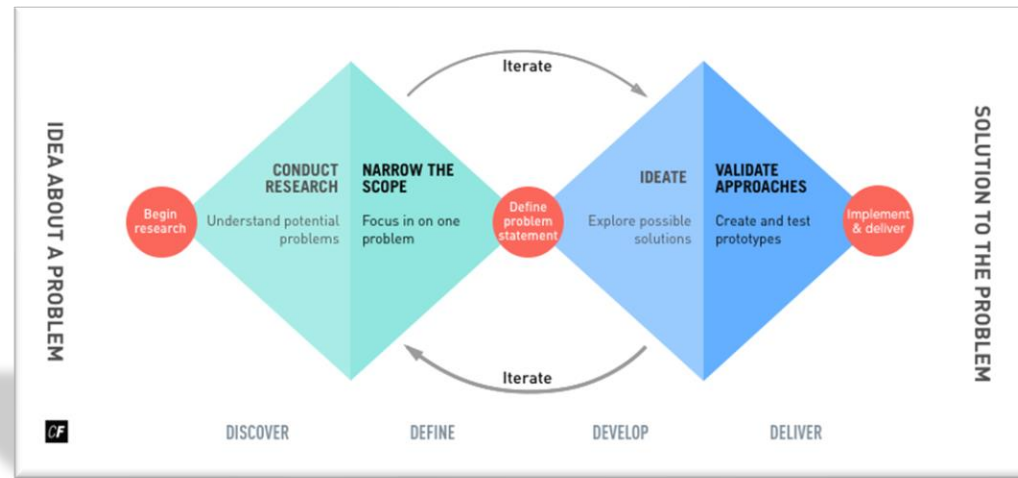




# Defining the Problem



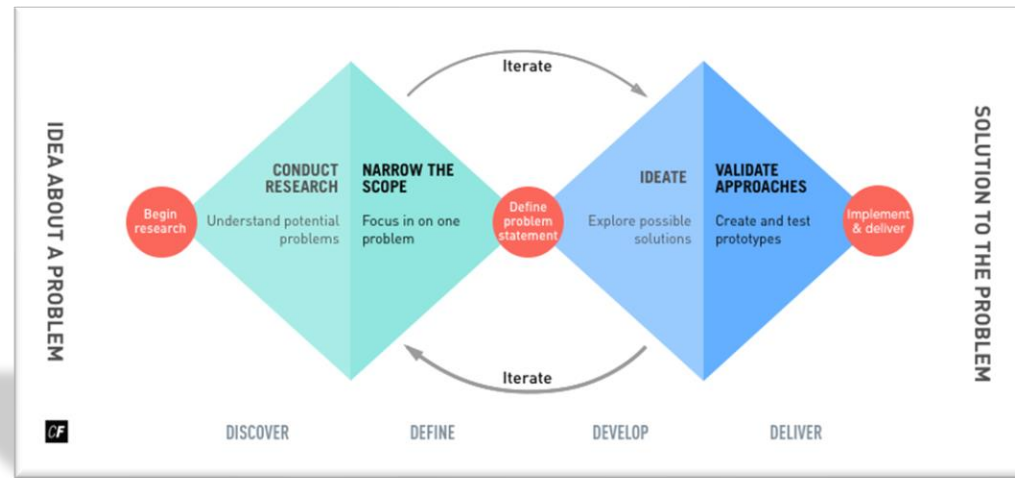
CareerFoundry  
UX Immersion  
Thinking Like a Uxer: Task 1.6  
*Ahoy!* Boating Web App  
Jay Lawlor



## Design Objective

The design objective for the Ahoy! responsive web app is to provide beautifully displayed and easy to understand wind, wave and weather reports, forecasts, and statistics for pleasure boaters.

Ahoy!



## List of Possible Problems

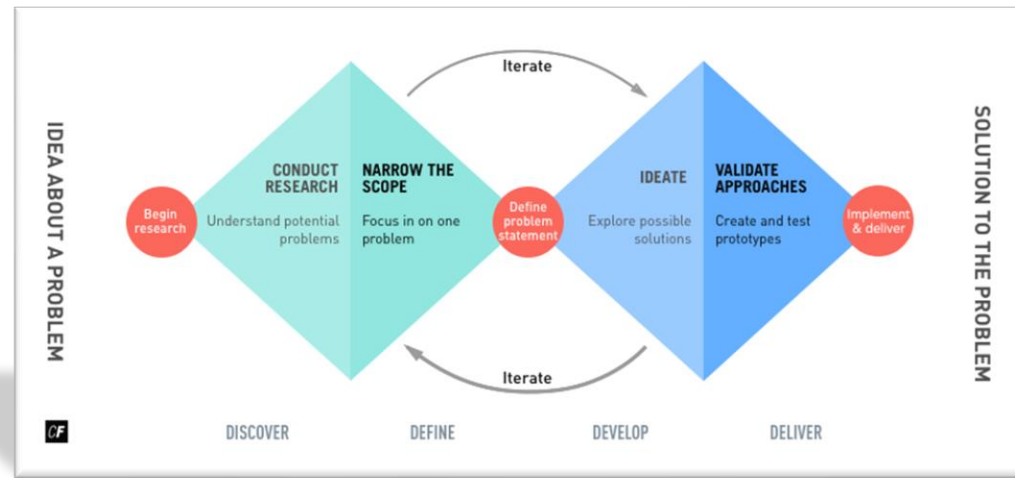
- Marine weather maps are not always easy to understand.
- Text displays for coastal weather reports and forecasts are difficult to read as they are plain text feeds from weather services.
- Weather conditions indicating if it is safe for boating are either absent or not easy to interpret for all levels of boaters.

## Problem Statement

Users of Ahoy! need a way to easily read and understand coastal weather reports and forecasts because safety is the number one priority for a fun day on the water.

We will know this to be true when we see users of Ahoy! getting useful weather reports and forecasts with easy-to-understand weather conditions and the level of safety for pleasure boating.

Ahoy!



## List of Possible Solutions

- Coastal weather maps designed for all-levels of users.
- Coastal weather reports and forecasts displayed with neatly formatted text and readable fonts.
- Coastal weather conditions are listed with easy-to-understand ratings for boating safety (perhaps green for good, yellow for caution, and red for danger).

## Best Solution

Ahoy! Provides recreational boaters with official coastal weather reports and forecasts in easy-to-understand maps, neatly formatted text with user-friendly fonts, and a clear boating safety rating system. Users of Ahoy! can quickly look up coastal weather reports and forecasts and know within minutes what it's like out on the water and the level of safety for recreational boating.

Ahoy!