GO, SURF NORWAY!

HOW CAN A DIGITAL SERVICE ENCOURAGE SURFERS IN NORWAY TO CATCH MORE NORWEGIAN WAVES?

Håkon Jor L’orange

DIPLOMA PRESENTATION SPRING 2017 - THE OSLO SCHOOL OF ARCHITECTURE AND DESIGN
Many surfers in Norway, even if they love surfing, experience challenges that keep them from surfing as often as they wish.
Explore the potential to encourage surfers in Norway to surf more often, by designing a digital solution, targeted specifically to their needs.
INITIAL RESEARCH
DESIGN ETHNOGRAPHY

OBSERVING & INTERVIEWING EXPERTS

USER INTERVIEWS

CONTEXTUAL INTERVIEWS

SOCIAL MEDIA

LITERATURE

AUTOETHNOGRAPHY
INITIAL RESEARCH
SURFING IN NORWAY

80%  20%

20-35
INITIAL RESEARCH
SURFING IN NORWAY

20-35

80 %
20 %
INITIAL RESEARCH
SURFING IN NORWAY

80 %

20-%

20-35
INITIAL RESEARCH
SURFING IN NORWAY

20-35

80 %  20 %

AT LEAST 1.5 HOURS
INITIAL RESEARCH
SURFERS IN NORWAY

PICTURES FROM INITIAL RESEARCH
What matters is getting as many waves as possible. You’ll never get enough!

EXPERIENCED · 34 · OSLO
INITIAL RESEARCH
SURFERS IN NORWAY

SEINES · BODØ

Photo: Mats Torbergsen
INITIAL RESEARCH

MAIN TAKEAWAYS

WILL IT BE WORTH IT?

?
WILL THERE BE WAVES?

Will there be good waves? Are they appropriate for my level? Can I trust the forecast?

YR  DMI  NOW

WILL IT BE WORTH IT?
I’ve had more wasted trips to Saltstein, than successful trips with good waves.
INITIAL RESEARCH
WAVES & FORECASTING

WIND WAVES
MESSY & UNSTRUCTURED
SWELL
DEFINED - QUITE PREDICTABLE
INITIAL RESEARCH
WAVES & FORECASTING

BREAKING WAVES
TOO MANY VARIABLES - HARD TO PREDICT
SWELL FORECASTS
MOST RELIABLE
INITIAL RESEARCH
WAVES & FORECASTING

EXPERIENCED SURFERS’ SURF CHECK

<table>
<thead>
<tr>
<th>Primary Swell</th>
<th>Secondary Swell</th>
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<tbody>
<tr>
<td>1.1m 10s</td>
<td>0.4m 9s</td>
</tr>
<tr>
<td>1.1m 10s</td>
<td>0.5m 8s</td>
</tr>
<tr>
<td>1.1m 10s</td>
<td>0.6m 8s</td>
</tr>
<tr>
<td>0.8m 10s</td>
<td>0.6m 8s</td>
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</table>

<table>
<thead>
<tr>
<th>Swell1 (m) &amp; direction</th>
<th>1</th>
<th>1.1</th>
<th>1.3</th>
<th>1</th>
<th>0.8</th>
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<tbody>
<tr>
<td>Period (s)</td>
<td>W</td>
<td>W</td>
<td>W</td>
<td>W</td>
<td>W</td>
</tr>
<tr>
<td>8</td>
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<td>10</td>
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<table>
<thead>
<tr>
<th>Swell2 (m) &amp; direction</th>
<th>0.5</th>
<th>0.4</th>
<th>0.5</th>
<th>0.6</th>
<th>0.8</th>
</tr>
</thead>
<tbody>
<tr>
<td>Period (s)</td>
<td>NW</td>
<td>N</td>
<td>N</td>
<td>N</td>
<td>N</td>
</tr>
<tr>
<td>11</td>
<td>8</td>
<td>8</td>
<td>8</td>
<td>8</td>
<td></td>
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</table>

<table>
<thead>
<tr>
<th>Wind waves (m) &amp; direction</th>
<th>-</th>
<th>-</th>
<th>-</th>
<th>1.1</th>
<th>SW</th>
</tr>
</thead>
<tbody>
<tr>
<td>Period (s)</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>5</td>
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</table>

SWELL FORECASTS
LOCAL WIND FORECAST
### Experienced Surfers’ Surf Check

<table>
<thead>
<tr>
<th>Surf</th>
<th>Swell Rating</th>
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<tbody>
<tr>
<td>0.7-1.2m</td>
<td>★★★★☆</td>
</tr>
<tr>
<td>0.7-1.1m</td>
<td>★★★★☆</td>
</tr>
<tr>
<td>0.7-1m</td>
<td>★★★★☆</td>
</tr>
<tr>
<td>0.5-0.8m</td>
<td>★★★★☆</td>
</tr>
</tbody>
</table>

**Breaking Wave Forecasts**
INITIAL RESEARCH
WAVES & FORECASTING

ROUGHLY 2 METER BREAKING WAVES

LONG PERIOD SWELL

SHORT PERIOD WIND WAVES

ALNES FYR · ÅLESUND
INITIAL RESEARCH

CONNECT SURFERS

WILL IT BE WORTH IT?

WILL THERE BE WAVES?

CONNEC T SURFERS
Who are available?
I think I would surf more if I knew people on my experience level that surf in Norway.
I think I would surf more if I knew people on my experience level that surf in Norway.
Jeg kjører Oslo-salstein på fredag om det er noen som trenger skyss! 😊

Frustert surfere i Oslo-området uten bil og venner som surfer, der surfabstinensen blitt litt for tøff å håndtere 😞
Hvem er keen på en liten surftrip et eller annet sted i Norge, for eksempel Hoddevik, den 1-5 oktober?! 😊
Litt random tid å ha fri, men sån er det i mitt jobb 😊
Saltstein Surfklubb

February 18, 2014

Det har vært diskusjon om dette & annonsere kommende av Saltstein. Sier noe fremtidig til dette er i plan.

Vi ser klart miljøaspektet i at flere kjører sammen til surfen. Samtidig bør en tenke seg om før en poster innlegg typ "reiser til Saltstein i morgen formiddag, har plass til 18 i bilen.." Grunnen er at man samtidig gir et signal til alle om kommende surfforhold.

En god løsning er at man kan vise deg noen figurer som en kan anta skritt om de blir utviklet mer, eller at de can justeres mer.

Samtidig merer vi om at ikke kjører med medlem campingprogrammers, men parker opp på parkeringsplassen.

Godt!
INITIAL RESEARCH
TRANSPORTATION

WILL IT BE WORTH IT?

WILL THERE BE WAVES?

TRANSPORTATION
How do I get there?

CONNECT SURFERS

YR
DMI
maw

surf-forecast.com
INITIAL RESEARCH
PLANNING

WILL IT BE WORTH IT?

WILL THERE BE WAVES?

YR
DMI
now

CONNECT SURFERS

TRANSPORTATION

PLANNING
Do I have time? Can I cancel appointments?
I have often forgotten to check the forecasts, to see videos and pictures of very good surf conditions on Facebook the next day.
INITIAL RESEARCH

MAIN TAKEAWAYS

WILL IT BE WORTH IT?

WILL THERE BE WAVES?

CONNECTION

TRANSPORTATION

PLANNING

URI 5

DMI

surf-forecast.com
PROJECT

INTRODUCTION

INITIAL

RESEARCH

PROCESS

DESIGN

PROPOSAL

REFLECTIONS &

CONCLUSIONS
IDEATION

PROCESS
OVERVIEW

MOTIVATIONAL THEORIES
STATE OF THE ART
SKETCHING TO EXPLORE
This looks good, but a little shitty too :p Why don’t combine everything into one app?
PROCESS
DECIDING FUNCTIONALITY

SPOT FORECASTS + ALERTS
SOCIAL SESSION LOG
GET IN TOUCH AND PLAN
USER PROFILE
PROCESS OVERVIEW

IDEATION

STATE OF THE ART
MOTIVATIONAL THEORIES
TRIP PLANNER
SURF LOG

CONTENT, STRUCTURE & NAVIGATION

DECIDED MAIN FUNCTIONALITY

SKETCHING
WIREFRAMING
FLOW DIAGRAMS
FORMATIVE USABILITY TESTING
PROCESS
DEFINING NAVIGATION

Tasks and flow

LOG SESSION

USER INITIATED
Entry through the app

ENTRY TRIGGER

USER INITIATED
For Search tab

CHECK IF THERE’LL BE WAVES

USER INITIATED
Search wave in app

OPEN NAVIGATION

ENTRY TRIGGER

USER INITIATED
For Search tab

OPEN NAVIGATION

ENTRY TRIGGER

USER INITIATED
Search wave in app

OPEN NAVIGATION

ENTRY TRIGGER

USER INITIATED
Search wave in app

OPEN NAVIGATION

ENTRY TRIGGER

USER INITIATED
Search wave in app
IDEATION
AI FORECAST
SHARED TRANSPORTATION
TRIP PLANNER
SURF LOG

CONTENT, STRUCTURE & NAVIGATION
DECIDED MAIN FUNCTIONALITY
SKETCHING
WIREFRAMING
FLOW DIAGRAMS
FORMATIVE USABILITY TESTING

DETAILING & WRAPPING UP
DECIDED STRUCTURE & NAVIGATION
EXPLORATIVE SKETCHING
DETAILING
VISUAL EXPRESSION
TONE OF VOICE

DESIGN PROPOSAL
BLI MED PÅ BØLGEN OG SURF MER NORSKE BØLGER!

KNYTTER SURFEMILJØET I NORGE SAMMEN
HOLD DEG OPPDATERT

BLI VARSLET NÅR DET ER BØLGER SOM PÅSTER FOR DEG
REDUSER BOMTURER

LOGG SESSIONS OG KARTLEGG HVLK FORHOLD SOM GIR DE BESTE BØLGENE
FINN NOEN Å SURFE MED

PLANLEGG TURER OG SAMKJØRING MED KJENTE OG UKJENTESURFERE
WEB & MOBILE APP
TARGETS A WIDE RANGE OF SURFERS

WEB & MOBILE APP

SERVICE OVERVIEW

DESIGN PROPOSAL
DESIGN PROPOSAL

SERVICE OVERVIEW

EVENTS & HAPPENINGS

SURF CLUBS

COMMERCIAL ACTORS

WEB & MOBILE APP

TARGETS A WIDE RANGE OF SURFERS
DESIGN PROPOSAL

SCOPE & FOCUS

MOBILE APP

SURFERS - END USERS
DESIGN PROPOSAL
STRUCTURE

SESSIONLOGG

Simon og en annen
Saltstein - 1. mai 08:00-10:30

MORGENSESSION PÅ SALTSTEIN

حرف
bryst-hole
clent
grei trøkk

Deilig start på dagen på Saltstein. Små, men fine boliger og få folk i vannet!

Jørgen og 2 andre
Atleten fyr 15. jan 14:30 - 16:00
DESIGN PROPOSAL
BØLGEN’S FORECASTS

COMPARE SWELL FORECASTS FROM
magicseaweed
surf-forecast.com

WIND FORECASTS FROM
yrumet.no
DESIGN PROPOSAL
BØLGEN’S FORECASTS

LØRDAG
6. mai

Dette er løønga til og kan fort andre søg. Registrer at du vil surfe, så blir du varettet hvis det andre søg!

ERFARNE SURFERE

1 match i loggen

<table>
<thead>
<tr>
<th>TID</th>
<th>PRIMÆR</th>
<th>SEKUNDER</th>
<th>VIND OG VÆR</th>
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<tr>
<td>00</td>
<td>1,8</td>
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<tr>
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DESIGN PROPOSAL

SHARING INFORMATION
SURFING PÅ SALTSTEIN:
INFORMASJON OG REGLER

- KJENN DINE GRENSER!
- IKKE SLIPP BRETTET!
- IKKE "DROP IN"!
- IKKE SNIK I "KØEN"!
- FÅLOGET PÅ INNSIDEN?
- HOLD DØB I HAVTVANNE!
- PÅLØPET "LINE-UP"
- IKKE GJENNOM!

\[\text{Diagram of surfing conditions and rules.}\]
DESIGN PROPOSAL

SCENARIO 1

FIND A RIDE TO SALTSTEIN
DESIGN PROPOSAL

SCENARIO 1

FIND A RIDE TO SALTSTEIN
DESIGN PROPOSAL
SCENARIO 3

LOG THE SESSION
DESIGN PROPOSAL
SCENARIO 3

LOG THE SESSION
IS ANYONE INTERESTED IN SURFING ALNES?
IS ANYONE INTERESTED IN SURFING ALNES?
If I were you I would’ve made an English version and sold it to Magicseaweed.

Tore Kramer · Head of NSRF
Being able to log sessions and setup notifications for similar forecasts makes everything so much easier!

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EXPERIENCED · 31 · OSLO
This app is simply AWSEOME. I can not count how many times I’ve wanted to go surfing, but don’t have access to a car or don’t want to surf alone.

Great initiative!!!

I look forward to using this app when it’s released. (Cause it will be realized, right?)
WILL BØLGEN ENCOURAGE SURFERS IN NORWAY TO SURF MORE?
THANKS :)