



Team members:

Alexander Goldman, Duarte Teixeira, Mara Dionisio, Carlos Lucas

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## OVERVIEW

Through our initial client meeting, we discussed with Dr. Rui what he sees as the function of our project: to draw attention to his research and models, and to create a functional tool that shows that high-resolution weather forecasts for the island can be valuable in application.

We immediately dove into research. Duarte has been visiting all parts of the island to interview adventure companies- the businesses that arrange, book, and conduct outings. They have been very interested in our project, and Duarte had no problem conducting his research. One of our initial concepts was to create recommendations for tourists about which outdoor activities would be best to book based on the weather forecast contextualized with recommendations from the adventure companies regarding 'ideal conditions'- as in, with what wind speed it is best to windsurf or paraglide, with how much cloud cover, etc.

It turns out that most adventure companies rarely cancel activities, and in poor weather conditions, rarely conduct the same activity elsewhere on the island. It might be compelling if our tool could help them shift their plans with the weather. The adventure companies are a critical stakeholder in Madeira's tourism sector. We certainly do not want to dissuade tourists from booking activities if the forecasted conditions do not align with perceived 'ideal' conditions, and so we have scrapped the activity recommendations accordingly.

Mara has been conducting interviews with locals. Among the insights she gathered there, most locals own smartphones, but less than half own data plans: the majority rely on WiFi at home or on the go. If we were to build a mobile app, we might have to rely on locals only using it at home or where WiFi is available.

These results mesh with the feedback from the hotels: contrary to our expectations, 90% of hotels have free WiFi in their lobbies, and the hotels on average estimate that 50% of their guests have smartphones and use the WiFi. We had expected otherwise given Madeira's slightly older tourist demographics.

A new member has joined our team- we are pleased to welcome Carlos Lucas, an intern and team member. He has experience working with Wakes.Uma.Pt's data, and will be critical in helping us integrate that data into our project.



**PLANS:** We will leverage our research into refined pitches in advance of quarters. We still have a lot of insight to gather from our research, which is not without its share of perplexing results, such as tourists' seeming disconcert for the weather when crafting their plans, and the fact that tourists almost never check weather while planning outings. Next week, insight will give way to informed project mockups, wireframes, and design documents we can present our client with after quarters.

**PROGRESS:** Critical research is largely over. We now have a sense of how the stakeholders operating in the tourism industry on Madeira function with regards to weather. Also, the final member of our team, Carlos Lucas, has joined us.