

# Unmoderated Remote Usability Test

[wunderground.com](http://wunderground.com)

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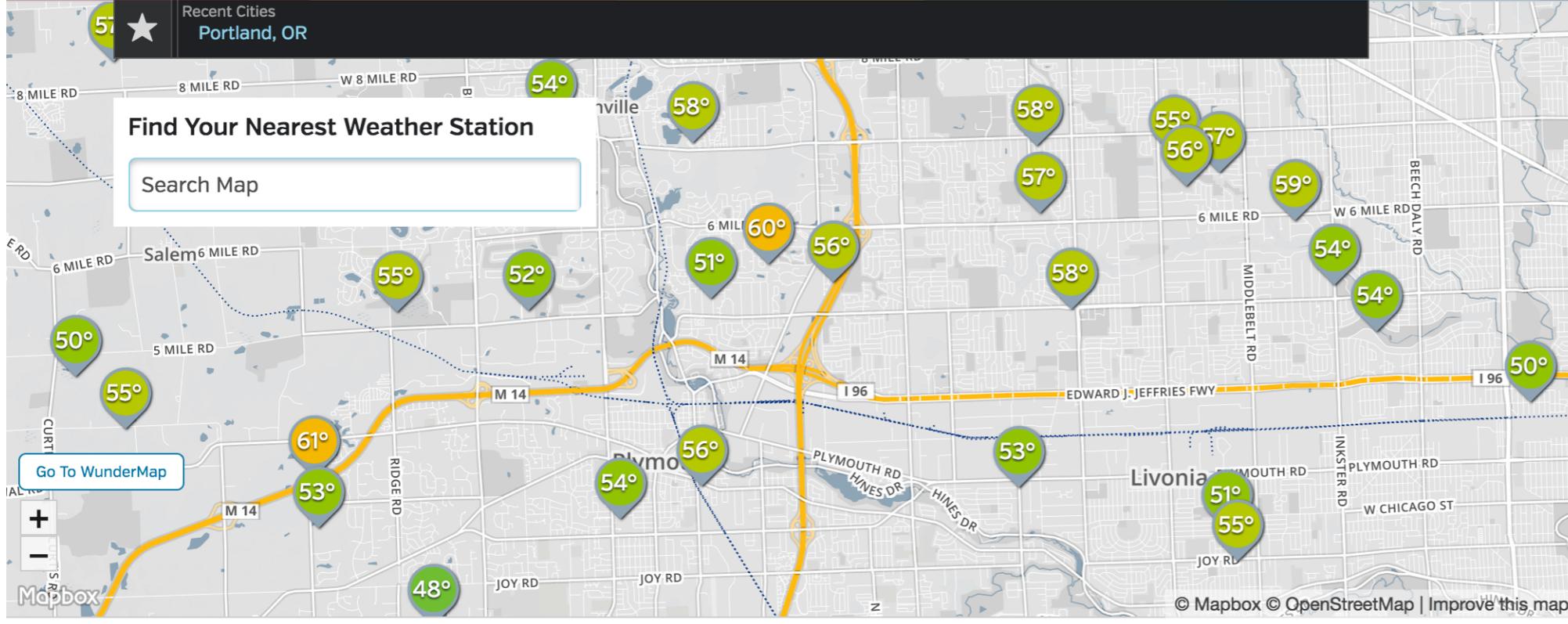
Nov. 12, 2016

**PENN STATION**  
EAST COAST SUBS

**THE BIG PENN**

STEAK, 1000 ISLAND, LETTUCE, AMERICAN CHEESE, PICKLES, ONIONS

report this ad



**Livonia, MI**  
Coventry Gardens

**57°F** 58° | 34°  
Feels like 57° 0%

35° 30° 33° 50° 56° 56° 47° 43° 40°  
12AM Nov 13 6AM NOON EST 6PM 12AM Nov 14

**Full Forecast**

**DODGE**

**2016 DODGE JOURNEY R/T AWD**

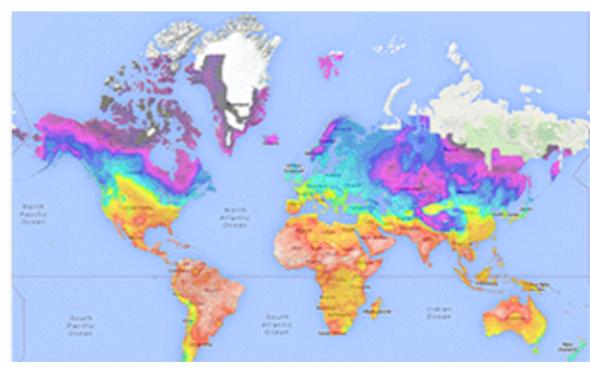
Lease for **\$189** a month for 36 months  
\$2,060 Due at lease signing. No security deposit required. LEGAL

**BUILD & PRICE** | **VIEW INCENTIVES**

report this ad | why ads?

Track Your Weather

More Maps



# Help Make Wunderground.com better!

Please take a moment to help us improve our website. We've made a new feature changes and would like to know what you think about it.

There's no right or wrong answers and it will only take five minutes of your time.

Thanks for your feedback!

[Help Us!](#)

# Before we begin

Please provide your full name and email

[Next](#)

# The Tasks

## **Task 1:**

You are planning a fall weekend trip to Portland, Oregon and you need to know what kind of clothes to pack. Use wunderground.com to view this upcoming weekend's weather forecast for Portland.

## **Task 2:**

You're planning to go for a run today but you don't know if it's going to rain. Go to wunderground.com and check the radar in your area.

## **Task 3:**

It rained a lot yesterday in your hometown and you're wondering how much it actually rained -- in terms of inches. Go to wunderground.com and find the rainfall total for yesterday in your hometown.

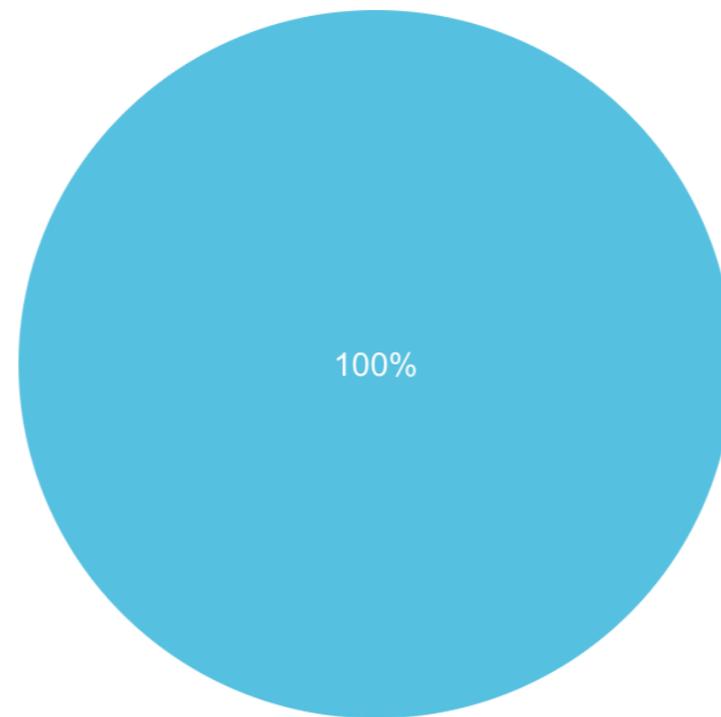
# Test Goals

- Find out overall usability of wunderground.com
- Find out if specific high-level tasks can be completed
- Find out if radar is working/how users interact with it
- Learn more about users

# All tasks completed successfully ...

Were you able to complete this task?

● Yes



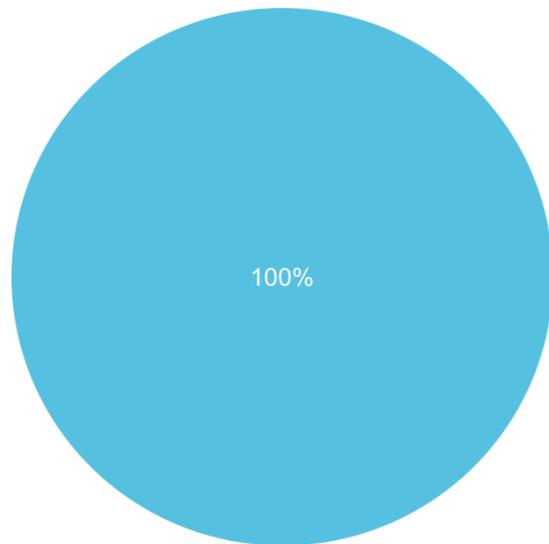
---

... by all 6 participants

# About the participants

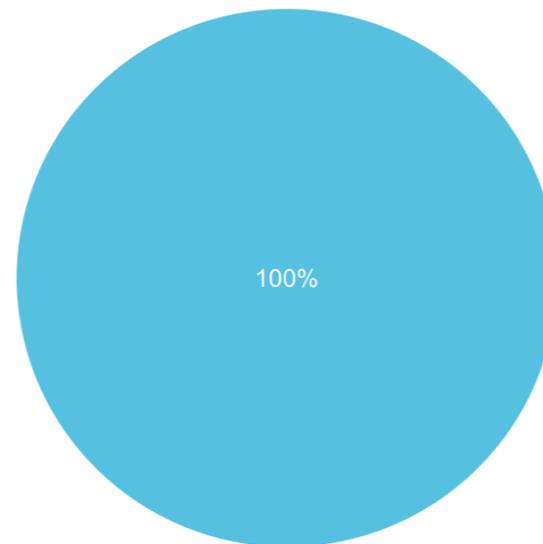
Have you ever looked up a weather forecast online?

● Yes



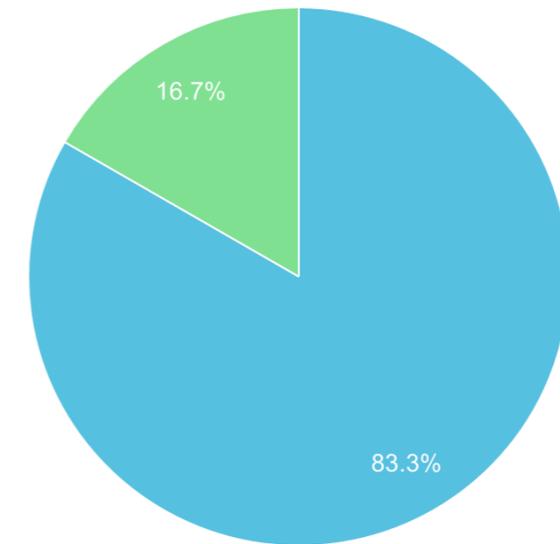
Have you ever viewed live radar online?

● Yes



Have you ever looked up weather data online?

● Yes  
● No





## How did you go about looking up weather online?



*“I generally NOAA.gov, just go there and put in my zip code.”*

*“Downloaded waether.com app to my phone. Also used the standard weather app on iPhone. Use weather.com when using desktop.”*

*“Used weather.com.”*

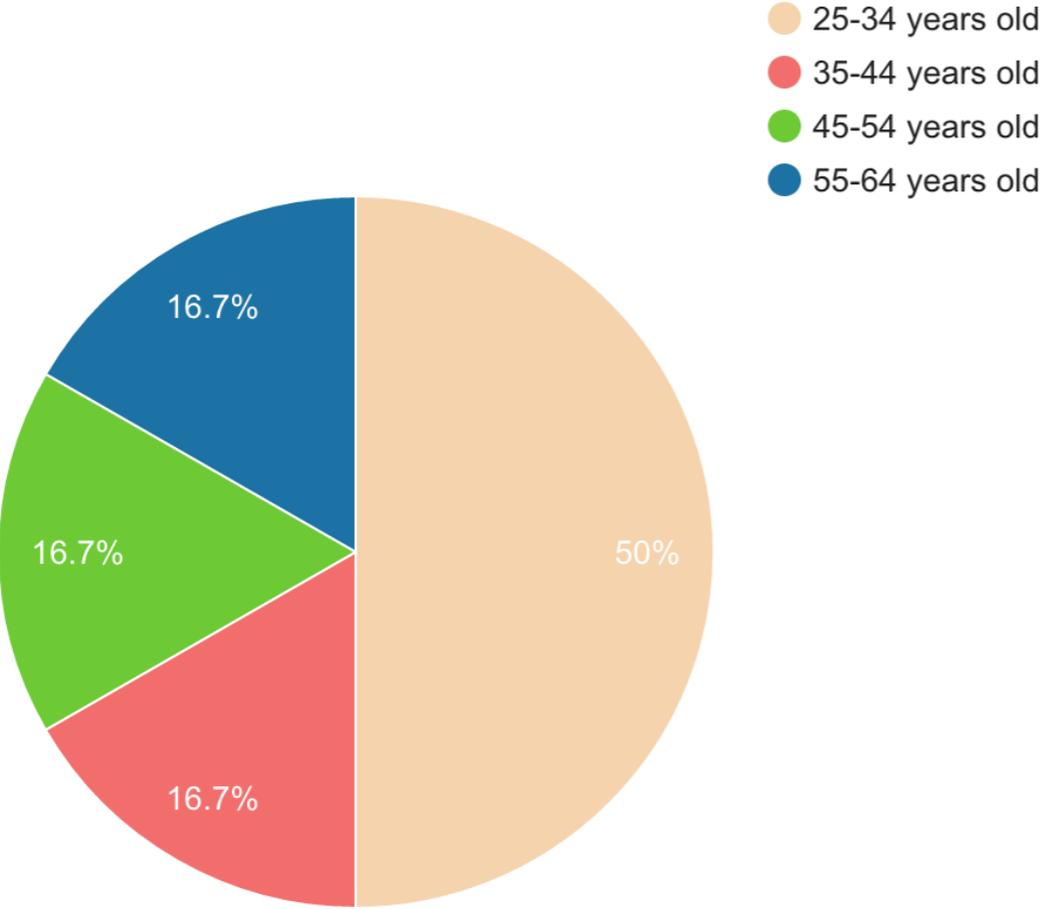
*“Using the default app on my smartphone.”*

*“Went to weather.com or to the local news stations like Channel 3 (WKYC) or Fox 8 in the Cleveland area.”*

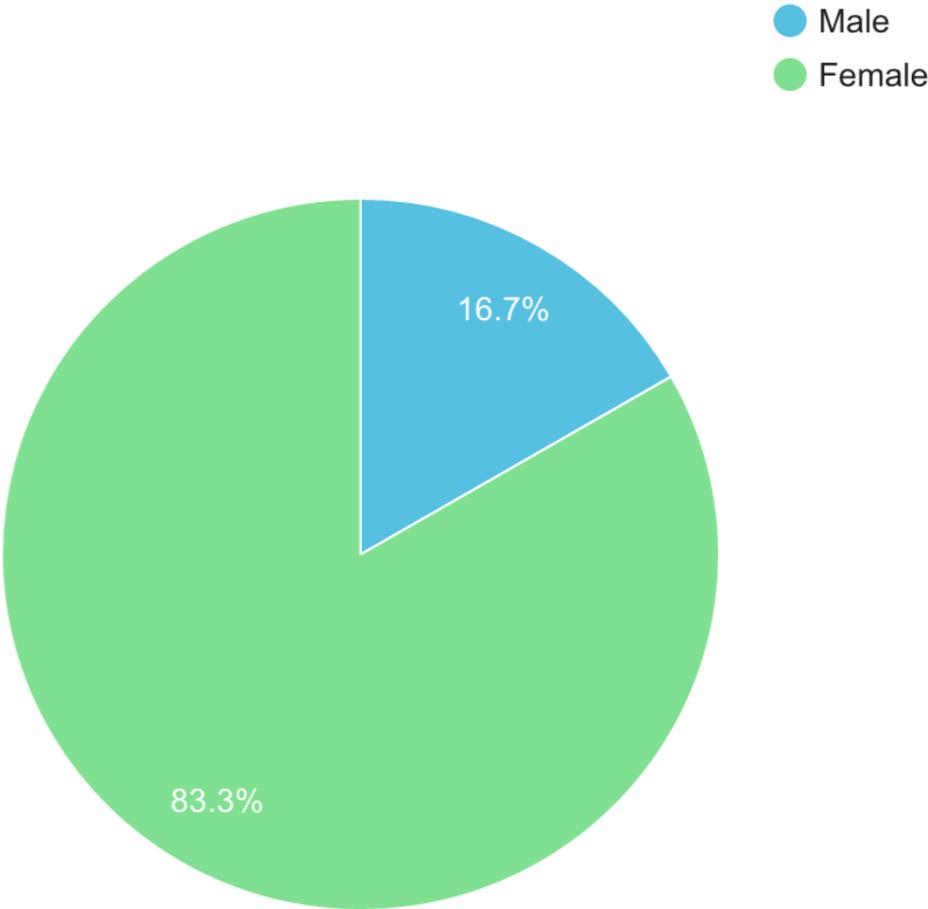
*“I've used my iPhone app--built in.”*

# Women ages 25-64

What is your age?



What is your gender?



## Geographic locations searched:

1. Portland, OR
2. Tucson, AZ
3. Arizona
4. Columbus, OH
5. Washington Twp., NJ
6. Binghamton, NY
7. Bolton Field, OH
8. Munising, MI
9. Knight Ridge, IN
10. Kent, OH
11. Ravenna, OH
12. Dayton, OH
13. Hoogemeeden, Netherlands
14. Au Train, MI (couldn't find)\*

# All pages visited (25):

Imported  
Prototype

Portland, OR (97201) Forecast...

↑ 6 respondent(s)  
↓ 0 respondent(s) dropped  
⌚ 0:34 avg time on page

Imported  
Prototype

Tucson, AZ (85701) Forecast | ...

↑ 1 respondent(s)  
↓ 0 respondent(s) dropped  
⌚ 0:08 avg time on page

Imported  
Prototype

Arizona Weather Forecast fro...

↑ 1 respondent(s)  
↓ 0 respondent(s) dropped  
⌚ 0:47 avg time on page

Imported  
Prototype

Weather History for Eelde, Ne...

↑ 1 respondent(s)  
↓ 0 respondent(s) dropped  
⌚ 0:13 avg time on page

Imported  
Prototype

Weather History for Tucson D...

↑ 1 respondent(s)  
↓ 0 respondent(s) dropped  
⌚ 0:10 avg time on page

Imported  
Prototype

Weather History for Tucson D...

↑ 1 respondent(s)  
↓ 0 respondent(s) dropped  
⌚ 0:11 avg time on page

Imported  
Prototype

November Weather for Tucso...

↑ 1 respondent(s)  
↓ 0 respondent(s) dropped  
⌚ 0:29 avg time on page

Imported  
Prototype

Weather History for Tucson D...

↑ 1 respondent(s)  
↓ 0 respondent(s) dropped  
⌚ 0:32 avg time on page

# Imported

Prototype

Columbus, OH (43222) Foreca...

↑ 1 respondent(s)  
↓ 0 respondent(s) dropped  
⌚ 0:14 avg time on page

# Imported

Prototype

Washington Township, NJ (07...

↑ 1 respondent(s)  
↓ 0 respondent(s) dropped  
⌚ 0:11 avg time on page

# Imported

Prototype

Binghamton, NY Regional Rad...

↑ 1 respondent(s)  
↓ 0 respondent(s) dropped  
⌚ 0:18 avg time on page

# Imported

Prototype

Weather History for Bolton Fi...

↑ 1 respondent(s)  
↓ 0 respondent(s) dropped  
⌚ 0:08 avg time on page

# Imported

Prototype

Weather Forecast & Reports - ...

↑ 1 respondent(s)  
↓ 0 respondent(s) dropped  
⌚ 0:37 avg time on page

# Imported

Prototype

Washington Township, New J...

↑ 1 respondent(s)  
↓ 1 respondent(s) dropped  
⌚ 0:22 avg time on page

# Imported

Prototype

Columbus, OH (43222) Foreca...

↑ 1 respondent(s)  
↓ 0 respondent(s) dropped  
⌚ 0:19 avg time on page

# Imported

Prototype

Weather History for Bolton Fi...

↑ 1 respondent(s)  
↓ 1 respondent(s) dropped  
⌚ 0:11 avg time on page

Imported  
Prototype

Weather History for Ravenna, ...

↑ 1 respondent(s)  
↓ 1 respondent(s) dropped  
⌚ 0:22 avg time on page

Imported  
Prototype

Cleveland Radar | Weather Un...

↑ 1 respondent(s)  
↓ 0 respondent(s) dropped  
⌚ 0:48 avg time on page

Imported  
Prototype

Tucson, AZ (85701) Forecast | ...

↑ 1 respondent(s)  
↓ 0 respondent(s) dropped  
⌚ 1:08 avg time on page

Imported  
Prototype

Weather History for Tucson D...

↑ 1 respondent(s)  
↓ 1 respondent(s) dropped  
⌚ 0:12 avg time on page

Imported  
Prototype

Dayton, OH Regional Radar | ...

↑ 1 respondent(s)  
↓ 0 respondent(s) dropped  
⌚ 0:32 avg time on page

Imported  
Prototype

Indianapolis Radar | Weather ...

↑ 1 respondent(s)  
↓ 0 respondent(s) dropped  
⌚ 0:23 avg time on page

Imported  
Prototype

Hoogemeeden, Netherlands (...)

↑ 1 respondent(s)  
↓ 0 respondent(s) dropped  
⌚ 0:08 avg time on page

Imported  
Prototype

Hoogemeeden, Netherlands F...

↑ 1 respondent(s)  
↓ 0 respondent(s) dropped  
⌚ 0:11 avg time on page

Imported  
Prototype

Columbus, OH (43212) Foreca...

↑ 1 respondent(s)  
↓ 0 respondent(s) dropped  
⌚ 0:22 avg time on page

# The Tasks

## **Task 1:**

You are planning a fall weekend trip to Portland, Oregon and you need to know what kind of clothes to pack. Use wunderground.com to view this upcoming weekend's weather forecast for Portland.

## **Task 2:**

You're planning to go for a run today but you don't know if it's going to rain. Go to wunderground.com and check the radar in your area.

## **Task 3:**

It rained a lot yesterday in your hometown and you're wondering how much it actually rained -- in terms of inches. Go to wunderground.com and find the rainfall total for yesterday in your hometown.

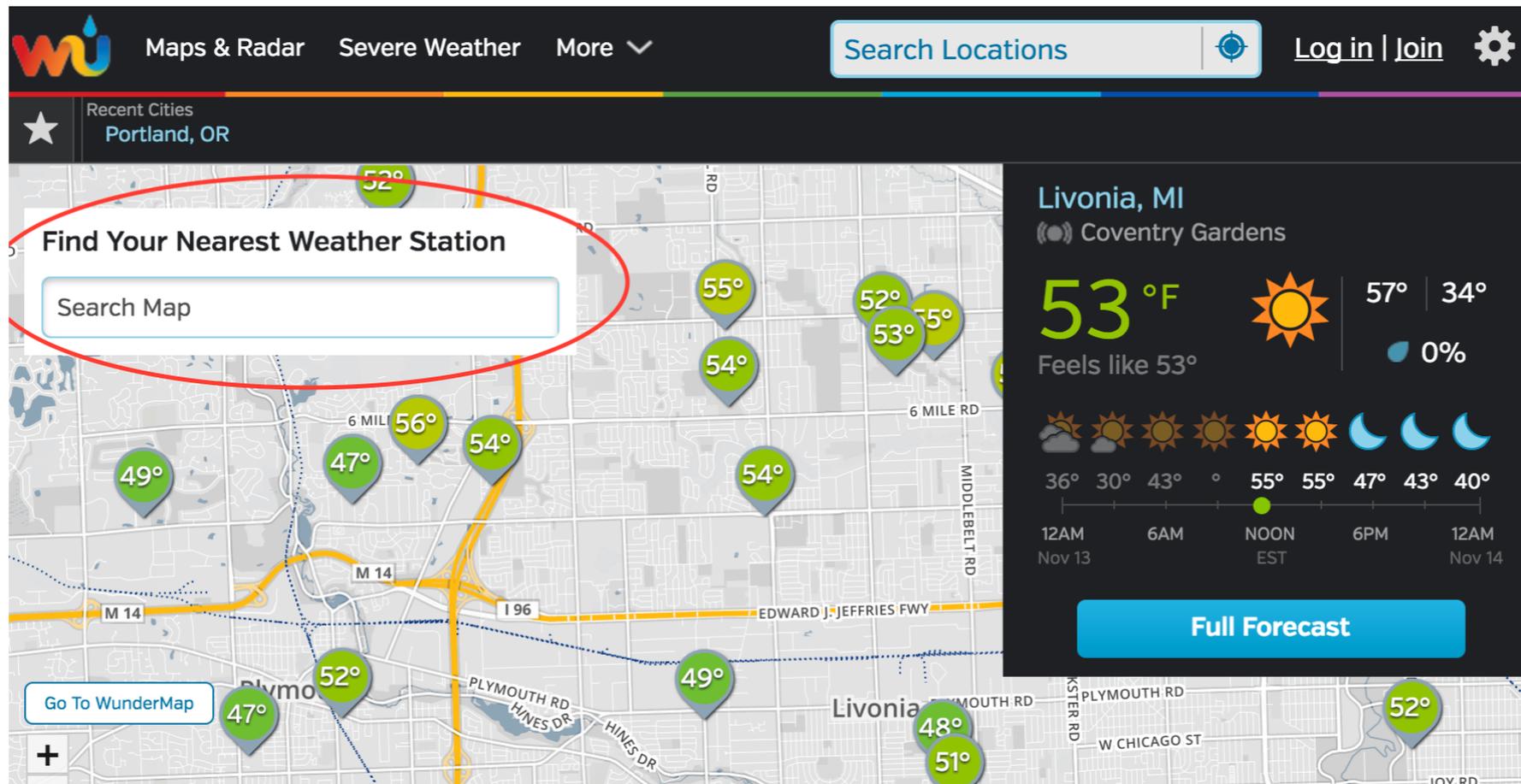
# Task 1 Findings

*You are planning a fall weekend trip to Portland, Oregon and you need to know what kind of clothes to pack. Use wunderground.com to view this upcoming weekend's weather forecast for Portland.*

Participants all used “search locations” to find city

The screenshot shows the Wunderground website interface. At the top, there is a navigation bar with the Wunderground logo, links for "Maps & Radar", "Severe Weather", and "More". A search bar labeled "Search Locations" is highlighted with a red oval. To the right of the search bar are links for "Log In" and "Join", and a settings gear icon. Below the navigation bar, there is a section for "Popular Cities" with weather icons and temperatures for New York, NY (51.8 °F Clear), London, UK (48 °F Clear), Chicago, IL (48.7 °F Partly Cloudy), Boston, MA (57.2 °F Scattered Clouds), and Houston, TX (63.9 °F Partly Cloudy). The main content area features a map of Livonia, MI, with a "Find Your Nearest Weather Station" search box. The weather forecast for Livonia, MI is displayed on the right, showing a current temperature of 53°F, a sun icon, and a high/low of 57°/34°. The forecast includes a 0% chance of precipitation and a 5-day outlook with temperatures ranging from 30° to 55°. A "Full Forecast" button is located at the bottom of the forecast panel.

# Some hesitation



2 of 6 participants first thought “find your nearest weather station” was where to search for a city

“Search map” seems misleading to them

From the think aloud:



*“Find the nearest weather station?”*

# The other 4 went straight to “Search locations

The screenshot displays the WunderMap website interface. At the top, the navigation bar includes the WunderMap logo, links for "Maps & Radar", "Severe Weather", and "More", a search bar labeled "Search Locations" (highlighted with a red oval), and links for "Log In" and "Join". Below the navigation bar, a "Popular Cities" section lists New York, NY (51.8 °F Clear), London, UK (48 °F Clear), Chicago, IL (48.7 °F Partly Cloudy), Boston, MA (57.2 °F Scattered Clouds), and Houston, TX (63.9 °F Partly Cloudy). The main content area features a map of Livonia, MI, with a "Find Your Nearest Weather Station" overlay containing a "Search Map" input field. The map shows various temperature markers (e.g., 49°, 51°, 52°, 53°, 54°, 55°) and road labels like M 14, I 96, and Edward J. Jeffries Fwy. On the right, a detailed weather panel for Livonia, MI shows a current temperature of 53 °F, a sun icon, and a 0% precipitation chance. A 6-hour forecast is displayed below, with temperatures ranging from 36° to 55°. A "Full Forecast" button is located at the bottom of the weather panel.

WunderMap Maps & Radar Severe Weather More **Search Locations** Log In | Join

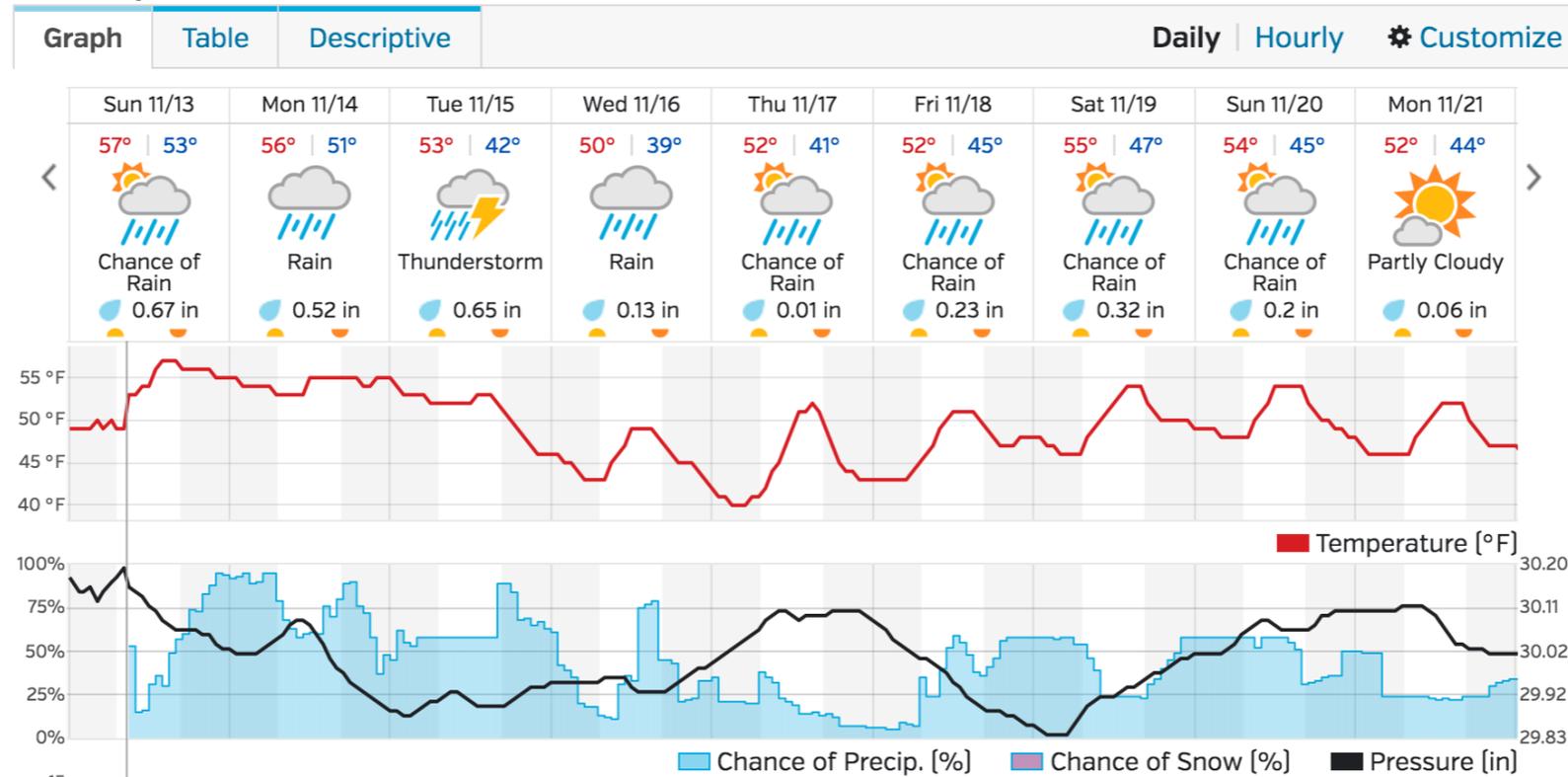
Popular Cities  
New York, NY 51.8 °F Clear  
London, UK 48 °F Clear  
Chicago, IL 48.7 °F Partly Cloudy  
Boston, MA 57.2 °F Scattered Clouds  
Houston, TX 63.9 °F Partly Cloudy

Find Your Nearest Weather Station  
Search Map

Livonia, MI  
Coventry Gardens  
53 °F  
Feels like 53°  
0%  
36° 30° 43° 55° 55° 47° 43° 40°  
12AM Nov 13 6AM NOON EST 6PM 12AM Nov 14  
Full Forecast

Once on the city's weather page, participants all scrolled down to 10-forecast

### 10-Day Weather Forecast



This is where they found the forecast for the upcoming weekend



## More from the Task 1 think aloud:

*“Oh, here it is, the 10-day forecast ... and I think now I am done.”*

*“Find your nearest weather station? ... a little confused for a minute there.”*

*“Find the nearest weather station?”*

# Task 2 Findings

*You're planning to go for a run today but you don't know if it's going to rain. Go to wunderground.com and check the radar in your area.*

Majority of participants (3 of 6) clicked on “Full Forecast” for area

The screenshot displays the Weather Underground website interface. At the top, the logo 'WU WEATHER UNDERGROUND' is visible alongside navigation links for 'Maps & Radar', 'Severe Weather', 'News & Blogs', 'Photos & Video', 'Activities', and 'More'. A search bar labeled 'Search Locations' and a 'Log in | Join' link are also present. Below the navigation, a 'Recent Cities' section lists 'Portland, OR'. The main content area features a map of Livonia, MI, with various temperature markers ranging from 54°F to 62°F. A 'Find Your Nearest Weather Station' search box is overlaid on the map. On the right side, a weather forecast panel for Livonia, MI shows a current temperature of 58°F, a sun icon, and a 0% chance of rain. The forecast includes a 5-day outlook with temperatures ranging from 33°F to 57°F. A prominent blue button labeled 'Full Forecast' is circled in red. Below the forecast panel, an advertisement for 'dyson pure hot+coolink' is visible, with the text 'Removes allergens and pollutants from'.

# Some confusion

Are these the same?



wu **Maps & Radar** Severe Weather More  [Log in](#) | [Join](#)

★ Recent Cities  
Portland, OR

Livonia, MI ★

Coventry Gardens | [Report](#) | [Change Station](#)



**Forecast** History Calendar Rain / Snow Health

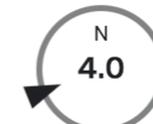
Elev 676 ft 42.40 °N, 83.37 °W | Updated 13 sec ago



Clear

60.0 °F

Feels Like 60.0 °F



Wind from WSW

Today is forecast to be **WARMER** than yesterday.

Today

High 58 | Low 34 °F

0% Chance of Precip.

Yesterday

High 52.8 | Low 24.6 °F

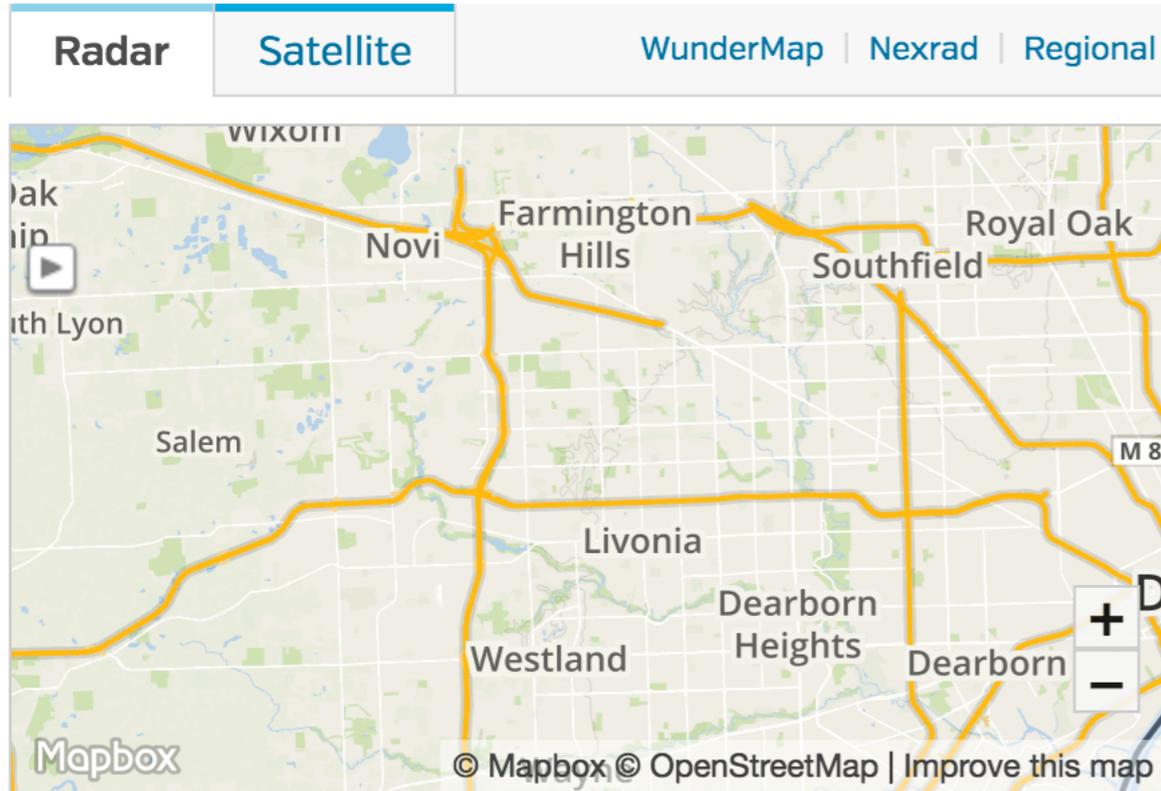
Precip. 0 in

[More Conditions](#)

**Radar** **Satellite** [WunderMap](#) | [Nexrad](#) | [Regional](#)

A satellite map view of the Livonia area, Michigan. The map shows a grid of streets and green spaces. Labels for nearby cities like Novi, Farmington Hills, and Dearborn are visible. The text "Mapbox" and "© Mapbox © OpenStreetMap | Improve this map" is at the bottom.

# And where is the radar key?





## From Task 2 think aloud:

*“OK, that doesn’t do anything.” — in reference to radar map*

*“Here’s the radar, I’m not 100 percent sure what it means”*

*“I’m not really sure what this means? Does the green and yellow mean clouds, and which direction are they going? I guess those are clouds. It doesn’t say which direction they are going.”*

*“Expect it to be somewhere in (full forecast) ...”*

# Task 3 Findings

*It rained a lot yesterday in your hometown and you're wondering how much it actually rained -- in terms of inches. Go to wunderground.com and find the rainfall total for yesterday in your hometown.*

**WEATHER UNDERGROUND** | Maps & Radar | Severe Weather | News & Blogs | Photos & Video | Activities | More | Search Locations | Log in | Join

Recent Cities  
★ Portland, OR

## Livonia, MI

  
[Coventry Gardens](#) | [Report](#) | [Change Station](#)

© 1:40 PM EST on November 13, 2016 [GMT -0500]

**Forecast** | History | Calendar | Rain / Snow | Health

Elev 676 ft 42.40 °N, 83.37 °W | Updated 6 sec ago

**59.7 °F**  
Clear | Feels Like **60.0 °F** | Wind from **SSW**

Today is forecast to be **WARMER** than yesterday.

Today	Yesterday
High <b>58</b>   Low <b>34</b> °F	High <b>52.8</b>   Low <b>24.6</b> °F
<b>0%</b> Chance of Precip.	Precip. <b>0</b> in

Pressure	30.1 in
Visibility	10.0 miles
Clouds	Clear
Dew Point	27 °F
Humidity	29%
Rainfall	0.00 in
Snow Depth	Not available.

### Sun & Moon

7:22 am	Waxing Gibbous, 99% visible
5:12 pm	

**METAR KDTW 131753Z 23012KT 10SM CLR 12/M01 A3013 RMK AO2 SLP206 T01221006 10122 21006 58025**

**Radar** | **Satellite** | WunderMap | Nexrad | Regional

Mapbox | © Mapbox © OpenStreetMap | Improve this map

Show Webcam

# Where is it?

Participants had to find “history”

Livonia, MI  

 [Coventry Gardens](#) | [Report](#) | [Change Station](#) 

[Forecast](#) | **History** | [Calendar](#) | [Rain / Snow](#) | [Health](#)

Elev 676 ft 42.40 °N, 83.37 °W | Updated 1 min ago

 **60** °F  Wind from **SW**

Clear Feels Like **59.7** °F

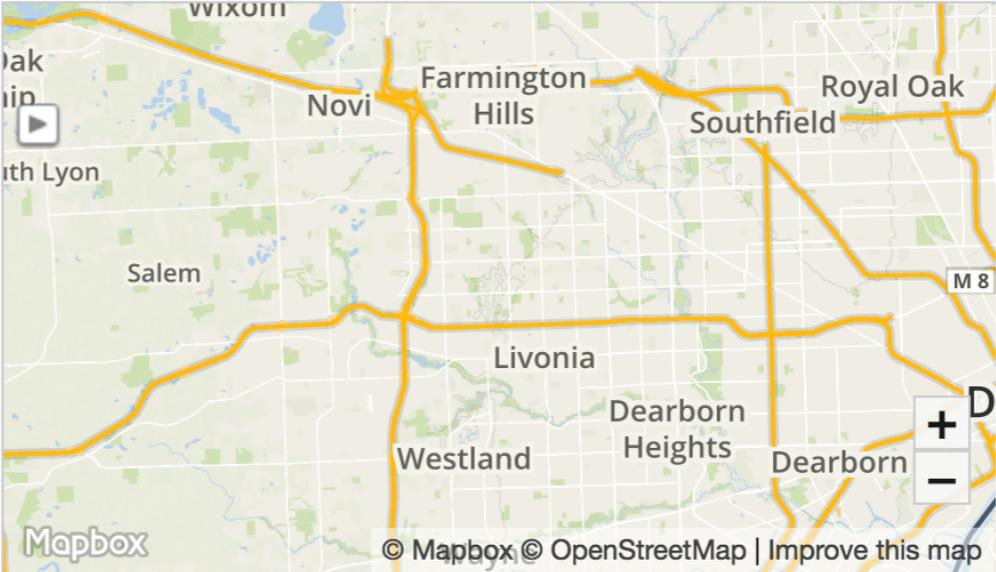
Today is forecast to be **WARMER** than yesterday.

Today	Yesterday
High <b>58</b>   Low <b>34</b> °F	High <b>52.8</b>   Low <b>24.6</b> °F
 <b>0%</b> Chance of Precip.	Precip. <b>0</b> in

[More Conditions](#)

Show Webcams

[Radar](#) | **Satellite** | [WunderMap](#) | [Nexrad](#) | [Regional](#)



Mapbox © Mapbox © OpenStreetMap | Improve this map

# Change date

Detroit, MI  

 [Detroit Metro Wayne County](#)

[Forecast](#) **[History](#)** [Calendar](#) [Rain / Snow](#) [Health](#)

## Weather History for KDTW - November, 2016

Change the Weather History Date:

November

12

2016

[View](#)

Saturday, November 12, 2016

[« Previous Day](#)

[Next Day »](#)

**Daily**

[Weekly](#)

[Monthly](#)

[Custom](#)

Actual

Average

Record

### Temperature

Mean Temperature

**40 °F**

**43 °F**

*Then scrolled down ...*

### Precipitation

Precipitation

**0.00 in**

**0.10 in**

**1.59 in [1992]**

Month to date precipitation

1.01

1.09

Year to date precipitation

31.49

29.31



## From Task 3 think aloud:

*“I want to see history ...”*

*“I do think it’s a bit strange because it says history, but shows you today, but then I can change the date.”*

*“It was odd that the precipitation showed on the calendar view, but not in the daily history page. I remember it rains a small bit last night, and that showed correctly in the calendar view 0,03 , but history showed 0.00.”*

# Is there anything else you'd like to tell us about your experience with wunderground.com?

*"The website feels a little busy, there is a lot of text and lots of clickables, it's a bit overwhelming."*

*"Site was visually busy."*

*"Lot's of add's that take up much space and there is not a very clear visual hierarchy. It's hard to tell what the headings are and which are new parts or belong to a section. Also strange is the "history" function, because it stars with showing the details of today instead of any day in the past."*

## Preliminary recommendations:

- Find what's unique about wunderground.com
- Clean up homepage
- Offer one search bar on homepage
- Make radar clearer, and offer map key
- Conduct user research
- Conduct bigger usability test
- Offer more-specific, deeper tasks