

# Transforming the Driving Experience with First of its Kind In-Car Weather App

## ACCUWEATHER + TRIBALSCALE

**Founded in 1962**, AccuWeather has introduced a number of award-winning weather apps that provide users with real-time, accurate, and hyper-local weather information. Recently they signed a partnership agreement with a Swedish automotive brand to create the default weather app for all electric vehicles on Android Automotive OS (AAOS).

### COMPANY

AccuWeather combines weather data, technology, and human insight to improve lives and businesses worldwide.

<https://business.accuweather.com/>

### HEADQUARTERS

State College, Pennsylvania, USA

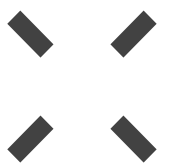
### INDUSTRY

Media

## THE CHALLENGE

### Building within the AAOS ecosystem

AccuWeather needed a partner capable of building an application that translated their innovative digital strategy, integrated their world-class weather data, and featured a user experience optimized for driver safety. Upon starting the project, we identified strict AAOS guidelines set by Google that were placed at the forefront of all design and development work.



“We leveraged our world-class weather data, in partnership with Tribalscale, to deliver a highly innovative and first-of-its-kind integration to the electric vehicle space. Our collaboration is the first step in ensuring drivers have every tool at their disposal to be safer and better prepared for all weather conditions.”

**Steven R. Smith**  
**AccuWeather President**



## THE SOLUTION

# Driven by a culture of learning

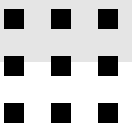
Impressed with our work in the connected vehicle space, AccuWeather recruited TribalScale to help build an MVP application. TribalScale’s mission to “Right the Future” meshed well with AccuWeather’s mission to save lives and help people prosper, and our cross-functional team with Android expertise made us the perfect partner.



## TECHNOLOGIES USED

- + AccuWeather SDK
- + Android Car App Library
- + Android X
- + Koin
- + GSON
- + Retrofit

- + **PRODUCT MANAGEMENT:** After collaborating with AccuWeather to assess product needs and outline features, our product team then confirmed feasibility with our engineers and Google representatives.
  
- + **DESIGN:** Working with AccuWeather, our design team carried out extensive research on the technology and use cases to fully understand the constraints of the new platform. From there, they were able to create solutions using templates from Google's Car App library while also advocating for usability every step of the way.
  
- + **DEVELOPMENT:** TribalScale's Android-specialized engineering team had the necessary expertise to build out this new app in the AAOS ecosystem. They conducted thorough research on the implementation of AAOS within the guidelines provided by Google and successfully integrated their findings into the app.
  
- + **QA:** Our QA engineers conducted essential testing on a head unit to emulate the software functionalities, and used peripheral apps to ensure all inputs produced the appropriate in-vehicle output from end-to-end.

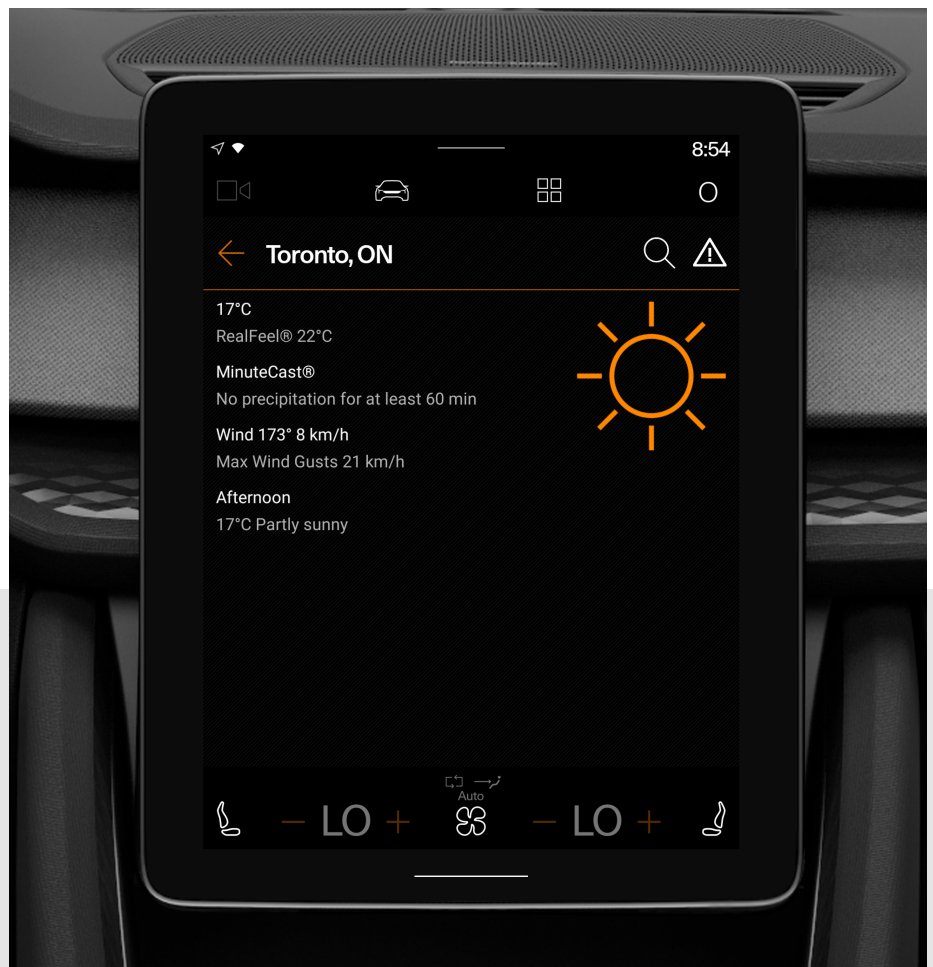


## THE RESULT

# The next advancement in applied weather forecasting

In the new app, drivers can complete the following directly from the screen of the infotainment platform built into the electric vehicles:

- View the most accurate current weather forecast and information as well as AccuWeather forecasts for the next five days.
- View weather alerts for their set location.
- Search for weather forecasts by location.
- Access app settings.





“Working with TribalScale has been an absolute pleasure. Their team was incredibly organized and proactive, bringing great ideas to the table to improve and complement AccuWeather’s product.”

**Matthew Vitebsky**  
**AccuWeather Sr. Director, Flagship Products**

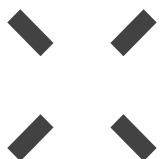


## LOOKING AHEAD

### A path forward

All new electric vehicles produced by the Swedish automotive brand will include the app, with 65,000 vehicles projected to sell in 2022, increasing by tenfold to 290,000 by 2025.

Established as AAOS experts, TribalScale’s next steps are to continue building in this ecosystem and to work with Google to improve the user experience permitted by AAOS guidelines. We are encouraged by the recent addition of our feature requests to the AAOS product roadmap.



# TRIBAL<sup>7</sup> SCALE

TribalScale is a global innovation firm that helps enterprises adapt and thrive in the digital era. We have years of experience in digital strategy, design, and multi-platform engineering and through agile practices, we transform teams, build best-in-class digital products, and create disruptive startups.

Whether we're righting the ship for another company or creating a fresh end-to-end solution, we innovate for a better tomorrow.

Contact us at: [contact@tribalscale.com](mailto:contact@tribalscale.com)

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