The Development of a Next Generation **Graphical Forecast at NWS Key West** William Ulrich and Christopher Rothwell, National Weather Service, Weather Forecast Office Key West, FL

THE NEXT GENERATION OF GRAPHICAL FORECASTS



THE BASIS OF OUR NEW DESIGN

Reviewed current range of products published on WFO web sites across the country Recognized the need for a new type of graphical forecast product Designed graphical forecast product that could be easily understood by a diverse audience Followed several proven rules for graphic design: appropriate signal-to-noise ratio, proper use of empty space, aesthetic balance, and most important, simplicity Focused on impacts (vs. meteorological analysis) by using clean eye-catching graphics Designed products to be used across multiple media outlets and be mobile phone friendly Consistent with social media product suite

CROSS-PLATFORM ACCESSIBILITY



#wx graphics from NWS Key West regarding concerns on today's seas and wx: srh.noaa.gov/graphicast.php.

"...a great way to visually summarize the current conditions in and around the Keys."

- Marine Customer Feedback

MARINE FORECAST



Easy to understand **Easily updated Mobile ready graphics** ۲ Social media friendly

VISUAL PRES METEOROLOGY CENTRIC

43 Excessive text Confusing weather icons Inconsistent arrow usage Forecast area not defined Lack of color coordination

Breezv

GH IMPACT EVENTS

VS



WHAT IS NEXT AT WFO KEY WEST?

HAZARDOUS WEATHER IMPACT GRAPHICS

- Hazard-specific information
- Safety information included
- Contact information provided
- Interchangeable graphics
- Easy to understand
- Themed similarly to other products



- Succinct hazard messages Forecast area clearly defined Customer geared information Easy to read text
- Limited weather icon usage

TROPICAL STORM ISAAC AUGUST 2012

Warnings clearly stated **Greatest impact(s) highlighted Customizable color scheme Color helps convey threat level** Frequently updated

