will be reviewed and compared are: Buoycast, Windy, and Predict Wind. Each of these apps provides marine

weather forecasts, helping users to better plan their water travels or activities by avoiding harsh conditions.

KEY OBJECTIVES

OVERALL STRATEGY

DIFFERENTATION **ALLS TO ACTION**

This competitive analysis will be analyzing potential competitors for the upcoming Vela app. Products that

COMPETITIVE ANALYSIS



BUOYCAST

A modern iOS app that provides NOAA marine forecasts and real-time observations from NDBC buoy stations.

AVAILABILITY: Apple Store, Website

Buoycast provides NOAA marine forecasts and real-time

observations from NDBC buoy stations. NOAA = National Oceanic and Atmospheric Association

NDBC = National Data Buoy Center Buoycast attempts to stand out from competitors by

providing up-to-date, official weather information from

over 500 buoy stations throughout North American

coastlines. Based upon the selected location, data containing wind, temperature, tide, weather, and sun forecasts is shared with the user all in one place. A Pro account allows for the user to customize his/her account to include national weather advisories and alerts. · 4.6 stars in the Apple App Store, based on over 4K ratings. \$124 in weather apps. Ages 4+

- · Available in English · Buoycast Pro is ad free and allows a more

for use in the browser

atmospheric pressure.

- customized experience · Does not utilize social media: Has a Twitter account
- with only one tweet. · A Google search shows that this is more a personal
- project than an app created by a Tech company · Website offers users a brief explanation of the
- · Real time observations from NOAA NDBC buoys, Including wind, waves, temperature, and

· NOAA marine zone forecasts provide a 5 day outlook of

main app features, offers the app for download or

- the conditions on the water. · Daily tide predictions
- · Animated Radar

other similar apps.

STRENGTHS:

· National alerts

WEAKNESSES:

· Easy to get "stuck"

THREATS:

current location

OPPORTUNITIES:

· More reliable data

understandable by everyone

Current Buoy Observations

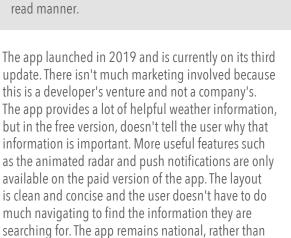
Additional future forecasts

· Limited future forecasts

understand manner

· Can share data and star favorites

- · Push Notifications for NOAA alerts/advisories · Sets itself apart from competitors by allowing the user
- to view all pertinent weather/wind/tide information for a particular place on one screen. · Information is presented in a clear and easy to



global and isn't connected to as many buoy stations as

· Simple, but visually stimulating interface

· Only national information - limited use

· Not all features available in free version

· No customization or location tracking

· Apps offering more free features

observations for a particular station

· Weather forecasts/data presented in a clear, easy to

· No data available if NOAA is not currently reporting

· Global apps offering more locations to choose from

· A simple, stream-lined app with concise information

· A better marketing strategy utilizing more social media

Marine

Zone Forecast

· Apps that suggest information based on user's

WINDY

Weather tools for kiters, surfers, sailors and all outdoor sports lovers. **AVAILABILITY:** Apple Store, Google Play

Website Widgets

WINDY provides wind, waves, tides forecast, and local

community information for wind sports and outdoor activities. "If you are a kiter, surfer, sailor, fisherman, windsurfer,

app is for you! WINDY is also a beautiful hurricane

paraglider, skydiver or any other wind lover/ hater - this

tracker. Watch the hurricane thru Windy and be safe!" WINDY attempts to set itself apart from competitors through a clean and colorful user interface focused on promoting local hot spots and recommendations

while providing real-time weather, tide, and wind information from weather stations. · 4.6 stars in the Apple App Store, based on 20K ratings. #27 in weather apps. ages 4+

· Available in English and 14 other languages

· 4.4 stars in Google Play, based on 3.5K ratings

· Utilize some social media for promotion. Their

Facebook page has a community of 19k+, 700

posts on Instagram with 11.9K followers. Twitter

has not been updated since 2016. · Website offers a blog that is updated frequently, with information, news, and events pertaining to

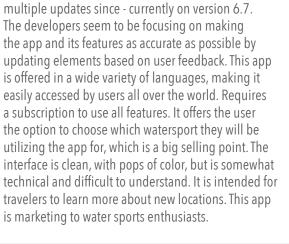
· Animated HD wind map

water based activities and travel

· Global 1 and 3 hours wind and weather

- forecasts for the next 10 days · Provides wave and tide data • Offers various spots to explore, rated by users
- · Chat feature to get in touch with locals
- Weather history · Sets itself apart from competitors by relying on
- local feedback and offering communication and sales features based on location

This app launched in 2018 and has received



STRENGTHS: STRENGTHS: · Can choose to log-in for more customization or not · Log-in for customization features including for easy access

· Chat feature to connect with locals · Special Offers feature depending on location · Lots of future date, beneficial for planning

· Stimulating and interactive interface

· Can compare forecasts based on activity

WEAKNESSES: · Copious amounts of information and features makes it a little difficult to understand for first

THREATS:

time users

· Free Trial

· Wind alerts

· Apps offering more free features · Apps with more up-to-date/current information (offers info based on 3 hour increments)

· The app claims to focus on local offers/info, but

those features seem secondary - maybe make local information more prominent

OPPORTUNITIES:

- · Suggested spots to visit

WIND MAP

location and specifying what activity you will be utilizing the app for · Animated maps

WEAKNESSES:

understand

THREATS:

wind, and wave conditions for your chosen date and time period - making technical weather data easier to understand

· Not all features are available in free version

· Graphs, Tables, and Maps can be difficult to

· Concise "Daily Briefing" sums up the weather,

PREDICT WIND

Forecasts for inshore and coastal sailors.

AVAILABILITY: Apple Store, Google Play,

Windows, Mac, ChromeBook

PredictWind's claims that its proprietary PWG

and PWE marine weather forecast models along with the ECWMF and GFS models provide the

most accurate forecasts, available at the highest

resolution. PredictWind attempts to set itself apart

water/weather conditions, but future conditions and

forecasts. PredictWind's claims that its proprietary PWG

the ECWMF and GFS models provide the most accurate

and PWE marine weather forecast models along with

forecasts, available at the highest resolution. It was

built with planning in mind, not just understanding

· 4.7 stars in the Apple App Store, based on 8.88K

· 4.4 stars in Google Play, based on 3.5K ratings

· Promoted on various sailing/boating/marine

· Occasionally utilize social media for promotion -

mainly Facebook with a community of 19k+.

Detailed website contains tours, testimonials,

• PWG and PWE marine weather forecast models

· Provides guidance to help user easily navigate

between wind, swell, rain, cloud, air and sea

temperatures in table, map, and graph views

This app launched in 2016 and has received

3.9.1. Bug fixes, added features, and interface

evolving to better suit the needs of its users. This

accessed by users all over the world. This app is

intended to "top sailors and navigators".

app is offered in several languages, making it easily

marketed as #1 in Marine Weather Forecasts and is

improvements means this app is constantly

multiple yearly updates since - currently on version

time, live observations with graphs

· Weather Routing, Departure Planner, Forecast Alerts

· Boasts the highest resolution forecast maps and real

Twitter has not been updated since 2018. Only 73

postings and just over 1K followers on Instagram.

additional apps + information, and the ability to

ratings. #54 in weather apps. Ages 4+

· Available in English, French, and Spanish

websites as well as in App stores

weather conditions.

from competitors by focusing not just on current

· No explanation of how conditions affect chosen activity

of all skill levels

OPPORTUNITIES: · A slightly more simplified app based on "Daily

Briefing" layout that better explains what the

· Apps offering more simplified forecasts for users

more detailed maps/graphs mean in terms of activities

While the "technical", more detailed maps and

overview of weather conditions for the day.

accompanying information are challenging to read

for the non-sailors/navigators, the "Daily Briefing"

portion is very easy to understand and gives a clear

The navigation on this app is slightly confusing.

Once you enter a location and arrive on the list

of features (maps, tables, guides), I assumed you

would just click on the location name to be given

information. While the location name is clickable,

meant to be more of a header. Instead of presenting

it just takes you to a list of other locations and is

you information for your location, you have to choose the information you want to see. Again, the

simplicity of the "Daily Briefing" section could





weather or marine background, but information is limited. The app is not very intuitive and is additionally confusing when many of the features don't work (without a paid account). Icon normally used for a dropdown menu leads user to long list of setting, but no real navigation. The simplicity of the overall design and contrasting/visual elements of the UI make this app user friendly, but the information provided and the navigation could be improved. It's difficult to understand how to search at first clicking on a map icon and either entering a location or selecting a buoy off of map. You can't proceed without

selecting a location and if data isn't currently available,

it's confusing to know how to proceed. The icons used

don't necessarily make sense, although once you get

the hang of it, the app is relatively simple to navigate.

The overall design is simple and the weather data is

COMPARE DIFFERENT MODELS ON ONE GRAPH TIDE TIMES AND HEIGHTS

to locals and better understand their surrounding environment. There is a helpful key explaining the elements of each graph and the icons used are easy to recognize, so despite being initially intimidating, they become easier to understand. Searching for a location is easy and the app even offers suggestions based on

This app provides a wealth of information for planning

feature is especially nice, allowing the user to connect

and understand water and weather conditions. The chat

the user's current location. This app is visually appealing and surprisingly easy to navigate, despite the multitude of features. The colors and visuals are current and clean, but it feels like the information could maybe be separated or grouped better. The individual location pages

feel a little bit overwhelming. None of the "local

information" is really featured, although the chat

feature seems to be highlighted.

browsers, and Android

WINDY is a global app that puts emphasis on local communities. I think the local information can be expanded on, making it more of the focal point. The communication aspect of this app makes it appealing most appealing and would be a helpful addition to the Vela app.

as more advanced and detailed feature. If building an app such as this, I would make sure the pages and features were cohesive in appearance and the data was easier to comprehend.

easy to understand. Buoycast supports iPhone, iPad, iPod Touch

Buoycast offers generic weather forecasts based on the

user's inputted location. If building a more localized

or simple app such as Buoycast, I would provide more

detailed information to make the weather data tailored

to the user. I would also use more reliable data and

make the location information more intuitive.

Join newsletter (settings) · Ads

· Unlock Buoycast Pro (on certain features) When observations are unavailable:

· Check the NDBC site

· View Forecast · Report a Problem

· Special Offers Directions

· Login (not required)

WINDY supports iPhone, iPad, iPod Touch, web

maybe be used throughout the app for an easier to understand and follow appearance. The pages do not seem cohesive design-wise. Predict Wind supports iPhone, iPad, iPod Touch, Android, Windows, Mac, and Chromebook

· Login/Register

PredictWind is very helpful in providing future weather forecasts for planning in advance. It offers a more broken down summary of information as well

When specific location is entered: