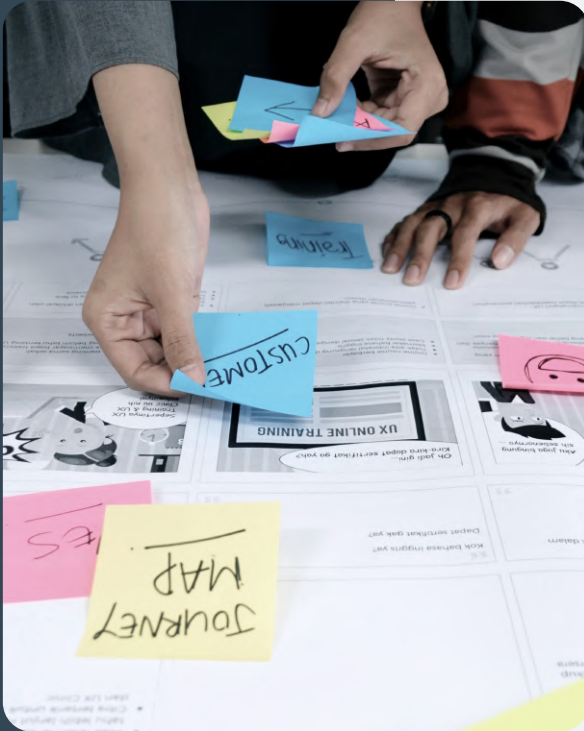


ANGLERCAST

User Journey Maps and User Flows



USER JOURNEY MAPS

Creating user journey maps helped determine pain points and opportunities.

DETAILS

All personas have the need to check the weather before they go fishing. User journey maps were constructed for each persona to better understand the steps they would take to accomplish their specific goal. This helped visualize their process and gave a deep understanding of their thoughts and feelings during those steps. From there, actionable opportunities were identified and gave focus going forward.



Billy is happy that he can set his weather preferences and not have to manually monitor everyday.



Billy is ecstatic that the weather is finally optimal, and he can go catch his dream fish.



Billy, 68

Skilled Angler, Saltwater





JOB: Retired Software Engineer

STATUS: Married, 2 Adult Children

LOCATION: San Jose, CA

Scenario:

Billy knows his dream fish is in season and wants to know when the marine weather is to his preference. Since he's a skilled angler, he already knows the fishing gear needed and the location.

	1. Find Location	2. Check Weather	3. Set Alerts	4. Get Notification
TASKS	<ul style="list-style-type: none"> Enter GPS coordinates in search field Perform search Find list of nearest buoys 	<ul style="list-style-type: none"> Choose nearest buoy Check current buoy data Sees swells and wind not to his liking. 	<ul style="list-style-type: none"> Set his optimal weather preferences for location Chooses date range Set alerts for location 	<ul style="list-style-type: none"> Gets notification that his weather preferences are met. Packs his gear to go fishing
THOUGHTS	<p>"I know the yellowtail are in season and where to catch them. I want to check the current weather conditions."</p>	<p>"I don't like the current wind and swell height & period. It won't be an enjoyable and safe experience."</p>	<p>"I want to go out in calmer conditions and in ones I feel comfortable with."</p>	<p>"I love how I didn't have to monitor the conditions everyday and just got a notification when conditions are ready!"</p>
EMOTIONS	<p>Billy is excited to get a chance to catch his dream 300lb tuna and to get away.</p> 	<p>Billy is disappointed that the current weather conditions aren't optimal.</p> 	<p>Billy is happy that he can set his weather preferences and not have to manually monitor everyday.</p> 	<p>Billy is ecstatic that the weather is finally optimal, and he can go catch his dream fish.</p> 
OPPORTUNITIES	<ul style="list-style-type: none"> Build search feature that captures GPS coordinates. Search results could be a map with GPS marker and nearby weather buoys displayed. 	<ul style="list-style-type: none"> Integrate marine buoy data for more accurate marine weather. 	<ul style="list-style-type: none"> Feature that allows users to customize the weather preferences to get alerts. 	<ul style="list-style-type: none"> Provide notifications for users when their weather preferences have been met.







Joe, 42

Hobby Fisher, Freshwater

JOB: Forest Ranger
STATUS: Married, Father, 3 Kids
LOCATION: Salt Lake City, UT

Scenario:

Joe wants to plan a fishing trip for his family this weekend. His goal is to use our app to find the closest lake with the best weather forecast to make sure it's safe and enjoyable for his family.

	1. Search for Lakes	2. Look at Forecasts	3. Choose Lake	4. Plan Equipment
TASKS	<ul style="list-style-type: none"> • Input zip code • Perform lake search • Make list of closest lakes 	<ul style="list-style-type: none"> • Check 10-day forecast for several lake locations • Determine which location has best weather 	<ul style="list-style-type: none"> • Select lake location • Save lake location • Get address and directions to lake 	<ul style="list-style-type: none"> • Determine what type of fish are in lake • Plan for bait and equipment needed
THOUGHTS	<p>"I don't have a whole lot of time. So I would say whatever's closest. The best spot within like an hour."</p>	<p>"I would definitely check the weather because weather can come and go here real quick."</p>	<p>"I found a lake with good weather conditions. What is the best way to drive there?"</p>	<p>"What type of fish are popular in the lake and I wonder if I have the right type of bait and fishing gear?"</p>
EMOTIONS	 <p>Joe's excited to spend quality time with his family.</p>	 <p>Joe worries about his family's safety and enjoyment out on the water.</p>	 <p>Joe's happy he's narrowed down a lake location.</p>	 <p>Joe's overwhelmed about all the fishing research he must do.</p>
OPPORTUNITIES	<ul style="list-style-type: none"> • Make default search radius 50 miles. Can be customizable. • Order lake list by closest to farthest. 	<ul style="list-style-type: none"> • Local weather station integration for accuracy. • Build a compare locations feature. 	<ul style="list-style-type: none"> • Ability to save locations • Google map integration for directions 	<ul style="list-style-type: none"> • Provide a detailed lake page which includes lake size, popular fish, recommended bait and gear, etc.



Dani, 28
Avid Novice Fisher





JOB: Videographer

STATUS: Single, lives with roommates

LOCATION: Santa Cruz, CA

Scenario:

Dani and her friends had a bad experience fishing at their favorite spot because the wind and waves were too strong. She wants to learn how to interpret marine weather to avoid this bad experience.

	1. Download and Explore	2. Search Location	3. Look at Weather	4. Find Weather Tips
TASKS	<ul style="list-style-type: none"> • Download app • Go through onboarding • Browse & explore app 	<ul style="list-style-type: none"> • Inputs city of fishing spot • Performs search • Finds list of closest fishing locations & marine buoys 	<ul style="list-style-type: none"> • Looks at wind speed and tides • Taps to look at detailed wind and tidal forecast 	<ul style="list-style-type: none"> • Taps on “Understanding Marine Weather” article • Reads article • Gains knowledge
THOUGHTS	<p>“I hope this app is easy to use and will help me read marine weather.”</p>	<p>“I see a list of fishing spots and marine buoys. I wish I knew where these were in relation to where I fish.”</p>	<p>“I see the mph for wind and tide height, but I don’t understand what that means for fishing?”</p>	<p>“This article helped me understand what conditions to look for and to avoid.”</p>
EMOTIONS	 <p>Dani is hopeful this app will help her learn marine weather for her newfound fishing hobby.</p>	 <p>Dani is a little overwhelmed by the options and doesn’t know which one to choose.</p>	 <p>Dani is frustrated that she can’t interpret the weather conditions for fishing.</p>	 <p>Dani feels more confident in knowing what weather conditions to look out for and what to avoid. She’s eager to go out next time using this knowledge.</p>
OPPORTUNITIES	<ul style="list-style-type: none"> • Provide short and helpful onboarding • Give short tutorial to guide new users. 	<ul style="list-style-type: none"> • List locations by distance (closest to farthest). • Provide detailed location and buoy pages, which includes a map, GPS coordinates, and distance from current location. 	<ul style="list-style-type: none"> • Provide a blog section at the bottom of weather forecasts with tips on how to read weather 	<ul style="list-style-type: none"> • Include diagrams/visuals in article. • Add links to related articles at bottom of article

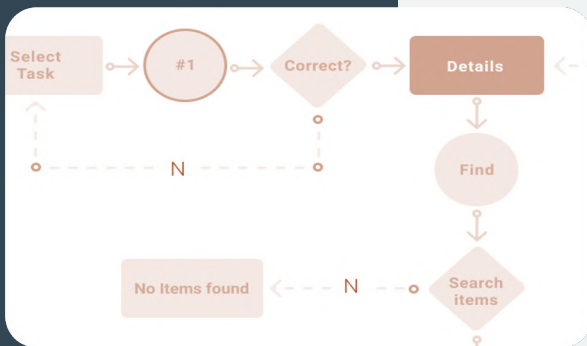


USER FLOWS

Designing user flows helped streamline the user's process to complete a specific task and identify the prelim screens needed for the app.

DETAILS

From the user journey maps created, specific user stories were generated and used to help create task analyses and user flows. Each user story was broken down into actionable steps, which created the Task Analysis. From the task analysis, user flows were constructed from chosen entry points and target success criteria. The user flows were iterated until it was the most streamlined flow possible.





Billy, 68
Skilled Angler, Saltwater

ENTRY POINT: Login Screen

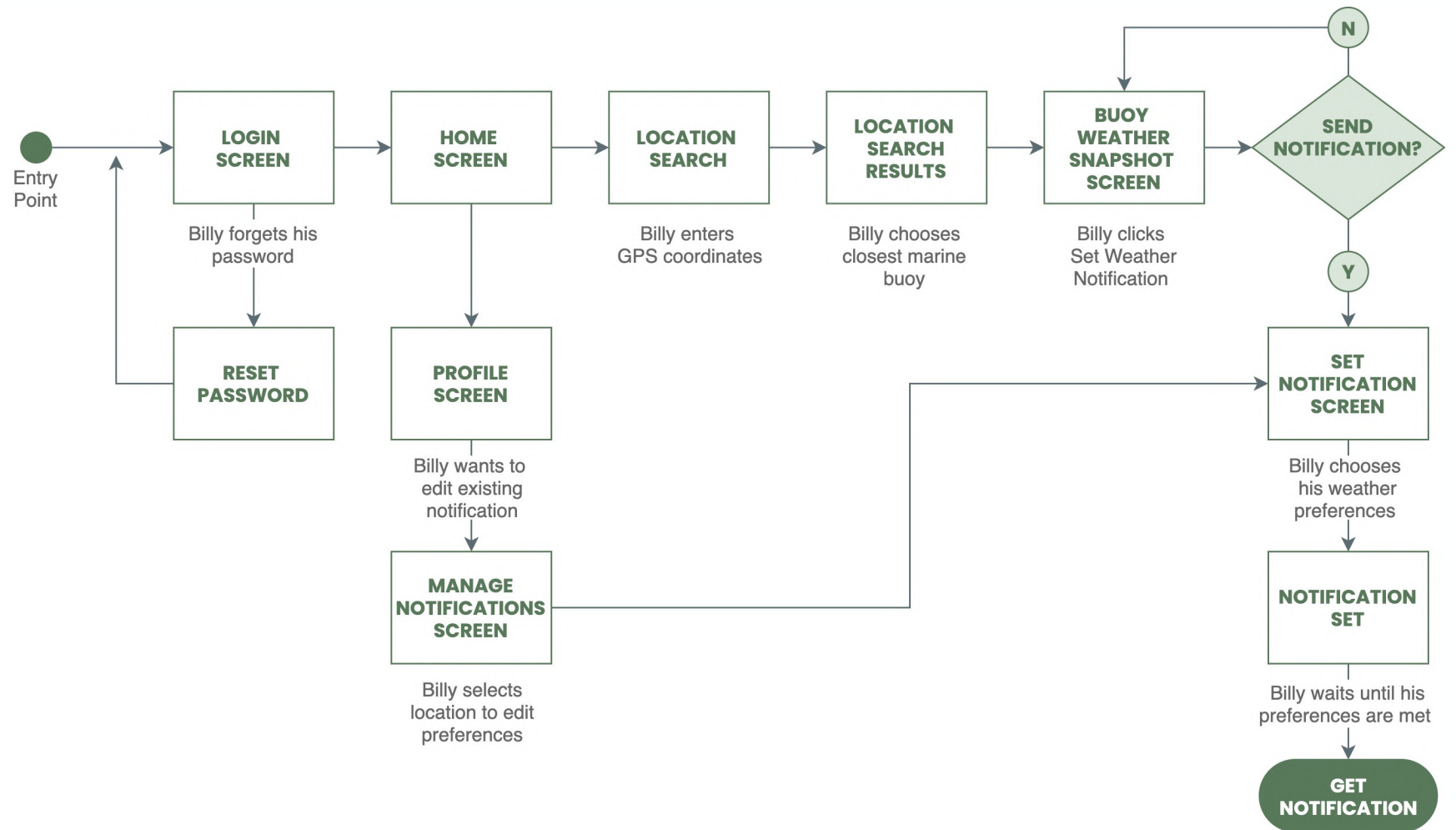
SUCCESS CRITERIA: Get Notification

Task Analysis:

1. Log in
2. Search location based on GPS coordinates
3. Find nearest marine buoy
4. Select set weather notification
5. Choose weather preferences
6. Set notification
7. Get notification

User Story:

As a skilled angler, I want to be alerted when the marine weather at my fishing location meets my preferences, so that I can go out in conditions I'm comfortable with to catch my dream fish.





Joe, 42
Hobby Fisher, Freshwater

ENTRY POINT: Login Screen

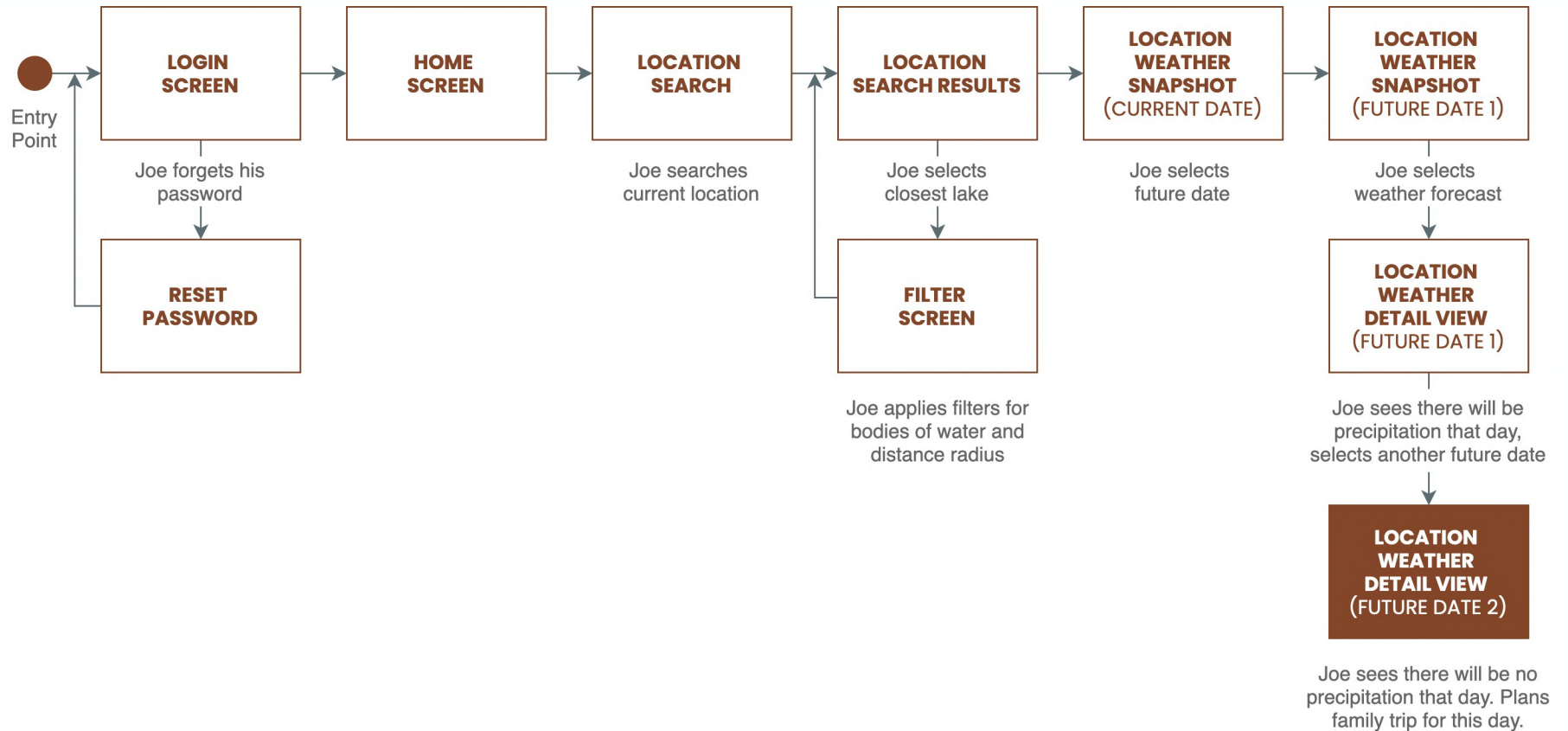
SUCCESS CRITERIA: Read future weather forecast

Task Analysis:

1. Log in
2. Search location based on current location
3. Find nearest lake/body of water
4. Select future date
5. Read detailed weather forecast

User Story:

As a hobby fisher, I want to see the weekend precipitation forecast for a lake near me, so that I can determine if it's safe for a family trip.





Dani, 28
Avid Novice Fisher

ENTRY POINT: Open app

SUCCESS CRITERIA: Post comment on fellow angler post

Task Analysis:

1. Open app
2. Splash Screen (logo)
3. Intro Screens
4. Sign up
5. Log in
6. Find local posts
7. Post comment to connect

User Story:

As an avid novice fisher, **I want** to connect with the local angler community, **so that** I can learn from them, find new fishing locations and best types of bait.

