

Competitive Analysis

Competitor Profile: *Windy.com*



Overview | building a competitor profile |

We'll be analyzing a potential competitor called *Windy.com* (<https://www.windy.com/>), which offers weather radar, wind and waves forecast for professional pilots, paragliders, skydivers, kites, surfers, boaters, fishermen, storm chasers and weather geeks, and even by governments, army staffs and rescue teams. Worldwide animated weather map, with easy to use layers and precise spot forecast.

01. Key objectives

The core message of *Windy.com* is to be an extraordinary tool for weather forecast visualization. Their goal is to provide the best weather forecasting service in the world as well as to keep *it* small, fast, and to be accessible in the most remote locations.

They present themselves as a small, private company of developers who love the wind.

They attempt to stand out from the competition using their dynamic live map with abundant wealth of information for wind, rain, cloud, air pollution, waves, displaying suggestions for Paragliding and Kite sports. They share also local tide forecasts, airports' Meteograms and web-cams shots.

Bottom line:

- Provide forecasting service on basic meteorological parameters such as temperature, pressure, humidity, clouds;
- Provide advanced meteorological data for wind sports and tide forecasts;
- Use a very visually appealing algorithm of live wind direction animation;
- It's absolutely free

Competitor Profile: *Windy.com*



02. Overall strategy

Despite some pretty fresh articles about *Windy.com* on Connect.de and Chip.de a quick Google search doesn't reveal *Windy* as a very popular service. *Windy* has a very active community of fans and users on its community page, a Facebook page, Twitter, Instagram, and Youtube. The position of *Windy* in the market seems to be a bit uncertain and confusing because of a sibling weather forecast app called also *Windy*. (<https://windy.app/>)

Windy maintains a 4.8-star rating on the Google Play (and App Store) out of 163K overall ratings

Bottom line:

- They have a great rating on the app store, which could be their most lucrative source of users;
- They have a very big community of fans and users;
- They don't put many efforts into marketing and advertisement

03. Market advantage

Windy.com shows up in the first search results of a "wind forecast app" Google search. The previous one shows the lower user rating in the Google Play store. Unlike many other competitors, *Windy.com* is completely free and it doesn't contain ads or news. It provides the users with all forecast models at once and it has 40 weather maps. According to the feedback on PlayStore, AppStore and cruisersforum.com *Windy.com* seems to provide very accurate all-around weather forecast visualization.

Bottom line:

- Provides very precise and stable service;
- Free of news and ads;
- Visually appealing and pretty intuitive

Competitor Profile: *Windy.com*



Marketing Profile | building a competitor profile |

Windy.com (formerly Windyty, WindyTV) was launched in 2014 as a private project of a kite lover. It was highly inspired by the products from the Swiss company *Meteoblue* and other project called *Earth*, that displayed animated wind particles on the globe.

Windy.com doesn't seem small anymore if we look at the entire community of users. The project gains its success and keeps a very active community (community.windy.com). But nevertheless, it's still private sometimes seeking external developing support on <https://crowdin.com/>

Windy.com is active on Facebook (327,089 followers), on Twitter (26.3K Followers), and on Instagram (34.2k followers). Usage of slightly different names on social media makes it a bit difficult to find. It regularly updates all their social channels about the weather changes from all parts of the globe as well as about air pollution and natural weather phenomenons without any ads or commercials but very trustworthy and friendly. The official Windy blog seems to be less active.

Windy seems to be a real non-profit project. They believe that weather data should be available to anyone for free. However, there is an option to donate to keep them running.

Bottom line:

- Dedicated to their original mission — stay free of charge;
- Very active and reliable on social media;
- Don't use much additional promotion on the internet;
- Communicate with their followers in a very kind and authentic manner;
- Their user interface is pretty simple and has no disturbing ads and news

Competitor Profile: *Windy.com*



SWOT Profile | building a competitor profile |

Strengths:

- Free of ads and news;
- Strong algorithm and wealth of information;
- Engaging visualisation

Weaknesses:

- Overall informational complexity
- Advanced app structure with poor UI design at many points;
- Low promotion

Opportunities:

- Room for improvement in overall application UX and UI;
- Better marketing strategy to decrease confusion with rivals;

Threats:

- Strong app clones such as *Windy.app*;
- Bigger competitors such as *AccuWeather*, *The Weather Channel*

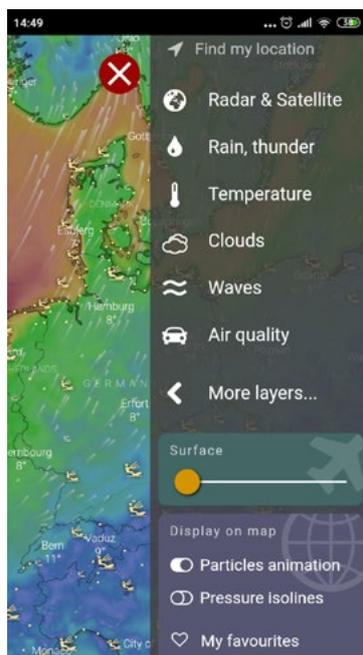
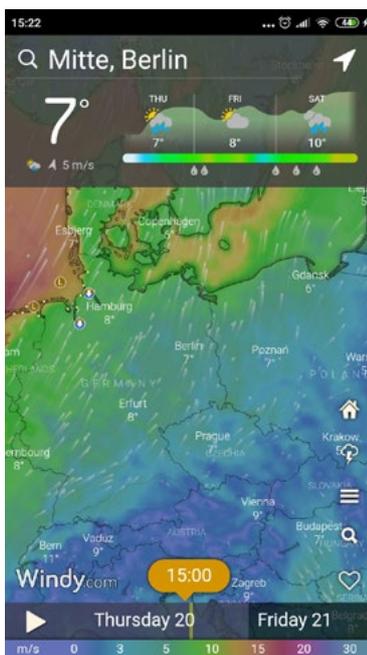
Competitor Profile: *Windy.com*

UX Analysis | building a competitor profile |

01. Usability

Windy.com's overall user experience leaves a lot to be desired. The app isn't particularly difficult to use, although it feels a bit overwhelming at the beginning. There are some aspects that feel unfinished such as disable\enable features on the map and menu. It's missing a better overall menu structure and categorization. UI elements react whether too sensitive or are inactive and some screens are too overloaded with advanced information.

In general, it feels fairly easy to use although it requires a proper training to know where the desired feature is hidden.



02. Layout

The first thing to notice is the dynamic wind map and the current weather forecast according to your location in the upper part of the screen. On the right side, there are icons of the overall menu and in the bottom screen, there is a scroll section, which meaning is not clear for me yet.

It is very easy to find the wind directions and its speed according to the color-coding on the map. It is also very visually appealing and even hypnotizing. The rest requires advanced knowledge.

Competitor Profile: *Windy.com*



03. Navigation structure

Windy tries to keep things simple but the huge amount of advanced information makes the usage of the app very confusing.

04. Compatibility

Windy.com currently supports iPhone, iPad, and Android

05. Differentiation

Windy.com offers a quite unique approach in weather forecasting just because it doesn't have ads, news, and any paid offers. The entire world map communicates wind directions in a very elegant matter which is a focal point of the app. The usage of the entire app requires advanced skills in meteorology or geography. For a complete beginner, it may be very complex and most of the app features seem to be useless. The app can be used by anybody who is seeking for very detailed weather forecast even in remote locations although it works only online.

The founder keeps the product free of charge with an option to donate inside of the app. Despite the whole complexity of the app and excellent visualisation the overall user experience can be considered to be slightly amateurish.

06. Call to action

Users are free to browse the *Windy app* without any annoying notifications pushing them to sign up or log in. At any time, however, they can access the sign-up option from the home screen. The sign-up/login process didn't present any hurdles.

Competitor Profile: *The Weather Channel*



Overview | building a competitor profile |

We'll be analyzing a potential competitor called *The Weather Channel* (<https://weather.com/>), which offers live radar updates and local weather conditions on the go. They present themselves as a very reliable and accurate weather forecast that helps to plan up to 15 days in advance, with NOAA alerts and severe weather recommendations that help to track extreme weather where you live. Their snowfall forecast helps to decide when to plan a ski outing.

01. Key objectives

Their main slogan is 'It's Amazing Out There'. Their tagline is 'America's #1 Weather Network'. They attempt to be the best free weather app according to Google's PAA boxes. They present themselves as a very reliable, respectable and accurate weather forecast with a pretty solid history. They pretend to be the world's most downloaded weather app. *The Weather Channel* provides its customers with day's top weather stories, trusted expert insights, and snowfall forecast to support safe ski sports.

Bottom line:

- Present themselves as an expert in weather forecasting;
- Trustworthy history and status;
- Snowfall forecasts;
- Flu spread tracking with Flu Insights

02. Overall strategy

Being the first American weather network, *The Weather channel* is very well known today all over the world because of their widespread services. It has a very active community of users on Facebook, Twitter, Instagram, and Youtube. Their position in the market seems to be very strong and powerful as well as the most trusted. They are very present on the radio and in the newspapers.

Competitor Profile: *The Weather Channel*



The Weather Channel maintains a 4.6-star rating on the Google Play (and App Store) out of 2,076,183 overall ratings

Bottom line:

- They have a great rating in both Google and App Stores;
- They've positioned themselves highly in the top Google results;
- They are very present on radio, TV, and in the social media

03. Market advantage

The Weather Channel shows up in the first search results of a “best forecast app” Google search and it's the first out of the 5 best weather apps with the most accurate forecast according to cnet.com. *The Weather Channel* is a brand with a solid history that gained trust and respect for the customers long before the app was launched. It has comparable features to the other apps on the market, such as weather maps, storm radar, and local weather forecasts.

Bottom line:

- Belongs to the trustworthy world brand;
- Provides an accurate weather forecast up to 15 days in advance

Marketing Profile | building a competitor profile |

The Weather Channel was launched first as an American pay television channel in 1982. It is still broadcasting weather forecasts and weather-related news and analysis, along with documentaries and entertainment programming related to weather. In 2012, the company created a broader holding company that replaced the word “Channel” with “Company” to better reflect its growing lineup of digital products.

The Weather Company has been a unit of IBM since 2016. It continues to license its brand assets and weather data from IBM.

The Weather Channel is very active on social media channels such as Facebook (8.8M followers),

Competitor Profile: *The Weather Channel*



Twitter(3.6M Followers), Instagram(967T followers), Youtube. They are mostly dedicating themselves to weather news, alerts, and warnings from all over the globe.

Bottom line:

- Forecasting weather news from all over the globe on social media;
- Very active on social media;
- There doesn't seem to be anything special about the user interface or the way the app behaves that gives them a particular advantage;
- They use a very credible brand name

SWOT Profile | building a competitor profile |

Strengths:

- Trustable brand name;
- Reliable and accurate weather forecast;
- An effort to create a simple user interface

Weaknesses:

- Poor overall UI and UX design;
- Very disturbing ads in a free version;

Opportunities:

- Room for improvement in overall application UX and UI;
- Better app design in general

Competitor Profile: *The Weather Channel*



Threats:

- Other free weather forecast apps without ads and with better UX on the market;
- Other more specific products on the market

UX Analysis | building a competitor profile |

01. Usability

The Weather Channel's overall user experience feels at many aspects very poor and unfinished. The app isn't particularly difficult to use, although it feels a bit awkward because of ads and news. There are some aspects that feel unfinished such as hourly forecast. It may seem so because of overall grey colorscheme.

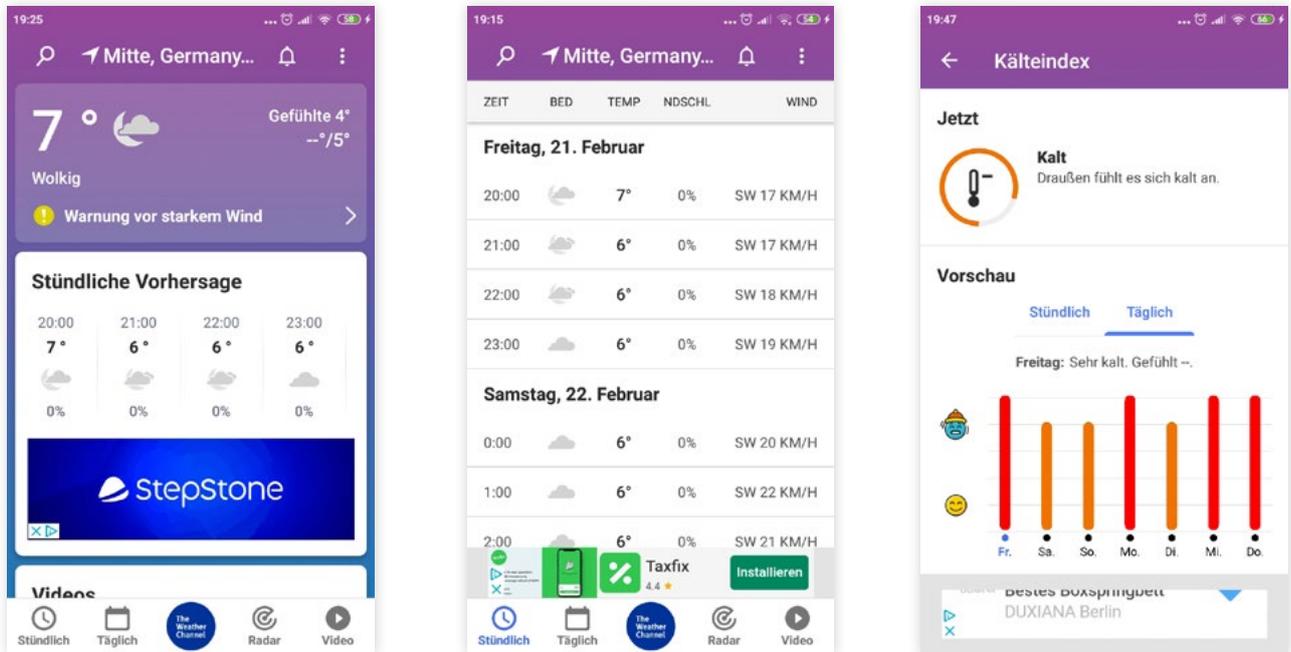
In general, it feels very generalized and not very good thought. Despite the fact that the app is bearing a very respectful name the usability and navigation are very poor designed.

02. Layout

The first thing to notice is that it has a main section with a current weather forecast which very polluted with ads and news. The ads' presence in the free version is very aggressive and it creates an overall feeling of using a cheap product that pushes you to purchase. In general, the simplicity of design needs some improvements to be consistent, easy to read and interpret, as well as to predict how to navigate throughout the app.

03. Navigation structure

The Weather Channel tries to keep things simple but on the other hand, the menu options are missing logical organization. The ads lower the entire user experience.

Competitor Profile: *The Weather Channel*

04. Compatibility

The Weather Channel currently supports iPhone, iPad, Apple Watch and Android

05. Differentiation

The Weather Channel offers a quite generalized approach in weather forecasting with the main focus on purchasing the premium version. The usage of the entire app doesn't require advanced skills in meteorology or geography and can be used by a complete beginner. The app can be used by anybody who is seeking for pretty simple weather forecast adviser, news and lifestyle tracking. Despite the brand name and solid company history, the app is lacking trustworthiness and it is not really possible to use for free because of the aggressive advertisement. The monetization model feels very cheap and mistrustful and pushes down the whole user experience.

06. Call to action

Users are free to browse *The Weather Channel* app that doesn't require any sign-up/login at all. It annoyingly forcing the user to purchase the premium version using irritating advertising.

Competitor Profile: *MagicSeaWeed*



Overview | building a competitor profile |

We'll be analyzing a potential competitor called *MagicSeaWeed* (<https://magicseaweed.com/app/>), which provides long-range surf forecasts for thousands of spots around the globe. *MSW* is the oldest, most popular and most detailed free long range surf forecast on the web. It offers detailed forecasts for waves, wind and swells, including live wave buoy and weather station reports, and unlimited advert-free access to their global surf cam network.

01. Key objectives

“Surf reports anytime, anywhere” is the *MagicSeaWeed* slogan. Their goal to provide long-range surf forecasts for thousands of spots around the globe and to create the best surf forecast available across a range of devices. They attempt to be the world's largest free surf service that provides surfing photography archive, and videos, contributions, contests, news, live events and swell sessions. Making it easier than ever to decide where to surf.

Bottom line:

- Provide real-time surf reports from the network of trusted reporters;
- Use panoramic, multi-view from 150 intelligent surf cams worldwide;
- Provide 16-day extended spot forecasts, charts, and tides

02. Overall strategy

A quick Google search reveals *MSW* some articles which are pretty old and belong to its own development team. Press doesn't seem to be a large outlet for promotion. *MSW* is very active on social media such as Facebook, Telegram, Instagram, Twitter, and Youtube.

MSW maintains a 4.2-star rating on the Google Play out of 4,874 overall ratings. On the App Store, it has 4.8-star out of 5K overall ratings.

MSW app seems to be an additional but very impactful service to the online surf news and surf shop features on their website.

Competitor Profile: *MagicSeaWeed*



Bottom line:

- They have a great rating on the App and Google stores;
- They don't put much effort into marketing and advertising;
- They broadcast news and other media about wind and waves on their website and social media;
- They pretend to be a trustworthy source of reliable information for surfers

03. Market advantage

MagicSeaWeed shows up in the first search results of a “surf forecast app” Google search. The previous one shows the lower user rating in the Google Play store. *MSW* seems to be a pretty specific and unique app for surfers as well as the world's largest free surf forecasting site offering a 16-day forecast that includes surf height; swell height, period and direction; wind speed and direction; and air and water temperatures.

Bottom line:

- Provides very unique and stable service for surfers;
- The best surf-specific photo gallery in the world;
- Free app with PRO-version

Marketing Profile | building a competitor profile |

MagicSeaWeed was launched in 2012 but they doesn't share much about the company history with customers. It's pretty active on Facebook (474K followers), on Twitter(33 K), and on Instagram(331K). They don't have blog but they seem to be very productive on their website where they also have the community forum and a surf shop. It regularly updates the website and all the social channels with a wealth of editorial content for spots from all parts of the globe. *MSW* covers almost 3,000 beaches in 180 countries. Trusted by contest directors from Rip Curl, Quiksilver, Billabong, O'Neill, Roxy, Swatch and more.

Competitor Profile: *MagicSeaWeed*



Bottom line:

- Dedicated to their original mission provide big wave aficionado with free surf forecast;
- Very active and reliable on social media;
- Don't use much additional promotion on the internet;
- Use their network of live human reporters;
- Trusted by contest directors

SWOT Profile | building a competitor profile |

Strengths:

- Quite unique marketing profile with a strong focus on surf forecast;
- Unlimited advert free access to their global surf cam network in PRO-version;
- Trustworthy service since 2012

Weaknesses:

- Entire poor product identity;
- Poor UX and UI of the app;
- Low promotion

Opportunities:

- Room for improvement in overall application UX and UI;
- Better marketing strategy;
- Better data visualization

Threats:

- Similar applications on the market like *Surfline Cams* or *Nautide*.

Competitor Profile: *MagicSeaWeed*

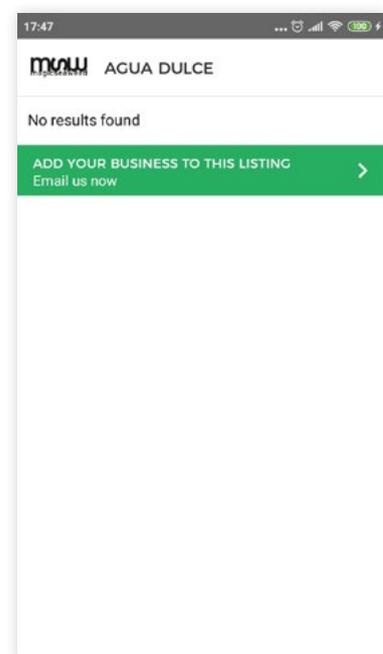
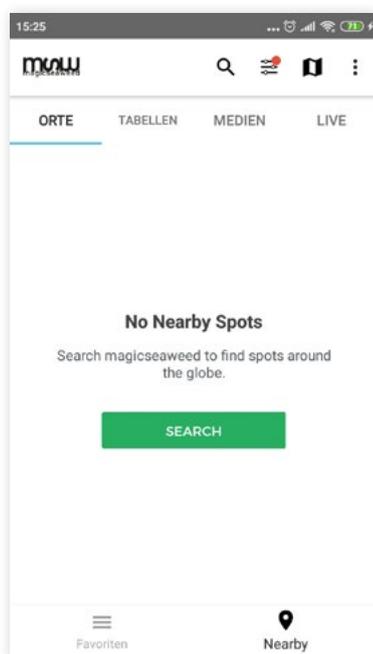
UX Analysis | building a competitor profile |

01. Usability

MSW's overall user experience has a lot to be improved. There are many aspects of the app that feel unfinished: half-empty start-screen, entire app navigation and much more. It's lacking a better overall menu structure and a navigation's consistency. It doesn't provide the user with any help or onboarding. It definitely requires additional help for understanding forecasts by complete beginners. The free version of the MSW app includes ads that decrease user experience even more. The app has minor bugs and errors on Android.

02. Layout

The first thing to notice is almost empty search screen after the app opening with top menu and filters in the bottom. Both of them will disappear when you start checking the forecasts. The only possible way to navigate throughout the app is to use the 'back' button. The entire layout seems to be inconsistent and pretty confusing. There are spots with missing information, icons with unclear meaning and no functionality.



Competitor Profile: *MagicSeaWeed*



03. Navigation structure

MSW tries to keep things simple but the huge amount of advanced information makes the usage of the app very confusing. The entire navigation is inconsistent.

04. Compatibility

MSW currently supports iPhone, iPad, and Android

05. Differentiation

MSW offers a quite unique approach in weather forecasting for surfers and other wind and water sports aficionados. The application, however, provides mostly generalized wind statistics and reports. The only visual attendance to surfing is news media on the app and on the web.

The usage of the app requires good skills in statistics reading. The usage of the 'Map views' feature doesn't seem to be really useful at all. The founder keeps the product free of charge with an option to get a PRO-version for those who eager unlimited advert-free access to their global surf cam network.

Visual identity of the app on the market and within itself doesn't create a solid feeling of trust and emotional connection to the world of surfing with the exception of news articles and photos.

06. Call to action

The Log-In\Sign-Up form appears at the very beginning and it can be ignored. Afterward, users are free to browse the *MSW* app without any annoying notifications pushing them to sign up or log in. The possibility to create an account is hidden in the Settings menu and never bothers.