

Weather Gods Redefines the Weather App

Published on 12/06/16

Meyume Ltd announces their new premium Weather app as an iOS10 exclusive called the Weather Gods 1.0 for iOS devices. The Weather Gods looks to redefine the weather app by getting rid of weather icons, and using data visualisations and animated procedural graphics instead of icons, enabling users to literally see the weather. Weather Gods provides rich weather data, including detailed text summaries, 24 hour charts, hourly 7 day forecasts, moon phase, notifications, and more.

London, United Kingdom - Using animated Gods to represent the elements: Fire, Ice, Water, Air & Moon, Weather Gods 1.0.2 for iPhone, iPad, and iPod touch devices provides lots of rich weather data, including detailed text summaries, 24 hour charts, hourly 7 day forecasts, moon phase, notifications, etc. But the star of the show is the weather wheel, an innovative seven day hourly weather view that enables users to spin through forecast time.

Says the app's designer James Engwell about the wheel: "We wanted to make the forecast quick, simple and beautiful. The app store is full of weather apps, but they are all icon based. Decoding icons takes mental energy, you have to unconsciously process what you are seeing in order to create meaning. With the weather wheel, you literally see the weather for each hour, so you see the rain, see the sun plus the level of cloud cover and so on. It's much more intuitive as there is much less for the brain to process. Add to that taptic feedback and sounds, and I think we've created a weather experience unlike anything before"

The Weather Gods also includes nearly one hundred weather sounds which are triggered depending on the conditions being viewed. While this feature in combination with the animated backgrounds makes for a fun experience, it has proved a boon for accessibility, as the app's technical director Scott Wilson-Billing explains; "We wanted to build deep accessibility into the Weather Gods from the ground up, so we recruited a number of blind and low-vision beta testers to help us. We were astonished by their overwhelmingly positive reaction to the weather soundscape feature, and we are really inspired to continue to innovate in this area."

The app also includes a set of smart notifications which have been designed to be simple enough for users to actually want to use, rather than the somewhat complex or confusing notification setups in other apps. Also, as you would expect with a modern premium app, the Weather Gods has a clear homepage widget, 3D touch menus, and taptic engine support.

Features:

- * Day & Night summary for 7 Days with animated real-time weather backgrounds
- * 7 Day HOURLY Forecast via the amazing 'Weather Wheel'
- * Advanced user-friendly weather notifications
- * Weather based procedural soundscape
- * Detailed 24 hour charts & hourly charting
- * Moon phase, rise and fall
- * Observational (past) data
- * Off-line mode for explorers & professionals
- * World clock & international support
- * Powerful accessibility support
- * Dashboard Widget
- * 3D Touch Menu
- * Taptic Engine support
- * Combining the best global weather data sources available

prMac: Publish Once, Broadcast the World :: <http://prmac.com>

- * Over 1 million weather-accurate locations
- * Complimentary 32 x sticker pack

Device Requirements:

- * iPhone, iPad, and iPod touch
- * iOS 10.0 or later
- * Universal Application
- * 244 MB

Pricing and Availability:

Weather Gods 1.0.2 is \$3.99 USD (or an equivalent amount in other currencies) and is available worldwide exclusively through the App Store in the Weather category.

Weather Gods 1.0.2:

<https://weathergodsapp.com>

Purchase and Download:

<https://itunes.apple.com/app/weather-gods/id1041512978>

Vimeo Video (Promo):

<https://vimeo.com/189953256>

Screenshots 1:

<https://drive.google.com/open?id=0By8jnoEoZJFPTDdZR0paZEJheDg>

Screenshot 2:

<https://drive.google.com/open?id=0By8jnoEoZJFPbml0UkJGajhCREk>

App Icon:

<http://a1.mzstatic.com/us/r30/Purple71/v4/0f/bf/7b/0fbf7bde-d18a-f7bb-cda1-1084b8be6ad4/icon175x175.jpeg>

Weather Gods is a new company based in the UK who specialize in creating beautiful data visualizations of weather data. All Material and Software (C) Copyright 2016 Weather Gods. All Rights Reserved. Apple, the Apple logo, iPhone, iPod and iPad are registered trademarks of Apple Inc. in the U.S. and/or other countries. Other trademarks and registered trademarks may be the property of their respective owners.

###

James Engwe
Director

jwengwell@gmail.com

Link To Article: <https://prmac.com/release-id-80746.htm>
