Ready-Set-Go

A blend of Father Time and Mother Nature.

UX Strategy
1. Empathize
2. Define
3. Ideate

Once Upon a Time

Weathernow was the most popular website and app for weather in the Boston area.

Then One Day

After many years of success, their growth started to level off.
The investors started to ask what's next?
The president of the company wanted to explore new markets.

Because of that,we thought.

Our expertise is in weather and weather apps but were willing to partner with other companies.

Who better than, Father Time and Mother Nature.

Thoughts led to ideas. The Ready-Set-Go app will help everyone to get **Ready on Time**, **with the Right Clothes** for the **Day's Weather.**

Empathize

It's our goal as designers to gain an empathic understanding of the people were designing for and the problem were trying to solve.

Define

Get to know your customers.

Let's observe them, let's listen to them. Let's be them.

Artifacts created: Customer Profiles, Vision Board, User Story

Customer Profiles

Meet Ruby.

She is a senior Manager.

She commutes into the office.

Favorite Line

"Do you know what the weather will be like this afternoon"

Meet Magnus.

He works at home in Chelmsford, Ma as a Newspaper Journalist.

He handles getting the kids ready and bringing them to/from school.

Favorite Line

"Have you seen what it's like outside"

Meet Max.

He is a 6 years old boy.

He is in first grade.

Favorite stall tactic

""

Meet Olivia.

She is a 8 years old girl.

She is in the third grade.

Favorite Line

"Do I have to wear that".

Vision Board

(E) Vision: To help everybody to get ready on time, with the right clothes for the day's weather.

① Target Group	② Needs	③ Product	④ Biz Goals
Parents Kids weather watchers outdoorists families with kids	Problem: losing time due to choosing clothes to match the daily weather. Not knowing what to wear and at what point in your day. Benefit: Punctuality you are what you wear Real time weather + clothing recommendations	Ready-Set-Go why stand out? - Real time weather specific to Region - Accurate clothing recommendations - Dual mode: Recommendation: I will choose:	How benefit: Revenue Generator Biz Goals: Partner w/ co. to leverage different ~~technologies~~ markets. Create Brand Awareness in new markets create cross-functional Biz strategy w/ clothing providers Become a Destination app

User Story

USER STORY

As a Ready-Set-Go application user I want to view real time local weather and it's appropriate clothing pairings in one location so my family / me can get ready on time and properly clothed.

Ideate

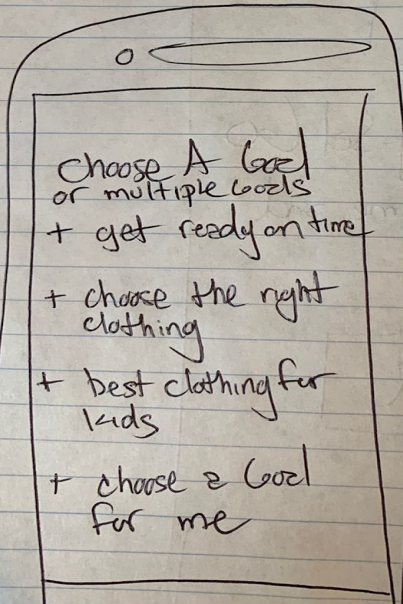Let's create a bunch of ideas and then focus on one problem or challenge at a time.
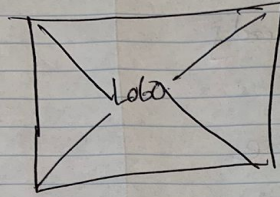
Artifacts created: Sketches

Sketches

Tutorial

To create a Goal
set a goal to get ready
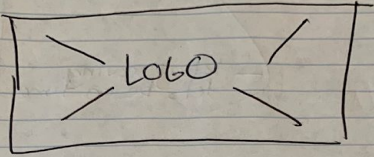on time.

set a goal to chose
the right clothing.

Choose A Goal
or multiple Goals
+ get ready on time

+ choose the right
clothing

+ best clothing for
kids

+ choose a Goal
for me

Welcome

Logo

Hi there!

Welcome to Ready-Set-Go

- A blend of Father time and
Mother Nature

Get Started

LOGO

Congratulations, you choose to get ready on time.

Who do you want to help get ready on time - (select one or all.)

Ruby Magnus Max Olivia
☐   ☐   ☐   ☐
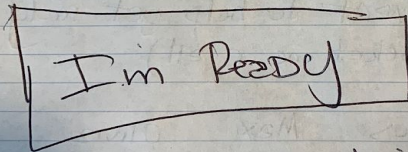
How long do we have to get ready. (set timer)

hrs mins sec

Flip the Hourglass to start timer.
— time to Go

— keep moving
- lets be on time

-start
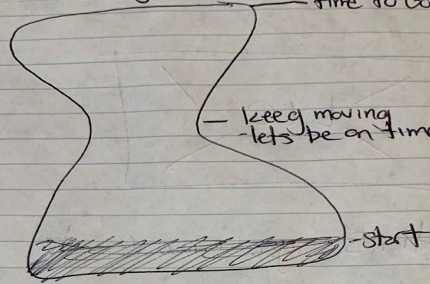
timer will reflect time set on previous screen

users can have different colored sand to show their own progress.
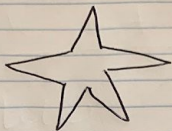
Hit the button when ready to Go - select your name

I'm Ready

Ruby Magnus Max Olivia
☐   ☐   ☐   ☐

Great Job!

Magnus - you got ready on time

want to send a boost to someone.
choose name.

| Ruby | Max | Olivia |

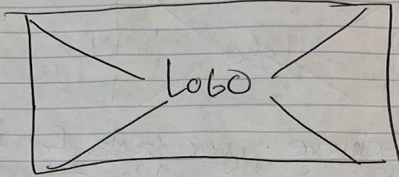include a message - let them know your
ready on time and
their not.

| Message |

No, thanks | Send Boost

Congratulations

LOGO

congratulations

you choose to pair the appropriate clothing to the weather.
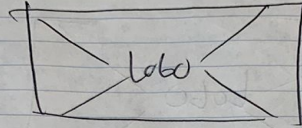
who do you want to pair clothing for?

| me ▽ |

| GET STARTED |

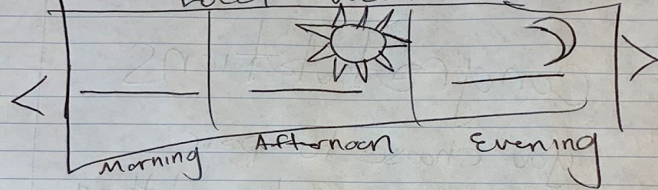choosing new value will prompt profile set up for each role.

1 or ALL
values
☐ me
☐ wife
☐ Daughter
☐ son
☐ other
☐ ALL

Home

LOGO

Let's achieve your goals for today
Local weather

< Morning   Afternoon   Evening >

~~Family Profiles~~

select a time of the day and we will show you the weather and some suggestions on what to wear.

Family Member

| Mom Ruby | Dad Magnus | son MAX | Daughter Olivia |

Get Started option for increased user experience with personalization of clothing.

Get Started

Get started with

Ready - Set - Go

(A) Sign in with Google credentials

[(G) continue with Google]

[(f) continue with Facebook]

(B) Sign in with FB

or use email to

signup or sign in

(C)   (D)

(C) sign-up for new account. simple data capture

[user | Pw]

(D) Sign in will bring customer thru authorization flow.

[weather new => Ready Set Go]

extra option
Linkedin Login button
(they have lots of data)

logging in with the 2 social networks
will allow the app to gain access to more
data us twitter, Pinterest, ~~Linkedin~~   (Privacy settings controled by master Acct / FB, Google)

Thank you.