

# Business Requirements



CareerFoundry

UX Immersion

Task 1.9v2

Jay Lawlor



# Executive Summary

Our *Ahoy!* responsive web app will provide beautifully displayed and easy to understand wind, wave and weather reports, forecasts, and statistics for pleasure boaters. A main feature will be a personalized rating system based on a user's preferences for a range of weather conditions.

## Target Audience

As 12 is the minimum age for obtaining a boating safety certificate in many states, the demographics for the Ahoy! app are recreational boaters of all ages. Practically speaking, however, our focus should be on recreational boaters at least 18 years old as they are most likely the boaters making the decisions. Our recreational boaters are looking to get informative marine weather reports and forecasts quickly. With a glance, they want to be able to determine if weather conditions are ideal for a safe and pleasurable day on the water.

## Competition

There are dozens of boating weather apps on the market, both free and for purchase. The obvious competitors with the greatest market share and name recognition are apps such as BoatUS, Buoyweather, and NOAA Marine Forecast. As they all offer at least basic marine weather reports and forecasts, it is imperative Ahoy! offers at least one unique, value-added, feature to solve a problem faced by recreational boaters.



# Executive Summary

## Risk/Opportunity

The main risk is that the Ahoy! app will not stand out in a crowded market for boating weather apps, especially when apps like BoatUS are backed by well-known and respected boating organizations. Nonetheless, there is opportunity in that none of the apps on the market currently feature a personalized feature to quickly assess if weather conditions fall within a customized set of parameters for a pleasant day of boating. Also, weather is not a primary feature of the BoatUS app, and most marine weather apps can be hard to read due to basic text feeds.

## Conclusions

It is possible to offer boating weather app that is competitive. The key is for Ahoy! to leverage a position as only a boating weather app, and to do so by offering features lacking in current apps on the market. By providing recreational boaters with a quick and easy way to determine if weather conditions are ideal for pleasure boating, based on their own preferences, and offering reports and forecasts that are easier to read than many apps, Ahoy! will be well-positioned to capture a healthy market-share as a go-to boating weather app for recreational boaters.



# S.M.A.R.T Business Objectives

- 1. Objective:** Create Ahoy! responsive web app that is a strong competitor in the boating weather app market.  
**Measured** by usability testing prior to launch and user testing after launch. **Delivered** 3 months after product launch.
- 2. Objective:** Develop an online marketing campaign through targeted Facebook ads and ads with online boating magazines.  
**Measured** by ads deployed through the Facebook advertising campaign and ads placed with online boating magazines.  
**Delivered** at product launch and running for an initial 2 months.
- 3. Objective:** Gain 1,000 users within 2 months of launch. **Measured** by the number of users within 2 months of launch.  
**Delivered** 60 days after launch.



# Scope

## The Scope of the Ahoy! Project:

**Web Application:** The design and development of the Ahoy! responsive web app (product) itself.

**Marketing Plan:** Our online strategy for acquiring users over the first 2 months after product launch.

**Website:** A website to help promote Ahoy! that will showcase features of the app, provide informational and instructional videos, and encourage recreational boaters to use Ahoy!.

**Video Content:** Part of our marketing plan includes short promotional and instructional videos about Ahoy! To post on the product website, YouTube channel, and Facebook page. The videos can also be used as Facebook and YouTube video ads.



# Functional Requirements

## The Functional Requirements of the Ahoy! App:

- Splash Screen
- Account Creation / Login (including social login option)
- Navigation Menu
- Onboarding Sequence
- Home Screen
- Weather Dashboard with Real-Time Wind, Weather, and Algae Reports
- Search Weather Reports and Forecasts by Location
- Weather Reports and Forecasts Search Results
- Set Weather Conditions Preferences
- Weather Conditions Rating (based on set preferences)
- Recommendations to help users stay safe
- Profile with account information, saved locations, and saved weather conditions preferences



# High-Level Delivery Schedule

## Weeks 1-2

- User Research

## Weeks 3-4

- User stories
- Personas
- Flowcharts

## Weeks 5-6

- Low-fidelity wireframes
- Low-fidelity interactive prototype

## Weeks 7-8

- Mid-fidelity interactive prototype
- UI Design
- Usability Testing

## Weeks 9-10

- High-fidelity interactive prototype
- Final UI design
- Usability testing
- Begin creatives for marketing campaign

## Weeks 11-12

- Developer coding
- Begin work on website and videos

## Weeks 13-14

- Responsive web and mobile app completed
- Initial user testing

## Week 15

- App launched
- Website launched
- Marketing campaign begins

