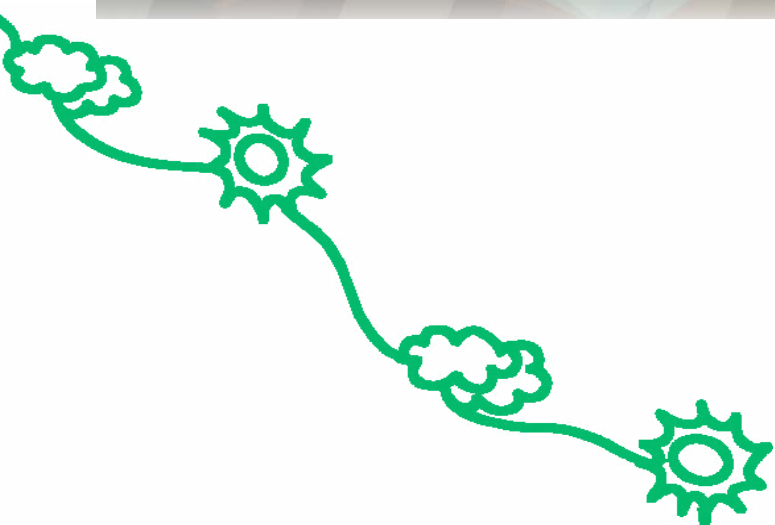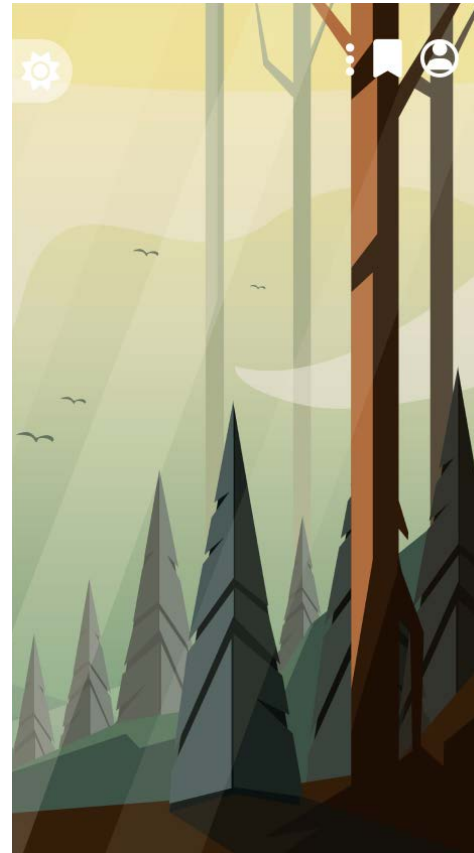
# Prototype Version 1

*Before user testing



**Live Prototype Link:** https://www.figma.com/file/iJJ1Fej7QDKWkEO2xGGW4z/DigEx-Design-Studio--Mockups-and-Prototype(s)?node-id=26%3A2
**Video Walkthrough Link:** https://vimeo.com/767172147

# Prototype Version 2

*Final Version: after user testing



**Live Prototype Link:** https://www.figma.com/file/iJJ1Fej7QDKWkEO2xGGW4z/DigEx-Design-Studio--Mockups-and-Prototype(s)?node-id=238%3A2
**Video Walk through Link:** https://vimeo.com/767175542

# Future Expansion Ideas

Our application could change and develop in the future in terms of **devices**.

Right now, this prototype design is only for **laptop and mobile**. Lots of students have tablets or use their tablet over their computer. **Expanding to other devices** so weather scape is **accessible** on any device.

Similarly, most students also have smart watches. As this application can be used as a sleeping aid, you wouldn't want your laptop sitting on your bed for you to fling off in the night. Weather scape for smart watches could just show a selection of weather sounds from different states; Rainy, stormy, windy. all calming sounds to put you to sleep. The watch application would only focus on the sound and get rid of the visual

aspect all together. This expansion in devices will encourages students to use weather scapes in several different scenarios

- Laptop: Helping students stay calm during study
- Tablet: Study on laptop, while tablet is set up next to you
- Phone: Portable meditation on hand whenever you need
- Apple Watch: Falling into a deep, calm sleep

# Future Expansion Ideas

Our application could skyrocket in the future if we ever have another **covid lock down.**

Imagine how popular this app would be in lock down. Covid will be an ever-looming threat, that could send the world into complete lock down for months again. For those days where you can't travel, or can't get outside, weather scapes can be an **escape**, to immerse yourself in scenery, sound, and calm. This would **expand our target audience** from students to anyone who misses the outdoors.

Our application could expand in the future if we go **international; expanding beyond Australia.**

Similar to the covid scenario, if were all stuck in the borders of Australia, we could **"virtually" travel** to other locations. Sick of having a boiling hot Christmas? Have a look at a white Christmas somewhere in the world. Instead of hearing that sizzling hot sun, use weather scape to hear the crunch and slush of snow. To complete this, we would add a **search bar feature** that allows users to search and view anywhere in the world.

# Blog Post