

WOJTEK - the engine-driven (motorboating, jet-ski)



28 years old, single, living in Warsaw, Poland. Working in media.

“Of course, I have an emotional bond with my weather app. We take the go/no-go decision based on what it shows. I often look into it even if I just sit in the office not planning to travel anywhere and the weather is totally unimportant at that moment. But it just recalls nice memories and associations.”

„Live web-cams from the locations would be great.”

Needs & goals

- He wants just to have fun with his friends on the water
- Checks the weather mainly on his smartphone, both before and during the trip
- He wants to know the weather upfront, as it is his main go/not go decision driver when it comes to the water sports
- Must be sunny and relatively warm – this is supposed to be fun, not an extreme adventure

Tech usage

- „Lives“ with his smartphone, using it not only when needed, but also to „kill the time“ (e.g. waiting in a line or in a public transport)
- Using also a tablet
- Moderately active on social media (Instagram - favorite)

Attitudes & behaviors

- One-day trips with a group of his friends
- Has a very emotional link to the weather app, because the decision to go is taken thanks to the app
- Likes to check the weather even when sitting in the office and not planning to go anywhere – just to evoke positive emotions and associations

Frustrations

- Tired with too much of social media around (but still using them)

RADEK - the wind-driven (sailing, windsurfing)



40 years old, married, 2 kids, living in Warsaw, Poland. Working in IT.

“I have used some apps only because they had a beautiful graphic design.”

“The surf aesthetics may be attractive, may bring great associations, even if you are not a surfer yourself.”

“The yacht sailors are “old guys, not cool at all”, but surfers are cool and crazy, it is pure freedom, a hippie revolution.”

Needs & goals

- Fun & relax, time with the family, but also the educational aspect for the kids is very important (raising his kids right, “showing them the world” and teaching them useful skills are very important)
- Wind is the only important element of the weather for sailing, as „no wind – no sailing“; there are clothes for all other weather conditions
- For windsurfing, on top of the wind, he needs it to be warm
- Checks the weather on desktop at home, before the trip and on the smartphone during the trip
- On the smartphone - it must be possible to check the weather with one hand/one finger, not changing the grip

Attitudes & behaviors

- Holiday trips with his family to the lakes district (living & sleeping on the boat)
- Pays attention to design in his surrounding
- Treats the weather app purely as a tool

Frustrations & worries

- Does not like “ugly”, outdated, “accidentally” designed objects and apps
- Misses some social media opportunities (like e.g. adding the weather from his app to the picture he takes during the trip in order to post it)

Tech usage

- Using desktop, tablet and smartphone, understands the „technicalities“
- Active on Facebook, likes to comment on others’ posts and share the photos showing him sailing in tough conditions (or running, etc.) – believes that it makes him looking like a tough guy

PIOTR - the muscle-driven (open water swimming, snorkeling)



50 years old, living with his wife in Warsaw, Poland (their kids have already moved out). Working in marketing.

“The weather app pre-empts the travel experience. It is like a good friend whom I trust. Preparation is a part of the travel. It feels like I am already traveling.”

“I just love to overlay different weather elements animations on the map (in my app) and watch it changing with the time. It is fascinating.”

Needs & goals

- Wants to know the air and water temperature, but also needs to have the storm alert - considers it critical for his safety
- Needs the app that works on both desktop and mobile, as likes to use the desktop when possible
- Wants to stay fit - that's why is active taking long walks, biking to the office and swimming, snorkeling, walking on holidays

Tech usage

- Uses a desktop whenever possible
- Uses mainly apps and services that make his life easier and change the way he operates (online grocery, booking.com) or for learning and discovering new things
- Inactive in social media (but knows them and understands the concept)

Attitudes & behaviors

- Holiday trips with his wife, to Mediterranean locations with a warm sea or to local lakes
- Enjoying being back with his wife only (their kids do not travel with them anymore)
- Planning the trip and checking the weather are already an integral part of the trip
- Watching the live web-cams is calming and relaxing
- Likes to watch weather map animations for pleasure

Frustrations & worries

- Constantly looking for inspirations, but the internet is trying to “close him down”, as the algorithms show him exactly what he already knows and saw.