

Information Released under FOI

Subject: Website feedback summary

Date Released: 01 October 2026

Summary of request:

"The information I am requesting is a summary of the responses you have received from the feedback page about the switch from the old to new style forecast web format."

Information released:

Please see the information below.

Met Office Public Website Feedback Survey Analysis
October 2025 to August 2026
Overall analysis and monthly reports

Contents

Section	Content
Overall Website Feedback Analysis	Overview, sentiment, themes, requests and trends
October 2025	Monthly feedback report
November 2025	Monthly feedback report
December 2025	Monthly feedback report
January 2026	Monthly feedback report
February 2026	Monthly feedback report
March 2026	Monthly feedback report
April 2026	Monthly feedback report
May 2026	Monthly feedback report
June 2026	Monthly feedback report
July 2026	Monthly feedback report
August 2026	Monthly feedback report
Methodology and Limitations	Counting rules, denominators and limitations

Page numbers are shown in the footer. Each monthly report begins on a new page.

Overall Website Feedback Analysis

October 2025 to August 2026

1. Overview

This report analyses 11 monthly reporting periods from October 2025 to August 2026. The data source is from free text responses from the Public Website Feedback Survey (free text question is optional in the survey).

The raw dataset contains 51,720 source rows. After removal of 338 blank or non-substantive written responses, the comment-bearing sentiment base and valid thematic-analysis base are both 51,382 unique submissions. Sentiment is mutually exclusive at submission level; thematic classification is multi-label, so one submission may contribute to more than one theme and theme percentages do not add to 100%.

This report was generated with assistance from artificial intelligence. AI-supported sentiment classification, thematic coding, quotation selection and summaries may contain errors, omissions or misinterpretations. Findings should be reviewed against the source feedback before publication or use in decision-making.

- **Leading pain point 1:** Low information density and excessive scrolling: 8,852 submissions (17.2%).
- **Leading pain point 2:** Missing wind speed, gusts and direction: 5,841 submissions (11.4%).
- **Leading pain point 3:** Readability, colour and accessibility: 4,509 submissions (8.8%).
- **Leading positive theme 1:** Clarity and ease of use: 1,500 submissions (2.9%).
- **Leading positive theme 2:** Useful for planning and decisions: 1,383 submissions (2.7%).

2. Overall Feedback Sentiment

Month	Comment-bearing responses	Positive no.	Positive %	Negative no.	Negative %	Mixed no.	Mixed %	Neutral no.	Neutral %
October 2025	11,980	672	5.6%	4,148	34.6%	333	2.8%	6,827	57.0%
November 2025	9,879	552	5.6%	3,538	35.8%	336	3.4%	5,453	55.2%
December 2025	3,648	298	8.2%	1,264	34.6%	148	4.1%	1,938	53.1%
January 2026	4,731	326	6.9%	1,798	38.0%	252	5.3%	2,355	49.8%
February 2026	4,049	209	5.2%	1,678	41.4%	178	4.4%	1,984	49.0%
March 2026	1,266	88	7.0%	492	38.9%	73	5.8%	613	48.4%
April 2026	896	84	9.4%	309	34.5%	49	5.5%	454	50.7%
May 2026	817	79	9.7%	274	33.5%	35	4.3%	429	52.5%
June 2026	1,601	182	11.4%	413	25.8%	63	3.9%	943	58.9%
July 2026	1,072	123	11.5%	255	23.8%	36	3.4%	658	61.4%
August 2026	11,443	785	6.9%	4,411	38.5%	532	4.6%	5,715	49.9%
Overall total	51,382	3,398	6.6%	18,580	36.2%	2,035	4.0%	27,369	53.3%

Sentiment is calculated once per unique comment-bearing feedback submission using the wording of the written comment only. CSAT is not used. A submission can receive only one sentiment classification. Theme classification is separate and multi-label, so one submission may contribute to more than one feedback theme.

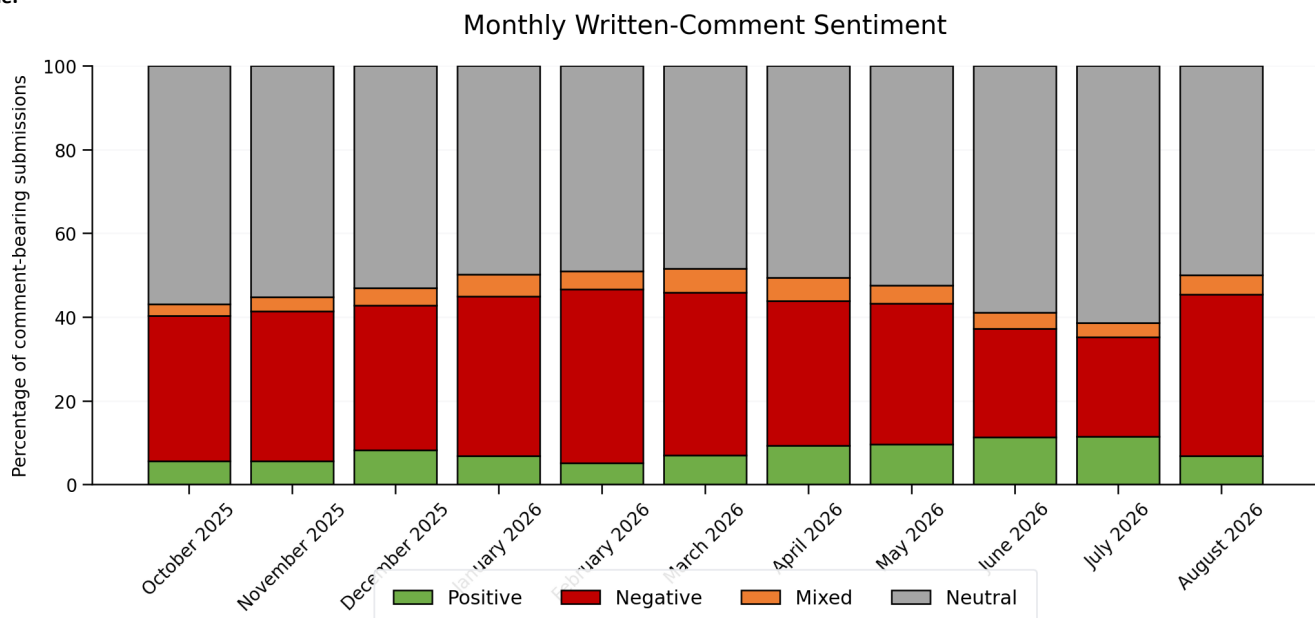


Figure 1. Monthly submission-level written-comment sentiment. Each monthly stack totals 100% apart from displayed rounding.

3. Overall Pain Points

3.1 Most Critical Pain Points

Rank	Theme	Total items	Overall %	Hypothesis	Status
1	Low information density and excessive scrolling	8,852	17.2%	Users need to compare several hours, days and variables quickly. Large cards, generous spacing and limited visible hours increase scrolling and slow comparison, especially on desktop and tablet. Provide a responsive compact view that prioritises decision-relevant information.	Action taken
2	Missing wind speed, gusts and direction	5,841	11.4%	Users need numerical wind speed, gust speed and direction to assess changing conditions for sailing, cycling, walking, travel, outdoor work and property safety. Descriptive labels do not show severity or timing. Keep these values prominent in summary and detailed views and retain the selected unit.	Action taken
3	Readability, colour and accessibility	4,509	8.8%	Users need forecast information that remains legible across visual, cognitive and environmental access needs. Dark backgrounds, weak contrast, motion and colour-dependent cues can block interpretation. Provide tested display options, reduced motion and symbols that work without colour alone.	Action taken
4	Day and forecast navigation	2,227	4.3%	Users need continuous movement through consecutive hours and days, including overnight periods, to understand developing conditions. Resets and interrupted timelines increase effort. Use persistent day controls, continuous hourly navigation and retain the selected time position.	Action taken
5	Mobile and tablet layout problems	2,086	4.1%	Users need responsive layouts that preserve core forecast detail without clipping, blank space or unintended horizontal scrolling. Test common devices, browsers and orientations against core forecast journeys and defined responsive breakpoints.	Action taken

3.2 Smaller Observed Issues

Rank	Theme	Total items	Overall %	Hypothesis	Status
6	Feels-like temperature	1,834	3.6%	Users rely on feels-like temperature to understand experienced conditions when wind, humidity and air temperature interact. This affects clothing, health, travel and outdoor activity. Display it alongside actual temperature at hourly level on all screen sizes.	Action taken
7	Units and configuration limitations	1,597	3.1%	Users need measurement, clock, location and display choices to remain consistent across visits and forecast views. Resets or mixed units disrupt specialist and safety-related interpretation. Persist preferences across summaries, detailed forecasts and maps.	Action taken
8	UV index	843	1.6%	Users need a numerical hourly UV index to plan sun protection, outdoor work and health-sensitive activity. Broad labels hide changes during the day. Display the numerical value by hour with clear protection guidance.	Action taken
9	Humidity	783	1.5%	Users need hourly humidity for comfort, health, gardening, drying and property management. A daily range or hidden filter does not support time-specific decisions. Make humidity easy to select, retain and compare with temperature and wind.	Action taken
10	Wrong, inconsistent or broken forecast display	719	1.4%	Users need dates, locations, values and controls to remain consistent so they can identify the authoritative forecast. Contradictory views, incorrect labels and failed interactions undermine confidence. Add regression coverage across summary, detail, maps, preferences and responsive layouts.	Action taken
11	Forecast accuracy or confidence	472	0.9%	Users need summaries, probabilities, maps and hourly detail to tell a coherent story. Contradictions and repeated misses reduce confidence. Investigate mismatch patterns and show update timing and uncertainty consistently across views.	Action taken
12	Cookie, privacy or advertising concerns	419	0.8%	Users expect essential public forecast information to remain accessible when optional consent is declined. Consent panels must not obstruct controls or reduce trust. Keep core content accessible and reposition panels away from forecast interactions.	Action taken
13	Visibility	399	0.8%	Users need hourly visibility for travel, walking, photography and aviation-related planning around fog or mist. Display visibility beside other hourly variables using the selected unit.	Action taken
14	Missing sunrise or sunset information	393	0.8%	Users rely on sunrise, sunset and daylight duration for travel, walking, animal care and outdoor work. Place these timings within each daily forecast near the primary planning information.	Action taken
15	Weather symbols and visual forecast cues	330	0.6%	Users need symbols and visual cues that accurately communicate timing, probability and intensity without relying on colour alone. Validate symbols with users and align them with the hourly data displayed.	Action taken
16	Missing coastal, tide or wave information	328	0.6%	Coastal, sailing and watersports users need tide times, wave height, wave period and sea-state information linked to relevant locations. Provide a clearly signposted coastal module integrated with local weather conditions.	Action taken
17	Performance and responsiveness problems	216	0.4%	Users need forecast pages, maps and controls to respond promptly across devices. Slow loading and failed interactions interrupt time-sensitive planning. Establish performance budgets and monitor core journeys by device and network condition.	Action taken

Rank	Theme	Total items	Overall %	Hypothesis	Status
18	Air pressure	212	0.4%	Weather-aware users use pressure values and trends to interpret changing conditions and wider patterns. Provide numerical pressure in detailed forecasts and an optional pressure or isobar map for deeper analysis.	Not currently tracked
19	Missing dates in forecast	206	0.4%	Users need calendar dates alongside weekday names when planning several days ahead. Weekday-only labels create ambiguity. Show dates consistently in day selectors, headings and comparison views.	Action taken
20	Missing weather map or radar	99	0.2%	Users need a prominent spatial view to understand the location, timing and movement of rainfall and other weather. Provide a clear map or radar entry point with intuitive time controls and retained location and layer choices.	Action taken
21	Location and favourites problems	99	0.2%	Users need reliable search, saved places and default-location behaviour so the forecast opens at the intended place. Improve location matching, favourite management and persistence, with clear recovery when a location cannot be resolved.	Action taken
22	Limited forecast range	50	0.1%	Some users need a longer outlook for advance planning. Provide a clearly labelled extended forecast that separates lower-confidence outlook information from detailed short-range data and communicates uncertainty.	Action taken
23	Cloud cover	42	0.1%	Cloud-cover detail supports photography, astronomy and outdoor planning. General symbols do not communicate extent, height or timing. Expose clearer cloud-cover information at relevant intervals.	Not currently tracked
24	Rainfall amount	23	Less than 0.1%	Users need expected rainfall quantity and intensity, not only probability, to judge likely impact on travel, work and outdoor activity. Show rainfall amount in millimetres alongside probability and timing.	Not currently tracked
25	Air quality	11	Less than 0.1%	Air-quality information supports health and activity planning for people affected by pollution. Make the index, timing and guidance easy to access alongside relevant environmental information.	Action taken

Status note: "Action taken" is used only for the pain points shown as "Action underway" in the supplied status screenshots. "Not currently tracked" is used for all other pain points.

4. Overall Positive Themes

Rank	Theme	Total items	Overall %	Hypothesis
1	Clarity and ease of use	1,500	2.9%	Users value the beta when the forecast is quick to scan and easy to understand. Preserve simple summaries, but provide a direct route to richer detail so clarity does not depend on removing decision-critical information.
2	Useful for planning and decisions	1,383	2.7%	Users value the service when it supports concrete choices about travel, work, clothing and outdoor activity. Maintain task-focused summaries and make the variables needed for those decisions easy to compare over time.
3	General positive assessment	1,118	2.2%	This fallback reflects clear approval of the beta without enough detail for a narrower theme. Use it as a broad satisfaction signal, while prioritising specific positive themes when wording identifies what works well.
4	Trust and forecast reliability	737	1.4%	Users value the Met Office when information appears authoritative, consistent and dependable. Protect this strength by aligning summaries, hourly detail, maps and warnings and by explaining uncertainty and update timing clearly.
5	Comprehensive and detailed information	489	1.0%	Users value access to detailed forecast variables when the data is organised and comparable. Retain depth while using progressive disclosure and saved preferences to prevent cognitive overload.
6	Modern visual design	187	0.4%	Users value a contemporary appearance where it improves comprehension. Retain successful visual elements, but test density, contrast and responsive behaviour so visual modernisation does not reduce usability.
7	Weather map and radar	71	0.1%	Users value maps and radar for understanding the location and movement of weather. Make controls, timestamps, playback and layer choices prominent and consistent.
8	Performance and responsiveness	59	0.1%	Users value fast loading and responsive interactions. Protect this through performance budgets, device testing and monitoring of forecast and map journeys.
9	Specialist and local forecast content	13	Less than 0.1%	Users value content tailored to local conditions and specialist activities. Improve discoverability and connect specialist forecasts to relevant locations and tasks.
10	Warnings and safety information	5	Less than 0.1%	Users value clear warnings that support timely risk decisions. Keep warning severity, affected area, timing and recommended action prominent and consistent.

The submission-level analysis identifies 3,398 positive comments (6.6%) and 2,035 mixed comments. Positive themes are multi-label and therefore cannot be summed to reproduce the sentiment total. General positive assessment is used only when no narrower positive theme is supported. Praise for the old website is excluded from positive beta sentiment.

5. Overall Feature Requests

Rank	Feature request	Total items	Percentage of overall feedback
1	Customisable forecast layout or widgets	78	0.2%
2	Pressure or isobar map layer	51	0.1%
3	Historical weather or observations	23	Less than 0.1%
4	Moon phase or astronomical information	15	Less than 0.1%
5	Tide times and wave-height module	5	Less than 0.1%

Rank	Feature request	Total items	Percentage of overall feedback
6	Sea temperature	3	Less than 0.1%
7	30-minute forecast intervals	3	Less than 0.1%
8	Welsh-language option	1	Less than 0.1%

6. Monthly Trend for the Top Five Themes

Top Five Overall Feedback Themes: Monthly Percentage Trend

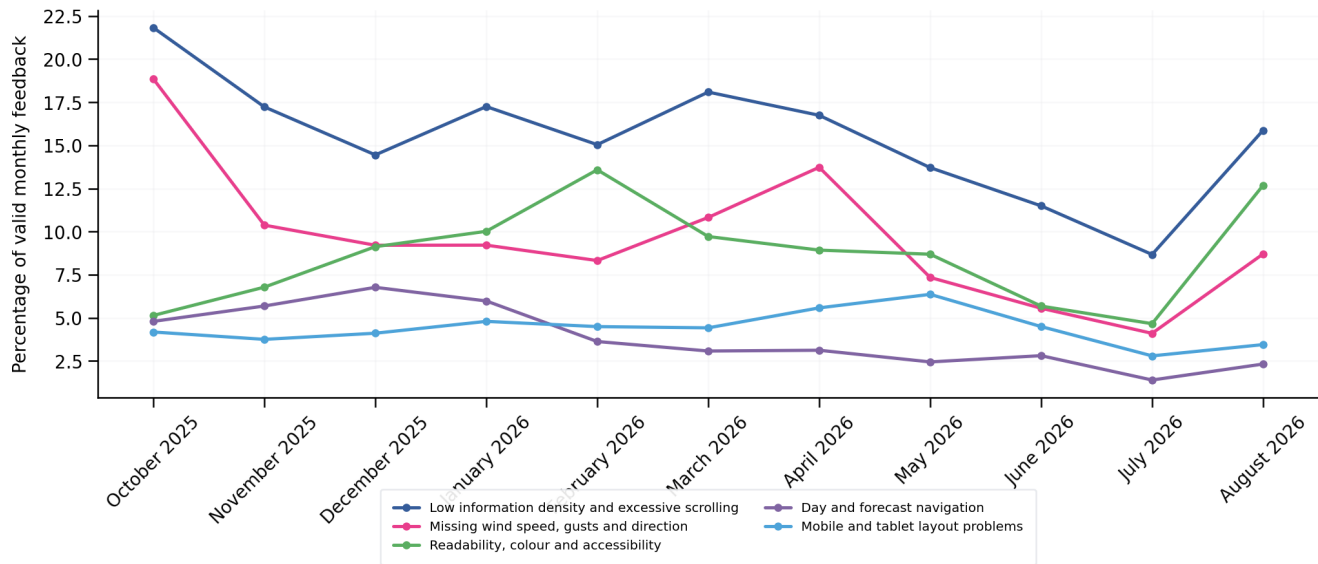


Figure 2. Monthly percentage of valid feedback represented by the five largest overall pain-point themes. Monthly percentages are used because feedback volume differs between reporting periods.

7. About This Analysis

Area	Explanation
Scope	Only the attached raw CSV was used for recalculated findings. The report covers October 2025 to August 2026.
Source rows	51,720 source rows, with one row treated as one represented submission because the file contains no Count or submission-ID field.
Comment-bearing sentiment base	51,382 unique represented submissions containing substantive written comments.
Valid thematic-analysis base	51,382 substantive written submissions. In this dataset it matches the sentiment base.
Blank or non-substantive exclusions	338 rows were excluded from both sentiment and thematic denominators.
Sentiment classification	One mutually exclusive label per substantive written submission: Positive, Negative, Mixed or Neutral. CSAT was not used.
Multi-label themes	One submission may be assigned to more than one distinct theme. Theme percentages overlap and do not add to 100%.
Theme dictionary	The supplied register informed standard names and definitions. Counts were recalculated from the CSV.
Percentages	Monthly theme percentages use each month's valid thematic-analysis base. Overall percentages use the combined base; monthly percentages were not averaged.
Automated classification	Rule-based language classification supports reproducibility but may miss context, sarcasm and unusual wording. Manual validation is required before formal publication.

October 2025

1. Executive Summary

This monthly report analyses 11,980 substantive feedback submissions dated 23 October 2025 to 31 October 2025. The comment-bearing sentiment base and valid thematic-analysis base are both 11,980. Sentiment is submission-level and mutually exclusive; themes are multi-label.

Three largest pain points:

- Low information density and excessive scrolling: 2,614 (21.8%).
- Missing wind speed, gusts and direction: 2,258 (18.8%).
- Readability, colour and accessibility: 616 (5.1%).

Two largest positive themes:

- Useful for planning and decisions: 320 (2.7%).
- General positive assessment: 232 (1.9%).

The principal product implication is to address low information density and excessive scrolling while preserving the aspects of the beta that users describe positively.

2. Monthly Feedback Sentiment

Sentiment	Number of unique represented submissions	Percentage of comment-bearing submissions
Positive	672	5.6%
Negative	4,148	34.6%
Mixed	333	2.8%
Neutral	6,827	57.0%

Sentiment is calculated once per substantive written submission. CSAT is not used. The four categories reconcile exactly to the monthly comment-bearing denominator.

3. Positive Themes

Positive theme	Items	Percentage	Supporting quotation	Hypothesis
Useful for planning and decisions	320	2.7%	"Why cant you see the week overview at a glance If I want to know the weather now I can look out the window its the weekly forecast that can be helpful"	Users value the beta when it supports practical travel, work and outdoor decisions.
General positive assessment	232	1.9%	"I like the new ui but on phone I can only see up to three hours or four hours of weather without scrolling previously I could see nearly the whole day"	This exclusive fallback captures clear praise of the beta where the wording does not support a narrower named positive theme.
Clarity and ease of use	228	1.9%	"Revert back to classic style which is concise detailed and easy to use Sorry but I will NOT be using the new site in future if that is the only option"	Users value beta information that is clear, quick to scan and easy to understand. A simple overview should coexist with accessible detail.
Comprehensive and detailed information	81	0.7%	"Revert back to classic style which is concise detailed and easy to use Sorry but I will NOT be using the new site in future if that is the only option"	Users value sufficient forecast breadth and detail, provided the variables remain easy to locate and compare.
Trust and forecast reliability	67	0.6%	"I would try and be accurate You have forecast rain for most of today We have had 2 showers each lasting about 2 minutes eachyour forecasts are rubbish"	Users value the beta when Met Office information appears accurate and consistent. Protecting this trust requires resolving contradictory displays.

4. Most Critical Pain Points

Pain point	Items	Percentage	Supporting quotation	Hypothesis	Priority
Low information density and excessive scrolling	2,614	21.8%	"The old website is more concise. For the new one I have to scroll through lots of data to find information that was on the main page e.g. wind gusting"	Users need to compare several hours, variables and days quickly. Oversized cards, generous spacing and limited visible hours force repeated scrolling, particularly on desktop and tablet.	P0
Missing wind speed, gusts and direction	2,258	18.8%	"You have removed a lot of useful data presented on the forecast page Feels like wind speeds gusts and visibility are all metrics I would use regularly"	Users need hourly numerical wind speed, gust speed and direction to assess changing conditions and make decisions about sailing, cycling, walking, travel, outdoor work and property safety. Descriptive labels alone do not show the timing or severity of gusts.	P0
Readability, colour and accessibility	616	5.1%	"Go back to the old layout It is much easier to read and has more information visible on the page The new format with the black background isnt as good"	Users need forecast content that remains legible across different visual, cognitive and environmental access needs. Dark backgrounds, weak contrast, motion and reliance on colour can make information difficult to interpret.	P1

Pain point	Items	Percentage	Supporting quotation	Hypothesis	Priority
Day and forecast navigation	575	4.8%	"I dont understand why when you click on a day it first shows you the forecast from midnight to 6am Surely most people are interested in during the day"	Users need continuous movement through consecutive hours and days, including overnight periods, to understand how conditions develop. Interrupted timelines and resets increase effort.	P1
Mobile and tablet layout problems	501	4.2%	"Its too dark Its not optimised for mobile phone usage Too much scrolling side to side and up and down is required AND WHY IS THERE NO DATE ON ANY DAYS"	Users need responsive layouts that preserve core forecast detail without clipping content, creating blank space or introducing unintended scrolling.	P1

Low information density and excessive scrolling

Users need to compare several hours, variables and days quickly. Oversized cards, generous spacing and limited visible hours force repeated scrolling, particularly on desktop and tablet.

Product recommendation: Provide a responsive compact view that shows more decision-relevant information on one screen.

Missing wind speed, gusts and direction

Users need hourly numerical wind speed, gust speed and direction to assess changing conditions and make decisions about sailing, cycling, walking, travel, outdoor work and property safety. Descriptive labels alone do not show the timing or severity of gusts.

Product recommendation: Keep hourly numerical wind speed, gust speed and direction prominent and apply the selected unit consistently.

Readability, colour and accessibility

Users need forecast content that remains legible across different visual, cognitive and environmental access needs. Dark backgrounds, weak contrast, motion and reliance on colour can make information difficult to interpret.

Product recommendation: Offer tested light and dark options, strong contrast, scalable text, reduced motion and symbols that do not rely on colour alone.

Day and forecast navigation

Users need continuous movement through consecutive hours and days, including overnight periods, to understand how conditions develop. Interrupted timelines and resets increase effort.

Product recommendation: Provide persistent day controls, continuous hourly navigation across midnight and retention of the selected time position.

Mobile and tablet layout problems

Users need responsive layouts that preserve core forecast detail without clipping content, creating blank space or introducing unintended scrolling.

Product recommendation: Test and optimise core journeys across common mobile and tablet sizes, browsers and orientations.

5. Smaller Frequently Observed Issues

Issue	Items	Percentage	Context	Priority
Feels-like temperature	413	3.4%	Users rely on feels-like temperature to understand experienced conditions when wind, humidity and air temperature interact, affecting clothing, health, travel and outdoor decisions.	P0
Units and configuration limitations	314	2.6%	Users need measurement, clock, location and display preferences to remain consistent across visits and forecast views. Repeated resets increase effort and can affect specialist interpretation.	P1
Humidity	168	1.4%	Users need hourly humidity for comfort, health, gardening, drying and property-management decisions. A daily range or hidden filter is less useful when timing matters.	P1
Cookie, privacy or advertising concerns	147	1.2%	Users expect essential public forecast information to remain accessible when optional consent is declined. Intrusive panels can obstruct controls and reduce trust.	P1
UV index	121	1.0%	Users need a numerical hourly UV index to plan sun protection, outdoor work and health-sensitive activity. Broad labels hide changes during the day.	P1
Wrong, inconsistent or broken forecast display	121	1.0%	Users need consistent dates, locations, values and controls so they can identify the authoritative forecast. Contradictory views and broken interactions undermine confidence.	P0

6. Explicit New Feature Requests

Feature request	Items	Percentage	Suggested product interpretation
Customisable forecast layout or widgets	9	0.1%	Allow users to select, order and retain preferred forecast modules.
Moon phase or astronomical information	7	0.1%	Add moon phase and related astronomical timings.
Pressure or isobar map layer	3	Less than 0.1%	Add optional pressure or isobar context to the weather map.
Sea temperature	2	Less than 0.1%	Add sea-temperature information for relevant coastal locations.
30-minute forecast intervals	1	Less than 0.1%	Offer half-hour granularity where forecast data supports it.
Historical weather or observations	1	Less than 0.1%	Provide accessible recent observations or historical weather information.

Feature request	Items	Percentage	Suggested product interpretation
Tide times and wave-height module	1	Less than 0.1%	Provide dedicated coastal planning information for relevant locations.
Welsh-language option	1	Less than 0.1%	Provide a Welsh-language experience.

7. Trend Analysis

October 2025 is the baseline month in this dataset, so no previous-month comparison is available.

8. Conclusion

The month's strongest user need concerns low information density and excessive scrolling. The immediate product focus should address the leading P0 and P1 themes in descending order of evidence while protecting positive strengths such as useful for planning and decisions, general positive assessment.

November 2025

1. Executive Summary

This monthly report analyses 9,879 substantive feedback submissions dated 01 November 2025 to 30 November 2025. The comment-bearing sentiment base and valid thematic-analysis base are both 9,879. Sentiment is submission-level and mutually exclusive; themes are multi-label.

Three largest pain points:

- Low information density and excessive scrolling: 1,702 (17.2%).
- Missing wind speed, gusts and direction: 1,025 (10.4%).
- Readability, colour and accessibility: 670 (6.8%).

Two largest positive themes:

- Clarity and ease of use: 253 (2.6%).
- Useful for planning and decisions: 234 (2.4%).

The principal product implication is to address low information density and excessive scrolling while preserving the aspects of the beta that users describe positively.

2. Monthly Feedback Sentiment

Sentiment	Number of unique represented submissions	Percentage of comment-bearing submissions
Positive	552	5.6%
Negative	3,538	35.8%
Mixed	336	3.4%
Neutral	5,453	55.2%

Sentiment is calculated once per substantive written submission. CSAT is not used. The four categories reconcile exactly to the monthly comment-bearing denominator.

3. Positive Themes

Positive theme	Items	Percentage	Supporting quotation	Hypothesis
Clarity and ease of use	253	2.6%	"Revert back to classic style which is concise detailed and easy to use Sorry but I will NOT be using the new site in future if that is the only option"	Users value beta information that is clear, quick to scan and easy to understand. A simple overview should coexist with accessible detail.
Useful for planning and decisions	234	2.4%	"Why cant you see the week overview at a glance If I want to know the weather now I can look out the window its the weekly forecast that can be helpful"	Users value the beta when it supports practical travel, work and outdoor decisions.
General positive assessment	186	1.9%	"I like the new ui but on phone I can only see up to three hours or four hours of weather without scrolling previously I could see nearly the whole day"	This exclusive fallback captures clear praise of the beta where the wording does not support a narrower named positive theme.
Comprehensive and detailed information	83	0.8%	"Revert back to classic style which is concise detailed and easy to use Sorry but I will NOT be using the new site in future if that is the only option"	Users value sufficient forecast breadth and detail, provided the variables remain easy to locate and compare.
Trust and forecast reliability	80	0.8%	"I would try and be accurate You have forecast rain for most of today We have had 2 showers each lasting about 2 minutes eachyour forecasts are rubbish"	Users value the beta when Met Office information appears accurate and consistent. Protecting this trust requires resolving contradictory displays.

4. Most Critical Pain Points

Pain point	Items	Percentage	Supporting quotation	Hypothesis	Priority
Low information density and excessive scrolling	1,702	17.2%	"The old website is more concise. For the new one I have to scroll through lots of data to find information that was on the main page e.g. wind gusting"	Users need to compare several hours, variables and days quickly. Oversized cards, generous spacing and limited visible hours force repeated scrolling, particularly on desktop and tablet.	P0
Missing wind speed, gusts and direction	1,025	10.4%	"You have removed a lot of useful data presented on the forecast page Feels like wind speeds gusts and visibility are all metrics I would use regularly"	Users need hourly numerical wind speed, gust speed and direction to assess changing conditions and make decisions about sailing, cycling, walking, travel, outdoor work and property safety. Descriptive labels alone do not show the timing or severity of gusts.	P0
Readability, colour and accessibility	670	6.8%	"Go back to the old layout It is much easier to read and has more information visible on the page The new format with the black background isnt as good"	Users need forecast content that remains legible across different visual, cognitive and environmental access needs. Dark backgrounds, weak contrast, motion and reliance on colour can make information difficult to interpret.	P1

Pain point	Items	Percentage	Supporting quotation	Hypothesis	Priority
Day and forecast navigation	562	5.7%	"I dont understand why when you click on a day it first shows you the forecast from midnight to 6am Surely most people are interested in during the day"	Users need continuous movement through consecutive hours and days, including overnight periods, to understand how conditions develop. Interrupted timelines and resets increase effort.	P1
Feels-like temperature	376	3.8%	"It feels like I need to scroll further to get an overview of the whole day I liked the smaller icons of the old design so I could see more at a glance"	Users rely on feels-like temperature to understand experienced conditions when wind, humidity and air temperature interact, affecting clothing, health, travel and outdoor decisions.	P0

Low information density and excessive scrolling

Users need to compare several hours, variables and days quickly. Oversized cards, generous spacing and limited visible hours force repeated scrolling, particularly on desktop and tablet.

Product recommendation: Provide a responsive compact view that shows more decision-relevant information on one screen.

Missing wind speed, gusts and direction

Users need hourly numerical wind speed, gust speed and direction to assess changing conditions and make decisions about sailing, cycling, walking, travel, outdoor work and property safety. Descriptive labels alone do not show the timing or severity of gusts.

Product recommendation: Keep hourly numerical wind speed, gust speed and direction prominent and apply the selected unit consistently.

Readability, colour and accessibility

Users need forecast content that remains legible across different visual, cognitive and environmental access needs. Dark backgrounds, weak contrast, motion and reliance on colour can make information difficult to interpret.

Product recommendation: Offer tested light and dark options, strong contrast, scalable text, reduced motion and symbols that do not rely on colour alone.

Day and forecast navigation

Users need continuous movement through consecutive hours and days, including overnight periods, to understand how conditions develop. Interrupted timelines and resets increase effort.

Product recommendation: Provide persistent day controls, continuous hourly navigation across midnight and retention of the selected time position.

Feels-like temperature

Users rely on feels-like temperature to understand experienced conditions when wind, humidity and air temperature interact, affecting clothing, health, travel and outdoor decisions.

Product recommendation: Show feels-like temperature beside actual temperature at hourly level across screen sizes.

5. Smaller Frequently Observed Issues

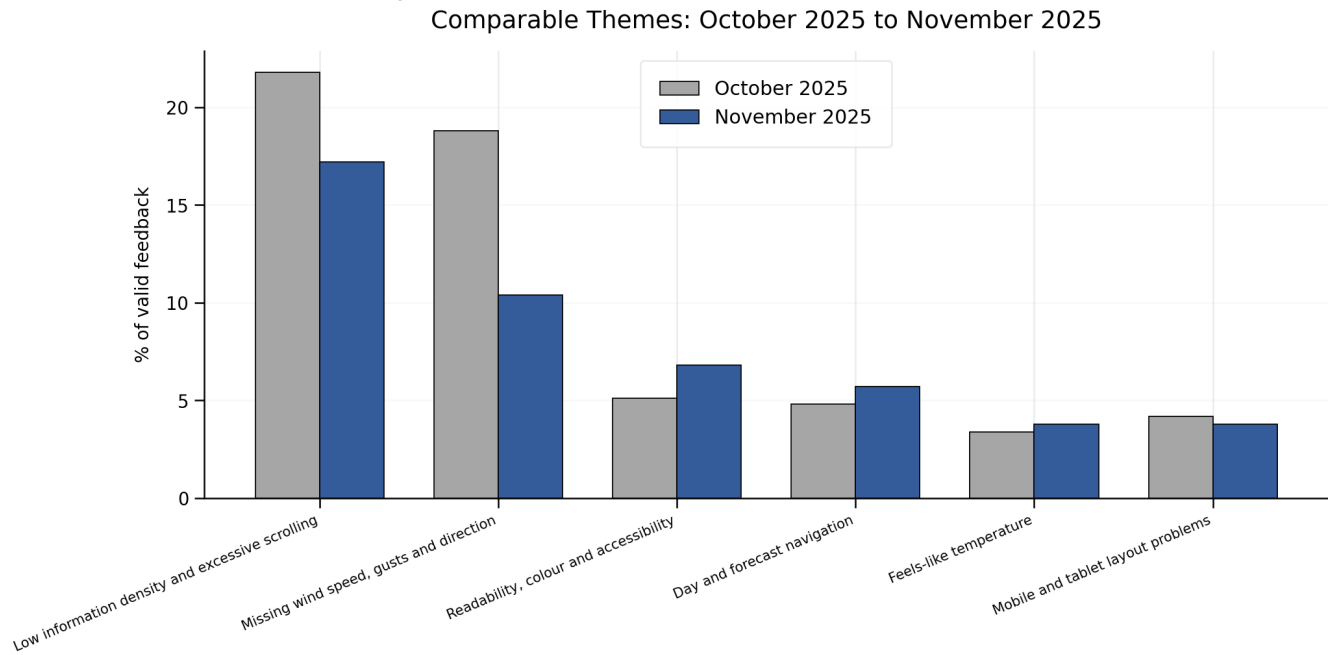
Issue	Items	Percentage	Context	Priority
Mobile and tablet layout problems	371	3.8%	Users need responsive layouts that preserve core forecast detail without clipping content, creating blank space or introducing unintended scrolling.	P1
Units and configuration limitations	341	3.5%	Users need measurement, clock, location and display preferences to remain consistent across visits and forecast views. Repeated resets increase effort and can affect specialist interpretation.	P1
Humidity	149	1.5%	Users need hourly humidity for comfort, health, gardening, drying and property-management decisions. A daily range or hidden filter is less useful when timing matters.	P1
Wrong, inconsistent or broken forecast display	125	1.3%	Users need consistent dates, locations, values and controls so they can identify the authoritative forecast. Contradictory views and broken interactions undermine confidence.	P0
UV index	118	1.2%	Users need a numerical hourly UV index to plan sun protection, outdoor work and health-sensitive activity. Broad labels hide changes during the day.	P1
Missing sunrise or sunset information	93	0.9%	Users rely on sunrise, sunset and daylight duration to plan travel, walking, animal care and outdoor work safely.	P2

6. Explicit New Feature Requests

Feature request	Items	Percentage	Suggested product interpretation
Pressure or isobar map layer	10	0.1%	Add optional pressure or isobar context to the weather map.
Customisable forecast layout or widgets	8	0.1%	Allow users to select, order and retain preferred forecast modules.
Historical weather or observations	2	Less than 0.1%	Provide accessible recent observations or historical weather information.
Moon phase or astronomical information	1	Less than 0.1%	Add moon phase and related astronomical timings.

7. Trend Analysis

October 2025 to November 2025 comparison



Theme	October 2025	November 2025	Movement	Status
Low information density and excessive scrolling	21.8%	17.2%	-4.6 percentage points	Decreasing
Missing wind speed, gusts and direction	18.8%	10.4%	-8.4 percentage points	Decreasing
Readability, colour and accessibility	5.1%	6.8%	+1.7 percentage points	Increasing
Day and forecast navigation	4.8%	5.7%	+0.9 percentage points	Increasing
Feels-like temperature	3.4%	3.8%	+0.4 percentage points	Increasing
Mobile and tablet layout problems	4.2%	3.8%	-0.4 percentage points	Decreasing

Comparison uses each theme's percentage of valid monthly feedback because monthly response volumes differ. Movement is shown in percentage points.

8. Conclusion

The month's strongest user need concerns low information density and excessive scrolling. The immediate product focus should address the leading P0 and P1 themes in descending order of evidence while protecting positive strengths such as clarity and ease of use, useful for planning and decisions.

December 2025

1. Executive Summary

This monthly report analyses 3,648 substantive feedback submissions dated 01 December 2025 to 31 December 2025. The comment-bearing sentiment base and valid thematic-analysis base are both 3,648. Sentiment is submission-level and mutually exclusive; themes are multi-label.

Three largest pain points:

- Low information density and excessive scrolling: 527 (14.4%).
- Missing wind speed, gusts and direction: 336 (9.2%).
- Readability, colour and accessibility: 333 (9.1%).

Two largest positive themes:

- Clarity and ease of use: 125 (3.4%).
- Useful for planning and decisions: 115 (3.2%).

The principal product implication is to address low information density and excessive scrolling while preserving the aspects of the beta that users describe positively.

2. Monthly Feedback Sentiment

Sentiment	Number of unique represented submissions	Percentage of comment-bearing submissions
Positive	298	8.2%
Negative	1,264	34.6%
Mixed	148	4.1%
Neutral	1,938	53.1%

Sentiment is calculated once per substantive written submission. CSAT is not used. The four categories reconcile exactly to the monthly comment-bearing denominator.

3. Positive Themes

Positive theme	Items	Percentage	Supporting quotation	Hypothesis
Clarity and ease of use	125	3.4%	"Revert back to classic style which is concise detailed and easy to use Sorry but I will NOT be using the new site in future if that is the only option"	Users value beta information that is clear, quick to scan and easy to understand. A simple overview should coexist with accessible detail.
Useful for planning and decisions	115	3.2%	"Why cant you see the week overview at a glance If I want to know the weather now I can look out the window its the weekly forecast that can be helpful"	Users value the beta when it supports practical travel, work and outdoor decisions.
General positive assessment	106	2.9%	"I like the new ui but on phone I can only see up to three hours or four hours of weather without scrolling previously I could see nearly the whole day"	This exclusive fallback captures clear praise of the beta where the wording does not support a narrower named positive theme.
Comprehensive and detailed information	44	1.2%	"Revert back to classic style which is concise detailed and easy to use Sorry but I will NOT be using the new site in future if that is the only option"	Users value sufficient forecast breadth and detail, provided the variables remain easy to locate and compare.
Trust and forecast reliability	39	1.1%	"I would try and be accurate You have forecast rain for most of today We have had 2 showers each lasting about 2 minutes eachyour forecasts are rubbish"	Users value the beta when Met Office information appears accurate and consistent. Protecting this trust requires resolving contradictory displays.

4. Most Critical Pain Points

Pain point	Items	Percentage	Supporting quotation	Hypothesis	Priority
Low information density and excessive scrolling	527	14.4%	"The old website is more concise. For the new one I have to scroll through lots of data to find information that was on the main page e.g. wind gusting"	Users need to compare several hours, variables and days quickly. Oversized cards, generous spacing and limited visible hours force repeated scrolling, particularly on desktop and tablet.	P0
Missing wind speed, gusts and direction	336	9.2%	"You have removed a lot of useful data presented on the forecast page Feels like wind speeds gusts and visibility are all metrics I would use regularly"	Users need hourly numerical wind speed, gust speed and direction to assess changing conditions and make decisions about sailing, cycling, walking, travel, outdoor work and property safety. Descriptive labels alone do not show the timing or severity of gusts.	P0
Readability, colour and accessibility	333	9.1%	"Go back to the old layout It is much easier to read and has more information visible on the page The new format with the black background isnt as good"	Users need forecast content that remains legible across different visual, cognitive and environmental access needs. Dark backgrounds, weak contrast, motion and reliance on colour can make information difficult to interpret.	P1

Pain point	Items	Percentage	Supporting quotation	Hypothesis	Priority
Day and forecast navigation	247	6.8%	"I dont understand why when you click on a day it first shows you the forecast from midnight to 6am Surely most people are interested in during the day"	Users need continuous movement through consecutive hours and days, including overnight periods, to understand how conditions develop. Interrupted timelines and resets increase effort.	P1
Units and configuration limitations	174	4.8%	"Hi I have selected my preferred wind speed units using the settings icon But the website still displays in MPH not in the units I need for work Thanks"	Users need measurement, clock, location and display preferences to remain consistent across visits and forecast views. Repeated resets increase effort and can affect specialist interpretation.	P1

Low information density and excessive scrolling

Users need to compare several hours, variables and days quickly. Oversized cards, generous spacing and limited visible hours force repeated scrolling, particularly on desktop and tablet.

Product recommendation: Provide a responsive compact view that shows more decision-relevant information on one screen.

Missing wind speed, gusts and direction

Users need hourly numerical wind speed, gust speed and direction to assess changing conditions and make decisions about sailing, cycling, walking, travel, outdoor work and property safety. Descriptive labels alone do not show the timing or severity of gusts.

Product recommendation: Keep hourly numerical wind speed, gust speed and direction prominent and apply the selected unit consistently.

Readability, colour and accessibility

Users need forecast content that remains legible across different visual, cognitive and environmental access needs. Dark backgrounds, weak contrast, motion and reliance on colour can make information difficult to interpret.

Product recommendation: Offer tested light and dark options, strong contrast, scalable text, reduced motion and symbols that do not rely on colour alone.

Day and forecast navigation

Users need continuous movement through consecutive hours and days, including overnight periods, to understand how conditions develop. Interrupted timelines and resets increase effort.

Product recommendation: Provide persistent day controls, continuous hourly navigation across midnight and retention of the selected time position.

Units and configuration limitations

Users need measurement, clock, location and display preferences to remain consistent across visits and forecast views. Repeated resets increase effort and can affect specialist interpretation.

Product recommendation: Persist units, clock and display preferences across sessions and all forecast views.

5. Smaller Frequently Observed Issues

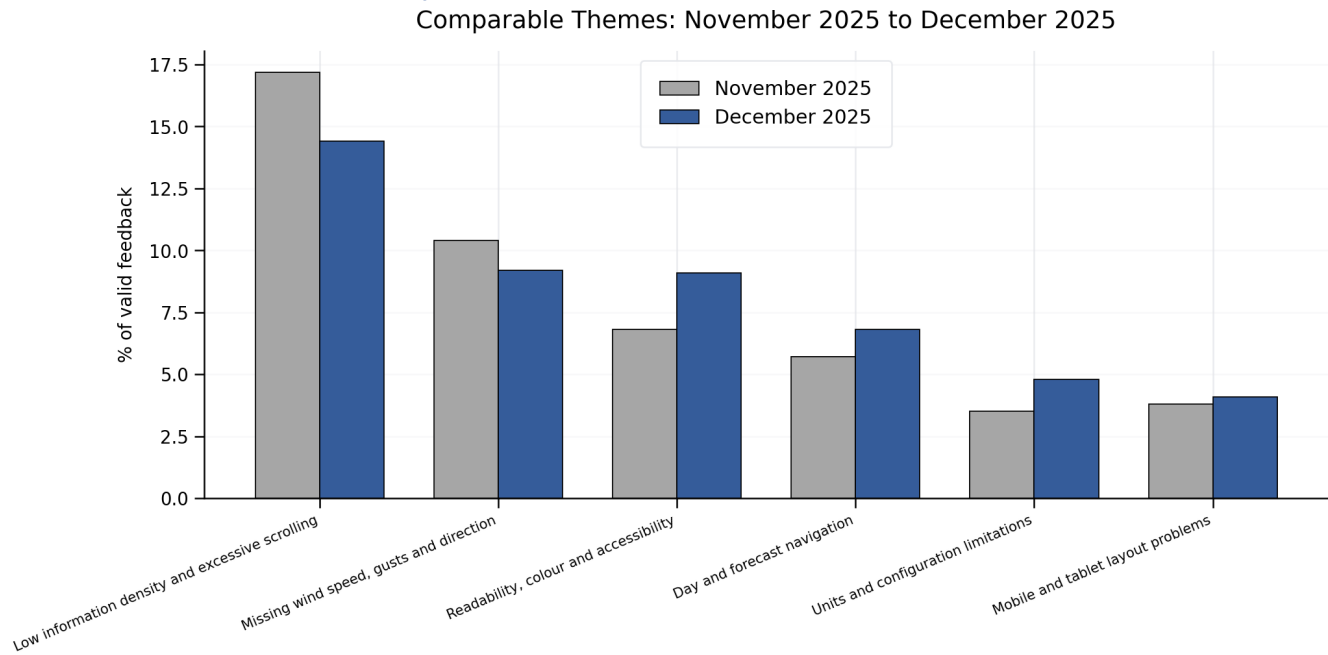
Issue	Items	Percentage	Context	Priority
Mobile and tablet layout problems	150	4.1%	Users need responsive layouts that preserve core forecast detail without clipping content, creating blank space or introducing unintended scrolling.	P1
Feels-like temperature	103	2.8%	Users rely on feels-like temperature to understand experienced conditions when wind, humidity and air temperature interact, affecting clothing, health, travel and outdoor decisions.	P0
Wrong, inconsistent or broken forecast display	75	2.1%	Users need consistent dates, locations, values and controls so they can identify the authoritative forecast. Contradictory views and broken interactions undermine confidence.	P0
Missing dates in forecast	66	1.8%	Users need calendar dates alongside weekday names when planning several days ahead. Weekday-only labels create ambiguity.	P1
UV index	41	1.1%	Users need a numerical hourly UV index to plan sun protection, outdoor work and health-sensitive activity. Broad labels hide changes during the day.	P1
Humidity	38	1.0%	Users need hourly humidity for comfort, health, gardening, drying and property-management decisions. A daily range or hidden filter is less useful when timing matters.	P1

6. Explicit New Feature Requests

Feature request	Items	Percentage	Suggested product interpretation
Customisable forecast layout or widgets	7	0.2%	Allow users to select, order and retain preferred forecast modules.
Pressure or isobar map layer	6	0.2%	Add optional pressure or isobar context to the weather map.
Moon phase or astronomical information	2	0.1%	Add moon phase and related astronomical timings.
30-minute forecast intervals	1	Less than 0.1%	Offer half-hour granularity where forecast data supports it.
Historical weather or observations	1	Less than 0.1%	Provide accessible recent observations or historical weather information.
Tide times and wave-height module	1	Less than 0.1%	Provide dedicated coastal planning information for relevant locations.

7. Trend Analysis

November 2025 to December 2025 comparison



Theme	November 2025	December 2025	Movement	Status
Low information density and excessive scrolling	17.2%	14.4%	-2.8 percentage points	Decreasing
Missing wind speed, gusts and direction	10.4%	9.2%	-1.2 percentage points	Decreasing
Readability, colour and accessibility	6.8%	9.1%	+2.3 percentage points	Increasing
Day and forecast navigation	5.7%	6.8%	+1.1 percentage points	Increasing
Units and configuration limitations	3.5%	4.8%	+1.3 percentage points	Increasing
Mobile and tablet layout problems	3.8%	4.1%	+0.3 percentage points	Increasing

Comparison uses each theme’s percentage of valid monthly feedback because monthly response volumes differ. Movement is shown in percentage points.

8. Conclusion

The month’s strongest user need concerns low information density and excessive scrolling. The immediate product focus should address the leading P0 and P1 themes in descending order of evidence while protecting positive strengths such as clarity and ease of use, useful for planning and decisions.

January 2026

1. Executive Summary

This monthly report analyses 4,731 substantive feedback submissions dated 01 January 2026 to 31 January 2026. The comment-bearing sentiment base and valid thematic-analysis base are both 4,731. Sentiment is submission-level and mutually exclusive; themes are multi-label.

Three largest pain points:

- Low information density and excessive scrolling: 816 (17.2%).
- Readability, colour and accessibility: 474 (10.0%).
- Missing wind speed, gusts and direction: 436 (9.2%).

Two largest positive themes:

- Clarity and ease of use: 163 (3.4%).
- Useful for planning and decisions: 136 (2.9%).

The principal product implication is to address low information density and excessive scrolling while preserving the aspects of the beta that users describe positively.

2. Monthly Feedback Sentiment

Sentiment	Number of unique represented submissions	Percentage of comment-bearing submissions
Positive	326	6.9%
Negative	1,798	38.0%
Mixed	252	5.3%
Neutral	2,355	49.8%

Sentiment is calculated once per substantive written submission. CSAT is not used. The four categories reconcile exactly to the monthly comment-bearing denominator.

3. Positive Themes

Positive theme	Items	Percentage	Supporting quotation	Hypothesis
Clarity and ease of use	163	3.4%	"Revert back to classic style which is concise detailed and easy to use Sorry but I will NOT be using the new site in future if that is the only option"	Users value beta information that is clear, quick to scan and easy to understand. A simple overview should coexist with accessible detail.
Useful for planning and decisions	136	2.9%	"Why cant you see the week overview at a glance If I want to know the weather now I can look out the window its the weekly forecast that can be helpful"	Users value the beta when it supports practical travel, work and outdoor decisions.
General positive assessment	118	2.5%	"I like the new ui but on phone I can only see up to three hours or four hours of weather without scrolling previously I could see nearly the whole day"	This exclusive fallback captures clear praise of the beta where the wording does not support a narrower named positive theme.
Comprehensive and detailed information	63	1.3%	"Revert back to classic style which is concise detailed and easy to use Sorry but I will NOT be using the new site in future if that is the only option"	Users value sufficient forecast breadth and detail, provided the variables remain easy to locate and compare.
Trust and forecast reliability	57	1.2%	"I would try and be accurate You have forecast rain for most of today We have had 2 showers each lasting about 2 minutes eachyour forecasts are rubbish"	Users value the beta when Met Office information appears accurate and consistent. Protecting this trust requires resolving contradictory displays.

4. Most Critical Pain Points

Pain point	Items	Percentage	Supporting quotation	Hypothesis	Priority
Low information density and excessive scrolling	816	17.2%	"The old website is more concise. For the new one I have to scroll through lots of data to find information that was on the main page e.g. wind gusting"	Users need to compare several hours, variables and days quickly. Oversized cards, generous spacing and limited visible hours force repeated scrolling, particularly on desktop and tablet.	P0
Readability, colour and accessibility	474	10.0%	"Go back to the old layout It is much easier to read and has more information visible on the page The new format with the black background isnt as good"	Users need forecast content that remains legible across different visual, cognitive and environmental access needs. Dark backgrounds, weak contrast, motion and reliance on colour can make information difficult to interpret.	P1
Missing wind speed, gusts and direction	436	9.2%	"You have removed a lot of useful data presented on the forecast page Feels like wind speeds gusts and visibility are all metrics I would use regularly"	Users need hourly numerical wind speed, gust speed and direction to assess changing conditions and make decisions about sailing, cycling, walking, travel, outdoor work and property safety. Descriptive labels alone do not show the timing or severity of gusts.	P0

Pain point	Items	Percentage	Supporting quotation	Hypothesis	Priority
Day and forecast navigation	283	6.0%	"I dont understand why when you click on a day it first shows you the forecast from midnight to 6am Surely most people are interested in during the day"	Users need continuous movement through consecutive hours and days, including overnight periods, to understand how conditions develop. Interrupted timelines and resets increase effort.	P1
Mobile and tablet layout problems	227	4.8%	"Its too dark Its not optimised for mobile phone usage Too much scrolling side to side and up and down is required AND WHY IS THERE NO DATE ON ANY DAYS"	Users need responsive layouts that preserve core forecast detail without clipping content, creating blank space or introducing unintended scrolling.	P1

Low information density and excessive scrolling

Users need to compare several hours, variables and days quickly. Oversized cards, generous spacing and limited visible hours force repeated scrolling, particularly on desktop and tablet.

Product recommendation: Provide a responsive compact view that shows more decision-relevant information on one screen.

Readability, colour and accessibility

Users need forecast content that remains legible across different visual, cognitive and environmental access needs. Dark backgrounds, weak contrast, motion and reliance on colour can make information difficult to interpret.

Product recommendation: Offer tested light and dark options, strong contrast, scalable text, reduced motion and symbols that do not rely on colour alone.

Missing wind speed, gusts and direction

Users need hourly numerical wind speed, gust speed and direction to assess changing conditions and make decisions about sailing, cycling, walking, travel, outdoor work and property safety. Descriptive labels alone do not show the timing or severity of gusts.

Product recommendation: Keep hourly numerical wind speed, gust speed and direction prominent and apply the selected unit consistently.

Day and forecast navigation

Users need continuous movement through consecutive hours and days, including overnight periods, to understand how conditions develop. Interrupted timelines and resets increase effort.

Product recommendation: Provide persistent day controls, continuous hourly navigation across midnight and retention of the selected time position.

Mobile and tablet layout problems

Users need responsive layouts that preserve core forecast detail without clipping content, creating blank space or introducing unintended scrolling.

Product recommendation: Test and optimise core journeys across common mobile and tablet sizes, browsers and orientations.

5. Smaller Frequently Observed Issues

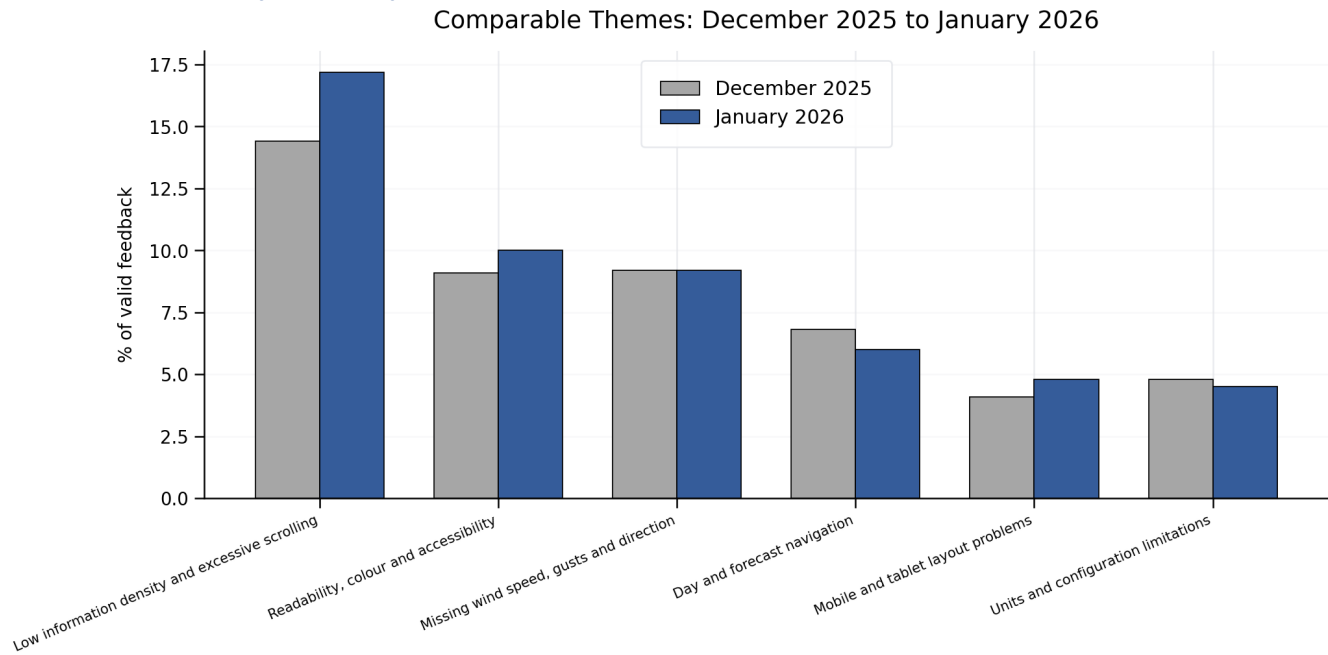
Issue	Items	Percentage	Context	Priority
Units and configuration limitations	214	4.5%	Users need measurement, clock, location and display preferences to remain consistent across visits and forecast views. Repeated resets increase effort and can affect specialist interpretation.	P1
Feels-like temperature	191	4.0%	Users rely on feels-like temperature to understand experienced conditions when wind, humidity and air temperature interact, affecting clothing, health, travel and outdoor decisions.	P0
Wrong, inconsistent or broken forecast display	111	2.3%	Users need consistent dates, locations, values and controls so they can identify the authoritative forecast. Contradictory views and broken interactions undermine confidence.	P0
Visibility	53	1.1%	Users need hourly visibility detail for travel, walking, photography and planning around fog or mist.	P1
UV index	47	1.0%	Users need a numerical hourly UV index to plan sun protection, outdoor work and health-sensitive activity. Broad labels hide changes during the day.	P1
Missing sunrise or sunset information	46	1.0%	Users rely on sunrise, sunset and daylight duration to plan travel, walking, animal care and outdoor work safely.	P2

6. Explicit New Feature Requests

Feature request	Items	Percentage	Suggested product interpretation
Customisable forecast layout or widgets	9	0.2%	Allow users to select, order and retain preferred forecast modules.
Pressure or isobar map layer	6	0.1%	Add optional pressure or isobar context to the weather map.
Historical weather or observations	2	Less than 0.1%	Provide accessible recent observations or historical weather information.
Tide times and wave-height module	2	Less than 0.1%	Provide dedicated coastal planning information for relevant locations.
Sea temperature	1	Less than 0.1%	Add sea-temperature information for relevant coastal locations.

7. Trend Analysis

December 2025 to January 2026 comparison



Theme	December 2025	January 2026	Movement	Status
Low information density and excessive scrolling	14.4%	17.2%	+2.8 percentage points	Increasing
Readability, colour and accessibility	9.1%	10.0%	+0.9 percentage points	Increasing
Missing wind speed, gusts and direction	9.2%	9.2%	+0.0 percentage points	Stable
Day and forecast navigation	6.8%	6.0%	-0.8 percentage points	Decreasing
Mobile and tablet layout problems	4.1%	4.8%	+0.7 percentage points	Increasing
Units and configuration limitations	4.8%	4.5%	-0.3 percentage points	Decreasing

Comparison uses each theme's percentage of valid monthly feedback because monthly response volumes differ. Movement is shown in percentage points.

8. Conclusion

The month's strongest user need concerns low information density and excessive scrolling. The immediate product focus should address the leading P0 and P1 themes in descending order of evidence while protecting positive strengths such as clarity and ease of use, useful for planning and decisions.

February 2026

1. Executive Summary

This monthly report analyses 4,049 substantive feedback submissions dated 01 February 2026 to 28 February 2026. The comment-bearing sentiment base and valid thematic-analysis base are both 4,049. Sentiment is submission-level and mutually exclusive; themes are multi-label.

Three largest pain points:

- Low information density and excessive scrolling: 609 (15.0%).
- Readability, colour and accessibility: 550 (13.6%).
- Missing wind speed, gusts and direction: 337 (8.3%).

Two largest positive themes:

- Clarity and ease of use: 120 (3.0%).
- Useful for planning and decisions: 84 (2.1%).

The principal product implication is to address low information density and excessive scrolling while preserving the aspects of the beta that users describe positively.

2. Monthly Feedback Sentiment

Sentiment	Number of unique represented submissions	Percentage of comment-bearing submissions
Positive	209	5.2%
Negative	1,678	41.4%
Mixed	178	4.4%
Neutral	1,984	49.0%

Sentiment is calculated once per substantive written submission. CSAT is not used. The four categories reconcile exactly to the monthly comment-bearing denominator.

3. Positive Themes

Positive theme	Items	Percentage	Supporting quotation	Hypothesis
Clarity and ease of use	120	3.0%	"Revert back to classic style which is concise detailed and easy to use Sorry but I will NOT be using the new site in future if that is the only option"	Users value beta information that is clear, quick to scan and easy to understand. A simple overview should coexist with accessible detail.
Useful for planning and decisions	84	2.1%	"Why cant you see the week overview at a glance If I want to know the weather now I can look out the window its the weekly forecast that can be helpful"	Users value the beta when it supports practical travel, work and outdoor decisions.
General positive assessment	82	2.0%	"I like the new ui but on phone I can only see up to three hours or four hours of weather without scrolling previously I could see nearly the whole day"	This exclusive fallback captures clear praise of the beta where the wording does not support a narrower named positive theme.
Trust and forecast reliability	48	1.2%	"I would try and be accurate You have forecast rain for most of today We have had 2 showers each lasting about 2 minutes eachyour forecasts are rubbish"	Users value the beta when Met Office information appears accurate and consistent. Protecting this trust requires resolving contradictory displays.
Comprehensive and detailed information	39	1.0%	"Revert back to classic style which is concise detailed and easy to use Sorry but I will NOT be using the new site in future if that is the only option"	Users value sufficient forecast breadth and detail, provided the variables remain easy to locate and compare.

4. Most Critical Pain Points

Pain point	Items	Percentage	Supporting quotation	Hypothesis	Priority
Low information density and excessive scrolling	609	15.0%	"The old website is more concise. For the new one I have to scroll through lots of data to find information that was on the main page e.g. wind gusting"	Users need to compare several hours, variables and days quickly. Oversized cards, generous spacing and limited visible hours force repeated scrolling, particularly on desktop and tablet.	P0
Readability, colour and accessibility	550	13.6%	"Go back to the old layout It is much easier to read and has more information visible on the page The new format with the black background isnt as good"	Users need forecast content that remains legible across different visual, cognitive and environmental access needs. Dark backgrounds, weak contrast, motion and reliance on colour can make information difficult to interpret.	P1
Missing wind speed, gusts and direction	337	8.3%	"You have removed a lot of useful data presented on the forecast page Feels like wind speeds gusts and visibility are all metrics I would use regularly"	Users need hourly numerical wind speed, gust speed and direction to assess changing conditions and make decisions about sailing, cycling, walking, travel, outdoor work and property safety. Descriptive labels alone do not show the timing or severity of gusts.	P0

Pain point	Items	Percentage	Supporting quotation	Hypothesis	Priority
Mobile and tablet layout problems	182	4.5%	"Its too dark Its not optimised for mobile phone usage Too much scrolling side to side and up and down is required AND WHY IS THERE NO DATE ON ANY DAYS"	Users need responsive layouts that preserve core forecast detail without clipping content, creating blank space or introducing unintended scrolling.	P1
Units and configuration limitations	158	3.9%	"Hi I have selected my preferred wind speed units using the settings icon But the website still displays in MPH not in the units I need for work Thanks"	Users need measurement, clock, location and display preferences to remain consistent across visits and forecast views. Repeated resets increase effort and can affect specialist interpretation.	P1

Low information density and excessive scrolling

Users need to compare several hours, variables and days quickly. Oversized cards, generous spacing and limited visible hours force repeated scrolling, particularly on desktop and tablet.

Product recommendation: Provide a responsive compact view that shows more decision-relevant information on one screen.

Readability, colour and accessibility

Users need forecast content that remains legible across different visual, cognitive and environmental access needs. Dark backgrounds, weak contrast, motion and reliance on colour can make information difficult to interpret.

Product recommendation: Offer tested light and dark options, strong contrast, scalable text, reduced motion and symbols that do not rely on colour alone.

Missing wind speed, gusts and direction

Users need hourly numerical wind speed, gust speed and direction to assess changing conditions and make decisions about sailing, cycling, walking, travel, outdoor work and property safety. Descriptive labels alone do not show the timing or severity of gusts.

Product recommendation: Keep hourly numerical wind speed, gust speed and direction prominent and apply the selected unit consistently.

Mobile and tablet layout problems

Users need responsive layouts that preserve core forecast detail without clipping content, creating blank space or introducing unintended scrolling.

Product recommendation: Test and optimise core journeys across common mobile and tablet sizes, browsers and orientations.

Units and configuration limitations

Users need measurement, clock, location and display preferences to remain consistent across visits and forecast views. Repeated resets increase effort and can affect specialist interpretation.

Product recommendation: Persist units, clock and display preferences across sessions and all forecast views.

5. Smaller Frequently Observed Issues

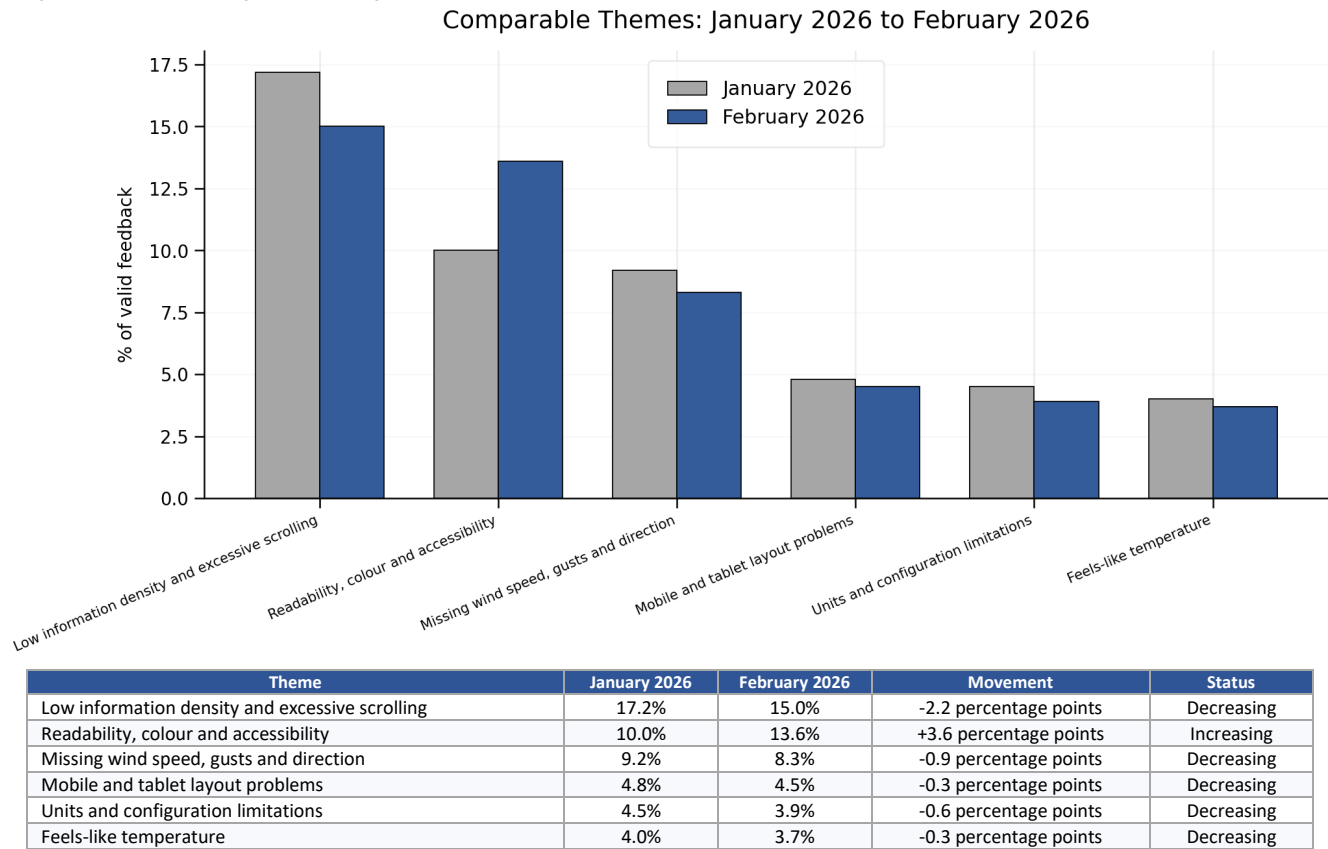
Issue	Items	Percentage	Context	Priority
Feels-like temperature	150	3.7%	Users rely on feels-like temperature to understand experienced conditions when wind, humidity and air temperature interact, affecting clothing, health, travel and outdoor decisions.	P0
Day and forecast navigation	147	3.6%	Users need continuous movement through consecutive hours and days, including overnight periods, to understand how conditions develop. Interrupted timelines and resets increase effort.	P1
Wrong, inconsistent or broken forecast display	67	1.7%	Users need consistent dates, locations, values and controls so they can identify the authoritative forecast. Contradictory views and broken interactions undermine confidence.	P0
UV index	53	1.3%	Users need a numerical hourly UV index to plan sun protection, outdoor work and health-sensitive activity. Broad labels hide changes during the day.	P1
Humidity	48	1.2%	Users need hourly humidity for comfort, health, gardening, drying and property-management decisions. A daily range or hidden filter is less useful when timing matters.	P1
Weather symbols and visual forecast cues	39	1.0%	Users need symbols and visual cues that accurately represent timing, probability and intensity without being misleading or dependent on colour alone.	P1

6. Explicit New Feature Requests

Feature request	Items	Percentage	Suggested product interpretation
Pressure or isobar map layer	4	0.1%	Add optional pressure or isobar context to the weather map.
Customisable forecast layout or widgets	3	0.1%	Allow users to select, order and retain preferred forecast modules.
30-minute forecast intervals	1	Less than 0.1%	Offer half-hour granularity where forecast data supports it.
Moon phase or astronomical information	1	Less than 0.1%	Add moon phase and related astronomical timings.

7. Trend Analysis

January 2026 to February 2026 comparison



Comparison uses each theme's percentage of valid monthly feedback because monthly response volumes differ. Movement is shown in percentage points.

8. Conclusion

The month's strongest user need concerns low information density and excessive scrolling. The immediate product focus should address the leading P0 and P1 themes in descending order of evidence while protecting positive strengths such as clarity and ease of use, useful for planning and decisions.

March 2026

1. Executive Summary

This monthly report analyses 1,266 substantive feedback submissions dated 01 March 2026 to 31 March 2026. The comment-bearing sentiment base and valid thematic-analysis base are both 1,266. Sentiment is submission-level and mutually exclusive; themes are multi-label.

Three largest pain points:

- Low information density and excessive scrolling: 229 (18.1%).
- Missing wind speed, gusts and direction: 137 (10.8%).
- Readability, colour and accessibility: 123 (9.7%).

Two largest positive themes:

- Clarity and ease of use: 49 (3.9%).
- Useful for planning and decisions: 42 (3.3%).

The principal product implication is to address low information density and excessive scrolling while preserving the aspects of the beta that users describe positively.

2. Monthly Feedback Sentiment

Sentiment	Number of unique represented submissions	Percentage of comment-bearing submissions
Positive	88	7.0%
Negative	492	38.9%
Mixed	73	5.8%
Neutral	613	48.4%

Sentiment is calculated once per substantive written submission. CSAT is not used. The four categories reconcile exactly to the monthly comment-bearing denominator.

3. Positive Themes

Positive theme	Items	Percentage	Supporting quotation	Hypothesis
Clarity and ease of use	49	3.9%	"Revert back to classic style which is concise detailed and easy to use Sorry but I will NOT be using the new site in future if that is the only option"	Users value beta information that is clear, quick to scan and easy to understand. A simple overview should coexist with accessible detail.
Useful for planning and decisions	42	3.3%	"Why cant you see the week overview at a glance If I want to know the weather now I can look out the window its the weekly forecast that can be helpful"	Users value the beta when it supports practical travel, work and outdoor decisions.
General positive assessment	28	2.2%	"I like the new ui but on phone I can only see up to three hours or four hours of weather without scrolling previously I could see nearly the whole day"	This exclusive fallback captures clear praise of the beta where the wording does not support a narrower named positive theme.
Comprehensive and detailed information	20	1.6%	"Revert back to classic style which is concise detailed and easy to use Sorry but I will NOT be using the new site in future if that is the only option"	Users value sufficient forecast breadth and detail, provided the variables remain easy to locate and compare.
Trust and forecast reliability	18	1.4%	"I would try and be accurate You have forecast rain for most of today We have had 2 showers each lasting about 2 minutes eachyour forecasts are rubbish"	Users value the beta when Met Office information appears accurate and consistent. Protecting this trust requires resolving contradictory displays.

4. Most Critical Pain Points

Pain point	Items	Percentage	Supporting quotation	Hypothesis	Priority
Low information density and excessive scrolling	229	18.1%	"The old website is more concise. For the new one I have to scroll through lots of data to find information that was on the main page e.g. wind gusting"	Users need to compare several hours, variables and days quickly. Oversized cards, generous spacing and limited visible hours force repeated scrolling, particularly on desktop and tablet.	P0
Missing wind speed, gusts and direction	137	10.8%	"You have removed a lot of useful data presented on the forecast page Feels like wind speeds gusts and visibility are all metrics I would use regularly"	Users need hourly numerical wind speed, gust speed and direction to assess changing conditions and make decisions about sailing, cycling, walking, travel, outdoor work and property safety. Descriptive labels alone do not show the timing or severity of gusts.	P0
Readability, colour and accessibility	123	9.7%	"Go back to the old layout It is much easier to read and has more information visible on the page The new format with the black background isnt as good"	Users need forecast content that remains legible across different visual, cognitive and environmental access needs. Dark backgrounds, weak contrast, motion and reliance on colour can make information difficult to interpret.	P1

Pain point	Items	Percentage	Supporting quotation	Hypothesis	Priority
Feels-like temperature	68	5.4%	"It feels like I need to scroll further to get an overview of the whole day I liked the smaller icons of the old design so I could see more at a glance"	Users rely on feels-like temperature to understand experienced conditions when wind, humidity and air temperature interact, affecting clothing, health, travel and outdoor decisions.	P0
Mobile and tablet layout problems	56	4.4%	"Its too dark Its not optimised for mobile phone usage Too much scrolling side to side and up and down is required AND WHY IS THERE NO DATE ON ANY DAYS"	Users need responsive layouts that preserve core forecast detail without clipping content, creating blank space or introducing unintended scrolling.	P1

Low information density and excessive scrolling

Users need to compare several hours, variables and days quickly. Oversized cards, generous spacing and limited visible hours force repeated scrolling, particularly on desktop and tablet.

Product recommendation: Provide a responsive compact view that shows more decision-relevant information on one screen.

Missing wind speed, gusts and direction

Users need hourly numerical wind speed, gust speed and direction to assess changing conditions and make decisions about sailing, cycling, walking, travel, outdoor work and property safety. Descriptive labels alone do not show the timing or severity of gusts.

Product recommendation: Keep hourly numerical wind speed, gust speed and direction prominent and apply the selected unit consistently.

Readability, colour and accessibility

Users need forecast content that remains legible across different visual, cognitive and environmental access needs. Dark backgrounds, weak contrast, motion and reliance on colour can make information difficult to interpret.

Product recommendation: Offer tested light and dark options, strong contrast, scalable text, reduced motion and symbols that do not rely on colour alone.

Feels-like temperature

Users rely on feels-like temperature to understand experienced conditions when wind, humidity and air temperature interact, affecting clothing, health, travel and outdoor decisions.

Product recommendation: Show feels-like temperature beside actual temperature at hourly level across screen sizes.

Mobile and tablet layout problems

Users need responsive layouts that preserve core forecast detail without clipping content, creating blank space or introducing unintended scrolling.

Product recommendation: Test and optimise core journeys across common mobile and tablet sizes, browsers and orientations.

5. Smaller Frequently Observed Issues

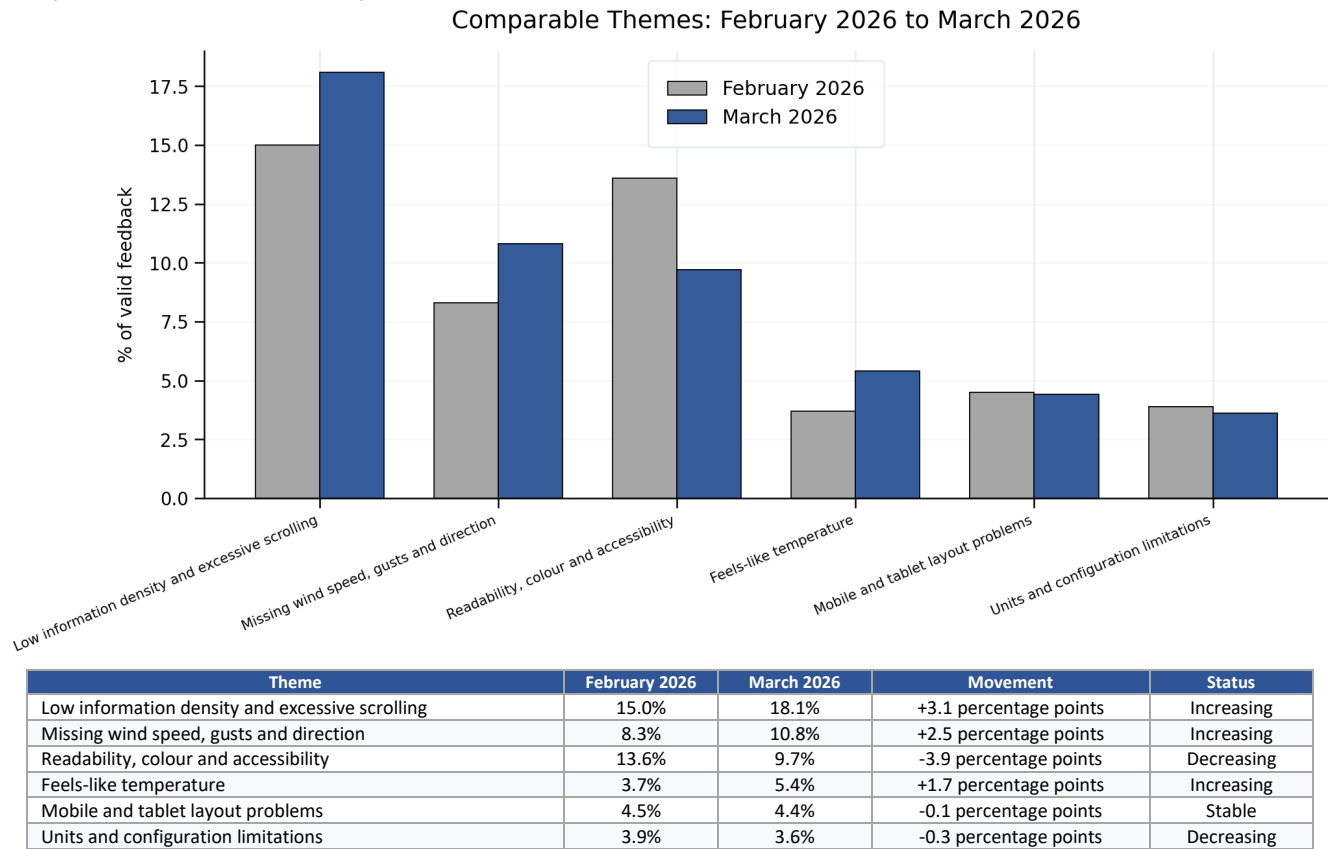
Issue	Items	Percentage	Context	Priority
Units and configuration limitations	46	3.6%	Users need measurement, clock, location and display preferences to remain consistent across visits and forecast views. Repeated resets increase effort and can affect specialist interpretation.	P1
UV index	40	3.2%	Users need a numerical hourly UV index to plan sun protection, outdoor work and health-sensitive activity. Broad labels hide changes during the day.	P1
Day and forecast navigation	39	3.1%	Users need continuous movement through consecutive hours and days, including overnight periods, to understand how conditions develop. Interrupted timelines and resets increase effort.	P1
Wrong, inconsistent or broken forecast display	24	1.9%	Users need consistent dates, locations, values and controls so they can identify the authoritative forecast. Contradictory views and broken interactions undermine confidence.	P0
Forecast accuracy or confidence	21	1.7%	Users need forecast summaries, probabilities, maps and hourly details to present a coherent account of likely conditions. Contradictions or repeated misses reduce trust and task confidence.	P0
Weather symbols and visual forecast cues	19	1.5%	Users need symbols and visual cues that accurately represent timing, probability and intensity without being misleading or dependent on colour alone.	P1

6. Explicit New Feature Requests

Feature request	Items	Percentage	Suggested product interpretation
Customisable forecast layout or widgets	3	0.2%	Allow users to select, order and retain preferred forecast modules.
Pressure or isobar map layer	3	0.2%	Add optional pressure or isobar context to the weather map.
Moon phase or astronomical information	1	0.1%	Add moon phase and related astronomical timings.

7. Trend Analysis

February 2026 to March 2026 comparison



Comparison uses each theme's percentage of valid monthly feedback because monthly response volumes differ. Movement is shown in percentage points.

8. Conclusion

The month's strongest user need concerns low information density and excessive scrolling. The immediate product focus should address the leading P0 and P1 themes in descending order of evidence while protecting positive strengths such as clarity and ease of use, useful for planning and decisions.

April 2026

1. Executive Summary

This monthly report analyses 896 substantive feedback submissions dated 01 April 2026 to 30 April 2026. The comment-bearing sentiment base and valid thematic-analysis base are both 896. Sentiment is submission-level and mutually exclusive; themes are multi-label.

Three largest pain points:

- Low information density and excessive scrolling: 150 (16.7%).
- Missing wind speed, gusts and direction: 123 (13.7%).
- Readability, colour and accessibility: 80 (8.9%).

Two largest positive themes:

- Useful for planning and decisions: 41 (4.6%).
- Clarity and ease of use: 37 (4.1%).

The principal product implication is to address low information density and excessive scrolling while preserving the aspects of the beta that users describe positively.

2. Monthly Feedback Sentiment

Sentiment	Number of unique represented submissions	Percentage of comment-bearing submissions
Positive	84	9.4%
Negative	309	34.5%
Mixed	49	5.5%
Neutral	454	50.7%

Sentiment is calculated once per substantive written submission. CSAT is not used. The four categories reconcile exactly to the monthly comment-bearing denominator.

3. Positive Themes

Positive theme	Items	Percentage	Supporting quotation	Hypothesis
Useful for planning and decisions	41	4.6%	"Why cant you see the week overview at a glance If I want to know the weather now I can look out the window its the weekly forecast that can be helpful"	Users value the beta when it supports practical travel, work and outdoor decisions.
Clarity and ease of use	37	4.1%	"Revert back to classic style which is concise detailed and easy to use Sorry but I will NOT be using the new site in future if that is the only option"	Users value beta information that is clear, quick to scan and easy to understand. A simple overview should coexist with accessible detail.
General positive assessment	30	3.3%	"I like the new ui but on phone I can only see up to three hours or four hours of weather without scrolling previously I could see nearly the whole day"	This exclusive fallback captures clear praise of the beta where the wording does not support a narrower named positive theme.
Trust and forecast reliability	20	2.2%	"I would try and be accurate You have forecast rain for most of today We have had 2 showers each lasting about 2 minutes eachyour forecasts are rubbish"	Users value the beta when Met Office information appears accurate and consistent. Protecting this trust requires resolving contradictory displays.
Comprehensive and detailed information	9	1.0%	"Revert back to classic style which is concise detailed and easy to use Sorry but I will NOT be using the new site in future if that is the only option"	Users value sufficient forecast breadth and detail, provided the variables remain easy to locate and compare.

4. Most Critical Pain Points

Pain point	Items	Percentage	Supporting quotation	Hypothesis	Priority
Low information density and excessive scrolling	150	16.7%	"The old website is more concise. For the new one I have to scroll through lots of data to find information that was on the main page e.g. wind gusting"	Users need to compare several hours, variables and days quickly. Oversized cards, generous spacing and limited visible hours force repeated scrolling, particularly on desktop and tablet.	P0
Missing wind speed, gusts and direction	123	13.7%	"You have removed a lot of useful data presented on the forecast page Feels like wind speeds gusts and visibility are all metrics I would use regularly"	Users need hourly numerical wind speed, gust speed and direction to assess changing conditions and make decisions about sailing, cycling, walking, travel, outdoor work and property safety. Descriptive labels alone do not show the timing or severity of gusts.	P0
Readability, colour and accessibility	80	8.9%	"Go back to the old layout It is much easier to read and has more information visible on the page The new format with the black background isnt as good"	Users need forecast content that remains legible across different visual, cognitive and environmental access needs. Dark backgrounds, weak contrast, motion and reliance on colour can make information difficult to interpret.	P1

Pain point	Items	Percentage	Supporting quotation	Hypothesis	Priority
Mobile and tablet layout problems	50	5.6%	"Its too dark Its not optimised for mobile phone usage Too much scrolling side to side and up and down is required AND WHY IS THERE NO DATE ON ANY DAYS"	Users need responsive layouts that preserve core forecast detail without clipping content, creating blank space or introducing unintended scrolling.	P1
Feels-like temperature	42	4.7%	"It feels like I need to scroll further to get an overview of the whole day I liked the smaller icons of the old design so I could see more at a glance"	Users rely on feels-like temperature to understand experienced conditions when wind, humidity and air temperature interact, affecting clothing, health, travel and outdoor decisions.	P0

Low information density and excessive scrolling

Users need to compare several hours, variables and days quickly. Oversized cards, generous spacing and limited visible hours force repeated scrolling, particularly on desktop and tablet.

Product recommendation: Provide a responsive compact view that shows more decision-relevant information on one screen.

Missing wind speed, gusts and direction

Users need hourly numerical wind speed, gust speed and direction to assess changing conditions and make decisions about sailing, cycling, walking, travel, outdoor work and property safety. Descriptive labels alone do not show the timing or severity of gusts.

Product recommendation: Keep hourly numerical wind speed, gust speed and direction prominent and apply the selected unit consistently.

Readability, colour and accessibility

Users need forecast content that remains legible across different visual, cognitive and environmental access needs. Dark backgrounds, weak contrast, motion and reliance on colour can make information difficult to interpret.

Product recommendation: Offer tested light and dark options, strong contrast, scalable text, reduced motion and symbols that do not rely on colour alone.

Mobile and tablet layout problems

Users need responsive layouts that preserve core forecast detail without clipping content, creating blank space or introducing unintended scrolling.

Product recommendation: Test and optimise core journeys across common mobile and tablet sizes, browsers and orientations.

Feels-like temperature

Users rely on feels-like temperature to understand experienced conditions when wind, humidity and air temperature interact, affecting clothing, health, travel and outdoor decisions.

Product recommendation: Show feels-like temperature beside actual temperature at hourly level across screen sizes.

5. Smaller Frequently Observed Issues

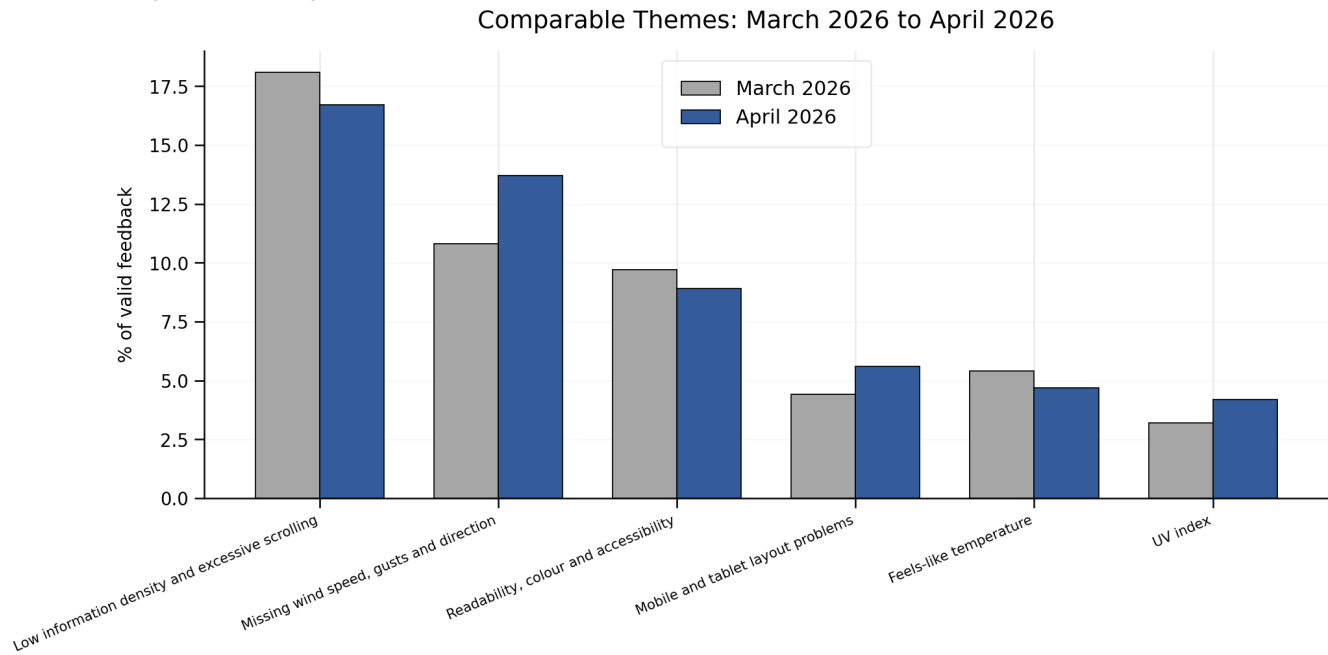
Issue	Items	Percentage	Context	Priority
UV index	38	4.2%	Users need a numerical hourly UV index to plan sun protection, outdoor work and health-sensitive activity. Broad labels hide changes during the day.	P1
Units and configuration limitations	36	4.0%	Users need measurement, clock, location and display preferences to remain consistent across visits and forecast views. Repeated resets increase effort and can affect specialist interpretation.	P1
Day and forecast navigation	28	3.1%	Users need continuous movement through consecutive hours and days, including overnight periods, to understand how conditions develop. Interrupted timelines and resets increase effort.	P1
Humidity	17	1.9%	Users need hourly humidity for comfort, health, gardening, drying and property-management decisions. A daily range or hidden filter is less useful when timing matters.	P1
Wrong, inconsistent or broken forecast display	13	1.5%	Users need consistent dates, locations, values and controls so they can identify the authoritative forecast. Contradictory views and broken interactions undermine confidence.	P0
Visibility	13	1.5%	Users need hourly visibility detail for travel, walking, photography and planning around fog or mist.	P1

6. Explicit New Feature Requests

Feature request	Items	Percentage	Suggested product interpretation
Customisable forecast layout or widgets	3	0.3%	Allow users to select, order and retain preferred forecast modules.

7. Trend Analysis

March 2026 to April 2026 comparison



Theme	March 2026	April 2026	Movement	Status
Low information density and excessive scrolling	18.1%	16.7%	-1.4 percentage points	Decreasing
Missing wind speed, gusts and direction	10.8%	13.7%	+2.9 percentage points	Increasing
Readability, colour and accessibility	9.7%	8.9%	-0.8 percentage points	Decreasing
Mobile and tablet layout problems	4.4%	5.6%	+1.2 percentage points	Increasing
Feels-like temperature	5.4%	4.7%	-0.7 percentage points	Decreasing
UV index	3.2%	4.2%	+1.0 percentage points	Increasing

Comparison uses each theme’s percentage of valid monthly feedback because monthly response volumes differ. Movement is shown in percentage points.

8. Conclusion

The month’s strongest user need concerns low information density and excessive scrolling. The immediate product focus should address the leading P0 and P1 themes in descending order of evidence while protecting positive strengths such as useful for planning and decisions, clarity and ease of use.

May 2026

1. Executive Summary

This monthly report analyses 817 substantive feedback submissions dated 01 May 2026 to 31 May 2026. The comment-bearing sentiment base and valid thematic-analysis base are both 817. Sentiment is submission-level and mutually exclusive; themes are multi-label.

Three largest pain points:

- Low information density and excessive scrolling: 112 (13.7%).
- Readability, colour and accessibility: 71 (8.7%).
- Missing wind speed, gusts and direction: 60 (7.3%).

Two largest positive themes:

- Useful for planning and decisions: 32 (3.9%).
- Clarity and ease of use: 30 (3.7%).

The principal product implication is to address low information density and excessive scrolling while preserving the aspects of the beta that users describe positively.

2. Monthly Feedback Sentiment

Sentiment	Number of unique represented submissions	Percentage of comment-bearing submissions
Positive	79	9.7%
Negative	274	33.5%
Mixed	35	4.3%
Neutral	429	52.5%

Sentiment is calculated once per substantive written submission. CSAT is not used. The four categories reconcile exactly to the monthly comment-bearing denominator.

3. Positive Themes

Positive theme	Items	Percentage	Supporting quotation	Hypothesis
Useful for planning and decisions	32	3.9%	"Why cant you see the week overview at a glance If I want to know the weather now I can look out the window its the weekly forecast that can be helpful"	Users value the beta when it supports practical travel, work and outdoor decisions.
Clarity and ease of use	30	3.7%	"Revert back to classic style which is concise detailed and easy to use Sorry but I will NOT be using the new site in future if that is the only option"	Users value beta information that is clear, quick to scan and easy to understand. A simple overview should coexist with accessible detail.
General positive assessment	25	3.1%	"I like the new ui but on phone I can only see up to three hours or four hours of weather without scrolling previously I could see nearly the whole day"	This exclusive fallback captures clear praise of the beta where the wording does not support a narrower named positive theme.
Trust and forecast reliability	25	3.1%	"I would try and be accurate You have forecast rain for most of today We have had 2 showers each lasting about 2 minutes eachyour forecasts are rubbish"	Users value the beta when Met Office information appears accurate and consistent. Protecting this trust requires resolving contradictory displays.
Comprehensive and detailed information	10	1.2%	"Revert back to classic style which is concise detailed and easy to use Sorry but I will NOT be using the new site in future if that is the only option"	Users value sufficient forecast breadth and detail, provided the variables remain easy to locate and compare.

4. Most Critical Pain Points

Pain point	Items	Percentage	Supporting quotation	Hypothesis	Priority
Low information density and excessive scrolling	112	13.7%	"The old website is more concise. For the new one I have to scroll through lots of data to find information that was on the main page e.g. wind gusting"	Users need to compare several hours, variables and days quickly. Oversized cards, generous spacing and limited visible hours force repeated scrolling, particularly on desktop and tablet.	P0
Readability, colour and accessibility	71	8.7%	"Go back to the old layout It is much easier to read and has more information visible on the page The new format with the black background isnt as good"	Users need forecast content that remains legible across different visual, cognitive and environmental access needs. Dark backgrounds, weak contrast, motion and reliance on colour can make information difficult to interpret.	P1
Missing wind speed, gusts and direction	60	7.3%	"You have removed a lot of useful data presented on the forecast page Feels like wind speeds gusts and visibility are all metrics I would use regularly"	Users need hourly numerical wind speed, gust speed and direction to assess changing conditions and make decisions about sailing, cycling, walking, travel, outdoor work and property safety. Descriptive labels alone do not show the timing or severity of gusts.	P0

Pain point	Items	Percentage	Supporting quotation	Hypothesis	Priority
Mobile and tablet layout problems	52	6.4%	"Its too dark Its not optimised for mobile phone usage Too much scrolling side to side and up and down is required AND WHY IS THERE NO DATE ON ANY DAYS"	Users need responsive layouts that preserve core forecast detail without clipping content, creating blank space or introducing unintended scrolling.	P1
UV index	50	6.1%	"Not a fan of the colour scheme Was happy that I could switch back but see thats coming to an end sadly Please please please add hourly uv index figures"	Users need a numerical hourly UV index to plan sun protection, outdoor work and health-sensitive activity. Broad labels hide changes during the day.	P1

Low information density and excessive scrolling

Users need to compare several hours, variables and days quickly. Oversized cards, generous spacing and limited visible hours force repeated scrolling, particularly on desktop and tablet.

Product recommendation: Provide a responsive compact view that shows more decision-relevant information on one screen.

Readability, colour and accessibility

Users need forecast content that remains legible across different visual, cognitive and environmental access needs. Dark backgrounds, weak contrast, motion and reliance on colour can make information difficult to interpret.

Product recommendation: Offer tested light and dark options, strong contrast, scalable text, reduced motion and symbols that do not rely on colour alone.

Missing wind speed, gusts and direction

Users need hourly numerical wind speed, gust speed and direction to assess changing conditions and make decisions about sailing, cycling, walking, travel, outdoor work and property safety. Descriptive labels alone do not show the timing or severity of gusts.

Product recommendation: Keep hourly numerical wind speed, gust speed and direction prominent and apply the selected unit consistently.

Mobile and tablet layout problems

Users need responsive layouts that preserve core forecast detail without clipping content, creating blank space or introducing unintended scrolling.

Product recommendation: Test and optimise core journeys across common mobile and tablet sizes, browsers and orientations.

UV index

Users need a numerical hourly UV index to plan sun protection, outdoor work and health-sensitive activity. Broad labels hide changes during the day.

Product recommendation: Display the numerical hourly UV index with clear supporting guidance.

5. Smaller Frequently Observed Issues

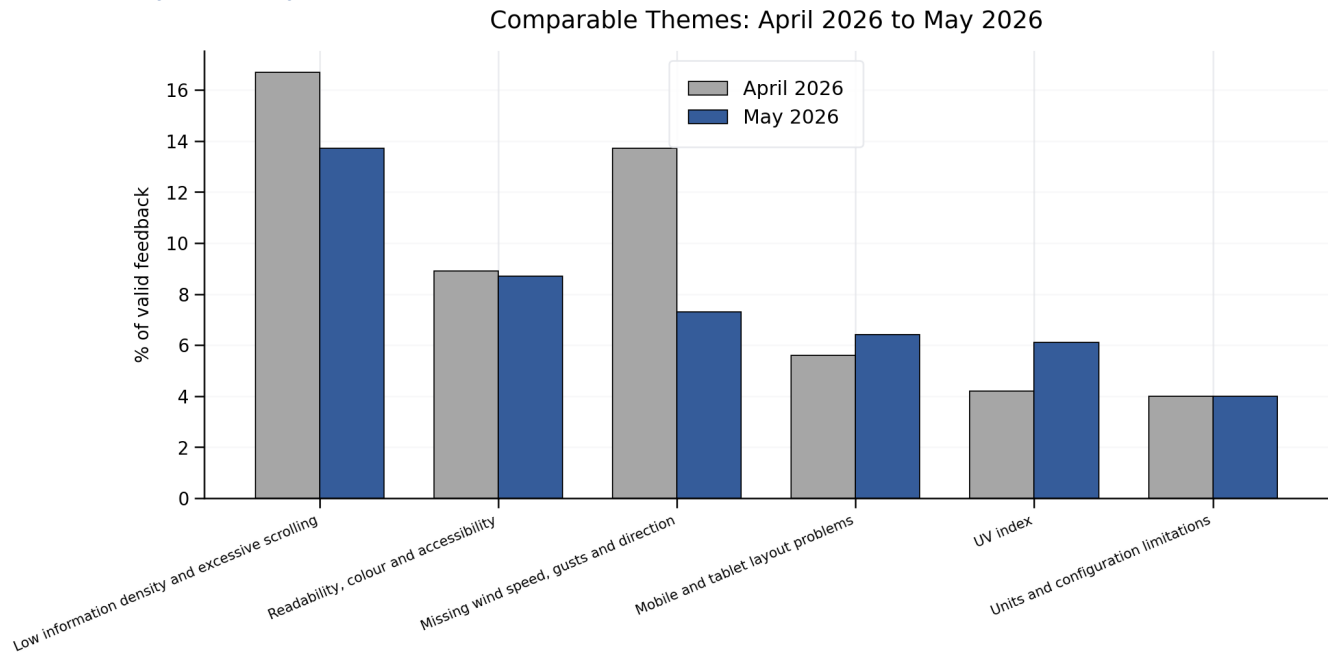
Issue	Items	Percentage	Context	Priority
Units and configuration limitations	33	4.0%	Users need measurement, clock, location and display preferences to remain consistent across visits and forecast views. Repeated resets increase effort and can affect specialist interpretation.	P1
Feels-like temperature	30	3.7%	Users rely on feels-like temperature to understand experienced conditions when wind, humidity and air temperature interact, affecting clothing, health, travel and outdoor decisions.	P0
Day and forecast navigation	20	2.4%	Users need continuous movement through consecutive hours and days, including overnight periods, to understand how conditions develop. Interrupted timelines and resets increase effort.	P1
Humidity	18	2.2%	Users need hourly humidity for comfort, health, gardening, drying and property-management decisions. A daily range or hidden filter is less useful when timing matters.	P1
Forecast accuracy or confidence	14	1.7%	Users need forecast summaries, probabilities, maps and hourly details to present a coherent account of likely conditions. Contradictions or repeated misses reduce trust and task confidence.	P0
Wrong, inconsistent or broken forecast display	11	1.3%	Users need consistent dates, locations, values and controls so they can identify the authoritative forecast. Contradictory views and broken interactions undermine confidence.	P0

6. Explicit New Feature Requests

Feature request	Items	Percentage	Suggested product interpretation
Customisable forecast layout or widgets	3	0.4%	Allow users to select, order and retain preferred forecast modules.
Pressure or isobar map layer	2	0.2%	Add optional pressure or isobar context to the weather map.

7. Trend Analysis

April 2026 to May 2026 comparison



Theme	April 2026	May 2026	Movement	Status
Low information density and excessive scrolling	16.7%	13.7%	-3.0 percentage points	Decreasing
Readability, colour and accessibility	8.9%	8.7%	-0.2 percentage points	Decreasing
Missing wind speed, gusts and direction	13.7%	7.3%	-6.4 percentage points	Decreasing
Mobile and tablet layout problems	5.6%	6.4%	+0.8 percentage points	Increasing
UV index	4.2%	6.1%	+1.9 percentage points	Increasing
Units and configuration limitations	4.0%	4.0%	+0.0 percentage points	Stable

Comparison uses each theme’s percentage of valid monthly feedback because monthly response volumes differ. Movement is shown in percentage points.

8. Conclusion

The month’s strongest user need concerns low information density and excessive scrolling. The immediate product focus should address the leading P0 and P1 themes in descending order of evidence while protecting positive strengths such as useful for planning and decisions, clarity and ease of use.

June 2026

1. Executive Summary

This monthly report analyses 1,601 substantive feedback submissions dated 01 June 2026 to 30 June 2026. The comment-bearing sentiment base and valid thematic-analysis base are both 1,601. Sentiment is submission-level and mutually exclusive; themes are multi-label.

Three largest pain points:

- Low information density and excessive scrolling: 184 (11.5%).
- Readability, colour and accessibility: 91 (5.7%).
- Missing wind speed, gusts and direction: 89 (5.6%).

Two largest positive themes:

- Trust and forecast reliability: 71 (4.4%).
- Useful for planning and decisions: 58 (3.6%).

The principal product implication is to address low information density and excessive scrolling while preserving the aspects of the beta that users describe positively.

2. Monthly Feedback Sentiment

Sentiment	Number of unique represented submissions	Percentage of comment-bearing submissions
Positive	182	11.4%
Negative	413	25.8%
Mixed	63	3.9%
Neutral	943	58.9%

Sentiment is calculated once per substantive written submission. CSAT is not used. The four categories reconcile exactly to the monthly comment-bearing denominator.

3. Positive Themes

Positive theme	Items	Percentage	Supporting quotation	Hypothesis
Trust and forecast reliability	71	4.4%	"I would try and be accurate You have forecast rain for most of today We have had 2 showers each lasting about 2 minutes eachyour forecasts are rubbish"	Users value the beta when Met Office information appears accurate and consistent. Protecting this trust requires resolving contradictory displays.
Useful for planning and decisions	58	3.6%	"Why cant you see the week overview at a glance If I want to know the weather now I can look out the window its the weekly forecast that can be helpful"	Users value the beta when it supports practical travel, work and outdoor decisions.
Clarity and ease of use	56	3.5%	"Revert back to classic style which is concise detailed and easy to use Sorry but I will NOT be using the new site in future if that is the only option"	Users value beta information that is clear, quick to scan and easy to understand. A simple overview should coexist with accessible detail.
General positive assessment	48	3.0%	"I like the new ui but on phone I can only see up to three hours or four hours of weather without scrolling previously I could see nearly the whole day"	This exclusive fallback captures clear praise of the beta where the wording does not support a narrower named positive theme.
Comprehensive and detailed information	19	1.2%	"Revert back to classic style which is concise detailed and easy to use Sorry but I will NOT be using the new site in future if that is the only option"	Users value sufficient forecast breadth and detail, provided the variables remain easy to locate and compare.

4. Most Critical Pain Points

Pain point	Items	Percentage	Supporting quotation	Hypothesis	Priority
Low information density and excessive scrolling	184	11.5%	"The old website is more concise. For the new one I have to scroll through lots of data to find information that was on the main page e.g. wind gusting"	Users need to compare several hours, variables and days quickly. Oversized cards, generous spacing and limited visible hours force repeated scrolling, particularly on desktop and tablet.	P0
Readability, colour and accessibility	91	5.7%	"Go back to the old layout It is much easier to read and has more information visible on the page The new format with the black background isnt as good"	Users need forecast content that remains legible across different visual, cognitive and environmental access needs. Dark backgrounds, weak contrast, motion and reliance on colour can make information difficult to interpret.	P1
Missing wind speed, gusts and direction	89	5.6%	"You have removed a lot of useful data presented on the forecast page Feels like wind speeds gusts and visibility are all metrics I would use regularly"	Users need hourly numerical wind speed, gust speed and direction to assess changing conditions and make decisions about sailing, cycling, walking, travel, outdoor work and property safety. Descriptive labels alone do not show the timing or severity of gusts.	P0

Pain point	Items	Percentage	Supporting quotation	Hypothesis	Priority
Mobile and tablet layout problems	72	4.5%	"Its too dark Its not optimised for mobile phone usage Too much scrolling side to side and up and down is required AND WHY IS THERE NO DATE ON ANY DAYS"	Users need responsive layouts that preserve core forecast detail without clipping content, creating blank space or introducing unintended scrolling.	P1
UV index	51	3.2%	"Not a fan of the colour scheme Was happy that I could switch back but see thats coming to an end sadly Please please please add hourly uv index figures"	Users need a numerical hourly UV index to plan sun protection, outdoor work and health-sensitive activity. Broad labels hide changes during the day.	P1

Low information density and excessive scrolling

Users need to compare several hours, variables and days quickly. Oversized cards, generous spacing and limited visible hours force repeated scrolling, particularly on desktop and tablet.

Product recommendation: Provide a responsive compact view that shows more decision-relevant information on one screen.

Readability, colour and accessibility

Users need forecast content that remains legible across different visual, cognitive and environmental access needs. Dark backgrounds, weak contrast, motion and reliance on colour can make information difficult to interpret.

Product recommendation: Offer tested light and dark options, strong contrast, scalable text, reduced motion and symbols that do not rely on colour alone.

Missing wind speed, gusts and direction

Users need hourly numerical wind speed, gust speed and direction to assess changing conditions and make decisions about sailing, cycling, walking, travel, outdoor work and property safety. Descriptive labels alone do not show the timing or severity of gusts.

Product recommendation: Keep hourly numerical wind speed, gust speed and direction prominent and apply the selected unit consistently.

Mobile and tablet layout problems

Users need responsive layouts that preserve core forecast detail without clipping content, creating blank space or introducing unintended scrolling.

Product recommendation: Test and optimise core journeys across common mobile and tablet sizes, browsers and orientations.

UV index

Users need a numerical hourly UV index to plan sun protection, outdoor work and health-sensitive activity. Broad labels hide changes during the day.

Product recommendation: Display the numerical hourly UV index with clear supporting guidance.

5. Smaller Frequently Observed Issues

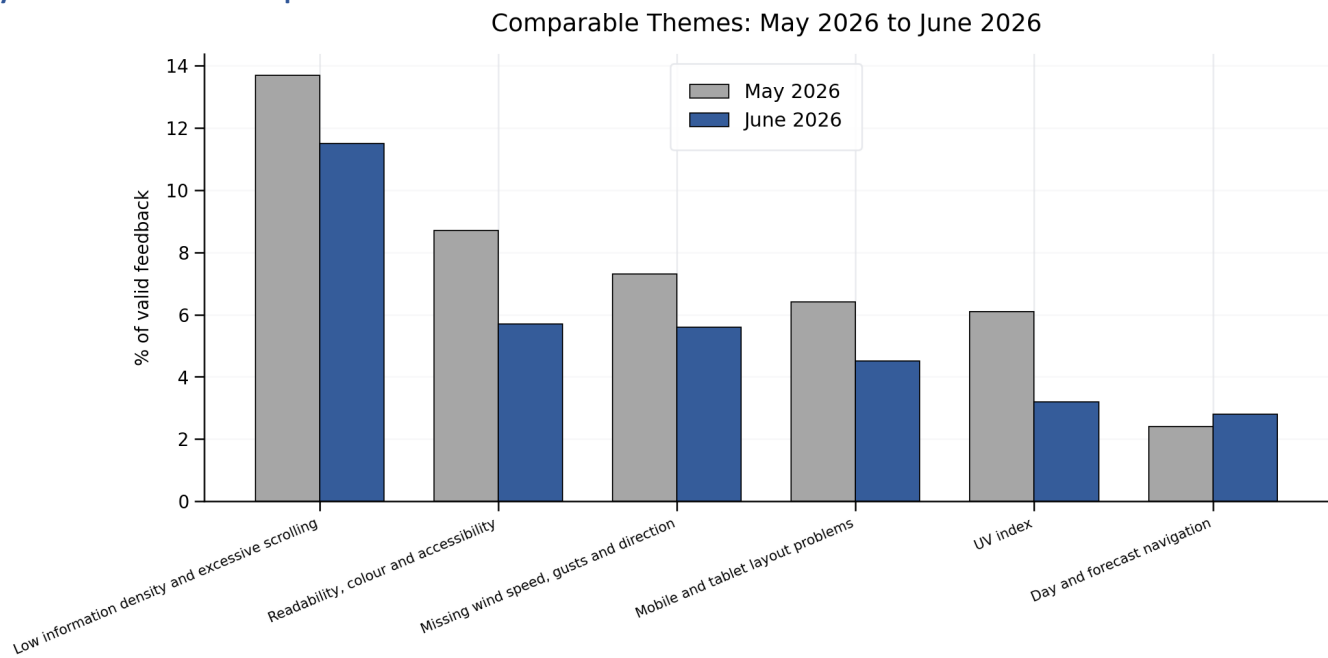
Issue	Items	Percentage	Context	Priority
Day and forecast navigation	45	2.8%	Users need continuous movement through consecutive hours and days, including overnight periods, to understand how conditions develop. Interrupted timelines and resets increase effort.	P1
Units and configuration limitations	45	2.8%	Users need measurement, clock, location and display preferences to remain consistent across visits and forecast views. Repeated resets increase effort and can affect specialist interpretation.	P1
Feels-like temperature	38	2.4%	Users rely on feels-like temperature to understand experienced conditions when wind, humidity and air temperature interact, affecting clothing, health, travel and outdoor decisions.	P0
Humidity	38	2.4%	Users need hourly humidity for comfort, health, gardening, drying and property-management decisions. A daily range or hidden filter is less useful when timing matters.	P1
Forecast accuracy or confidence	35	2.2%	Users need forecast summaries, probabilities, maps and hourly details to present a coherent account of likely conditions. Contradictions or repeated misses reduce trust and task confidence.	P0
Wrong, inconsistent or broken forecast display	23	1.4%	Users need consistent dates, locations, values and controls so they can identify the authoritative forecast. Contradictory views and broken interactions undermine confidence.	P0

6. Explicit New Feature Requests

Feature request	Items	Percentage	Suggested product interpretation
Pressure or isobar map layer	8	0.5%	Add optional pressure or isobar context to the weather map.
Customisable forecast layout or widgets	5	0.3%	Allow users to select, order and retain preferred forecast modules.
Historical weather or observations	4	0.2%	Provide accessible recent observations or historical weather information.
Moon phase or astronomical information	1	0.1%	Add moon phase and related astronomical timings.

7. Trend Analysis

May 2026 to June 2026 comparison



Theme	May 2026	June 2026	Movement	Status
Low information density and excessive scrolling	13.7%	11.5%	-2.2 percentage points	Decreasing
Readability, colour and accessibility	8.7%	5.7%	-3.0 percentage points	Decreasing
Missing wind speed, gusts and direction	7.3%	5.6%	-1.7 percentage points	Decreasing
Mobile and tablet layout problems	6.4%	4.5%	-1.9 percentage points	Decreasing
UV index	6.1%	3.2%	-2.9 percentage points	Decreasing
Day and forecast navigation	2.4%	2.8%	+0.4 percentage points	Increasing

Comparison uses each theme's percentage of valid monthly feedback because monthly response volumes differ. Movement is shown in percentage points.

8. Conclusion

The month's strongest user need concerns low information density and excessive scrolling. The immediate product focus should address the leading P0 and P1 themes in descending order of evidence while protecting positive strengths such as trust and forecast reliability, useful for planning and decisions.

July 2026

1. Executive Summary

This monthly report analyses 1,072 substantive feedback submissions dated 01 July 2026 to 31 July 2026. The comment-bearing sentiment base and valid thematic-analysis base are both 1,072. Sentiment is submission-level and mutually exclusive; themes are multi-label.

Three largest pain points:

- Low information density and excessive scrolling: 93 (8.7%).
- Readability, colour and accessibility: 50 (4.7%).
- Missing wind speed, gusts and direction: 44 (4.1%).

Two largest positive themes:

- Trust and forecast reliability: 46 (4.3%).
- Clarity and ease of use: 40 (3.7%).

The principal product implication is to address low information density and excessive scrolling while preserving the aspects of the beta that users describe positively.

2. Monthly Feedback Sentiment

Sentiment	Number of unique represented submissions	Percentage of comment-bearing submissions
Positive	123	11.5%
Negative	255	23.8%
Mixed	36	3.4%
Neutral	658	61.4%

Sentiment is calculated once per substantive written submission. CSAT is not used. The four categories reconcile exactly to the monthly comment-bearing denominator.

3. Positive Themes

Positive theme	Items	Percentage	Supporting quotation	Hypothesis
Trust and forecast reliability	46	4.3%	"I would try and be accurate You have forecast rain for most of today We have had 2 showers each lasting about 2 minutes eachyour forecasts are rubbish"	Users value the beta when Met Office information appears accurate and consistent. Protecting this trust requires resolving contradictory displays.
Clarity and ease of use	40	3.7%	"Revert back to classic style which is concise detailed and easy to use Sorry but I will NOT be using the new site in future if that is the only option"	Users value beta information that is clear, quick to scan and easy to understand. A simple overview should coexist with accessible detail.
General positive assessment	36	3.4%	"I like the new ui but on phone I can only see up to three hours or four hours of weather without scrolling previously I could see nearly the whole day"	This exclusive fallback captures clear praise of the beta where the wording does not support a narrower named positive theme.
Useful for planning and decisions	29	2.7%	"Why cant you see the week overview at a glance If I want to know the weather now I can look out the window its the weekly forecast that can be helpful"	Users value the beta when it supports practical travel, work and outdoor decisions.
Comprehensive and detailed information	9	0.8%	"Revert back to classic style which is concise detailed and easy to use Sorry but I will NOT be using the new site in future if that is the only option"	Users value sufficient forecast breadth and detail, provided the variables remain easy to locate and compare.

4. Most Critical Pain Points

Pain point	Items	Percentage	Supporting quotation	Hypothesis	Priority
Low information density and excessive scrolling	93	8.7%	"The old website is more concise. For the new one I have to scroll through lots of data to find information that was on the main page e.g. wind gusting"	Users need to compare several hours, variables and days quickly. Oversized cards, generous spacing and limited visible hours force repeated scrolling, particularly on desktop and tablet.	P0
Readability, colour and accessibility	50	4.7%	"Go back to the old layout It is much easier to read and has more information visible on the page The new format with the black background isnt as good"	Users need forecast content that remains legible across different visual, cognitive and environmental access needs. Dark backgrounds, weak contrast, motion and reliance on colour can make information difficult to interpret.	P1
Missing wind speed, gusts and direction	44	4.1%	"You have removed a lot of useful data presented on the forecast page Feels like wind speeds gusts and visibility are all metrics I would use regularly"	Users need hourly numerical wind speed, gust speed and direction to assess changing conditions and make decisions about sailing, cycling, walking, travel, outdoor work and property safety. Descriptive labels alone do not show the timing or severity of gusts.	P0

Pain point	Items	Percentage	Supporting quotation	Hypothesis	Priority
Mobile and tablet layout problems	30	2.8%	"Its too dark Its not optimised for mobile phone usage Too much scrolling side to side and up and down is required AND WHY IS THERE NO DATE ON ANY DAYS"	Users need responsive layouts that preserve core forecast detail without clipping content, creating blank space or introducing unintended scrolling.	P1
Units and configuration limitations	29	2.7%	"Hi I have selected my preferred wind speed units using the settings icon But the website still displays in MPH not in the units I need for work Thanks"	Users need measurement, clock, location and display preferences to remain consistent across visits and forecast views. Repeated resets increase effort and can affect specialist interpretation.	P1

Low information density and excessive scrolling

Users need to compare several hours, variables and days quickly. Oversized cards, generous spacing and limited visible hours force repeated scrolling, particularly on desktop and tablet.

Product recommendation: Provide a responsive compact view that shows more decision-relevant information on one screen.

Readability, colour and accessibility

Users need forecast content that remains legible across different visual, cognitive and environmental access needs. Dark backgrounds, weak contrast, motion and reliance on colour can make information difficult to interpret.

Product recommendation: Offer tested light and dark options, strong contrast, scalable text, reduced motion and symbols that do not rely on colour alone.

Missing wind speed, gusts and direction

Users need hourly numerical wind speed, gust speed and direction to assess changing conditions and make decisions about sailing, cycling, walking, travel, outdoor work and property safety. Descriptive labels alone do not show the timing or severity of gusts.

Product recommendation: Keep hourly numerical wind speed, gust speed and direction prominent and apply the selected unit consistently.

Mobile and tablet layout problems

Users need responsive layouts that preserve core forecast detail without clipping content, creating blank space or introducing unintended scrolling.

Product recommendation: Test and optimise core journeys across common mobile and tablet sizes, browsers and orientations.

Units and configuration limitations

Users need measurement, clock, location and display preferences to remain consistent across visits and forecast views. Repeated resets increase effort and can affect specialist interpretation.

Product recommendation: Persist units, clock and display preferences across sessions and all forecast views.

5. Smaller Frequently Observed Issues

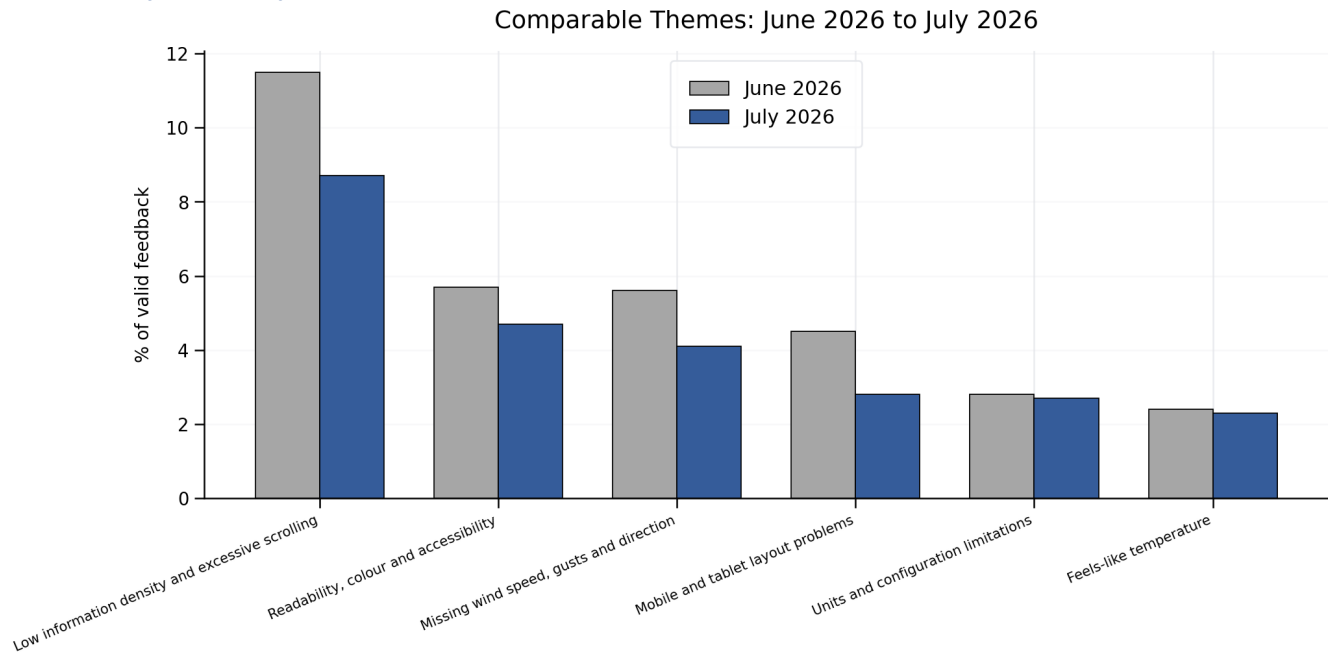
Issue	Items	Percentage	Context	Priority
Feels-like temperature	25	2.3%	Users rely on feels-like temperature to understand experienced conditions when wind, humidity and air temperature interact, affecting clothing, health, travel and outdoor decisions.	P0
UV index	21	2.0%	Users need a numerical hourly UV index to plan sun protection, outdoor work and health-sensitive activity. Broad labels hide changes during the day.	P1
Cookie, privacy or advertising concerns	18	1.7%	Users expect essential public forecast information to remain accessible when optional consent is declined. Intrusive panels can obstruct controls and reduce trust.	P1
Forecast accuracy or confidence	17	1.6%	Users need forecast summaries, probabilities, maps and hourly details to present a coherent account of likely conditions. Contradictions or repeated misses reduce trust and task confidence.	P0
Humidity	15	1.4%	Users need hourly humidity for comfort, health, gardening, drying and property-management decisions. A daily range or hidden filter is less useful when timing matters.	P1
Day and forecast navigation	15	1.4%	Users need continuous movement through consecutive hours and days, including overnight periods, to understand how conditions develop. Interrupted timelines and resets increase effort.	P1

6. Explicit New Feature Requests

Feature request	Items	Percentage	Suggested product interpretation
Historical weather or observations	2	0.2%	Provide accessible recent observations or historical weather information.

7. Trend Analysis

June 2026 to July 2026 comparison



Theme	June 2026	July 2026	Movement	Status
Low information density and excessive scrolling	11.5%	8.7%	-2.8 percentage points	Decreasing
Readability, colour and accessibility	5.7%	4.7%	-1.0 percentage points	Decreasing
Missing wind speed, gusts and direction	5.6%	4.1%	-1.5 percentage points	Decreasing
Mobile and tablet layout problems	4.5%	2.8%	-1.7 percentage points	Decreasing
Units and configuration limitations	2.8%	2.7%	-0.1 percentage points	Stable
Feels-like temperature	2.4%	2.3%	-0.1 percentage points	Stable

Comparison uses each theme’s percentage of valid monthly feedback because monthly response volumes differ. Movement is shown in percentage points.

8. Conclusion

The month’s strongest user need concerns low information density and excessive scrolling. The immediate product focus should address the leading P0 and P1 themes in descending order of evidence while protecting positive strengths such as trust and forecast reliability, clarity and ease of use.

August 2026

1. Executive Summary

This monthly report analyses 11,443 substantive feedback submissions dated 01 August 2026 to 31 August 2026. The comment-bearing sentiment base and valid thematic-analysis base are both 11,443. Sentiment is submission-level and mutually exclusive; themes are multi-label.

Three largest pain points:

- Low information density and excessive scrolling: 1,816 (15.9%).
- Readability, colour and accessibility: 1,451 (12.7%).
- Missing wind speed, gusts and direction: 996 (8.7%).

Two largest positive themes:

- Clarity and ease of use: 399 (3.5%).
- Useful for planning and decisions: 292 (2.6%).

The principal product implication is to address low information density and excessive scrolling while preserving the aspects of the beta that users describe positively.

2. Monthly Feedback Sentiment

Sentiment	Number of unique represented submissions	Percentage of comment-bearing submissions
Positive	785	6.9%
Negative	4,411	38.5%
Mixed	532	4.6%
Neutral	5,715	49.9%

Sentiment is calculated once per substantive written submission. CSAT is not used. The four categories reconcile exactly to the monthly comment-bearing denominator.

3. Positive Themes

Positive theme	Items	Percentage	Supporting quotation	Hypothesis
Clarity and ease of use	399	3.5%	"Revert back to classic style which is concise detailed and easy to use Sorry but I will NOT be using the new site in future if that is the only option"	Users value beta information that is clear, quick to scan and easy to understand. A simple overview should coexist with accessible detail.
Useful for planning and decisions	292	2.6%	"Why cant you see the week overview at a glance If I want to know the weather now I can look out the window its the weekly forecast that can be helpful"	Users value the beta when it supports practical travel, work and outdoor decisions.
Trust and forecast reliability	266	2.3%	"I would try and be accurate You have forecast rain for most of today We have had 2 showers each lasting about 2 minutes eachyour forecasts are rubbish"	Users value the beta when Met Office information appears accurate and consistent. Protecting this trust requires resolving contradictory displays.
General positive assessment	227	2.0%	"I like the new ui but on phone I can only see up to three hours or four hours of weather without scrolling previously I could see nearly the whole day"	This exclusive fallback captures clear praise of the beta where the wording does not support a narrower named positive theme.
Comprehensive and detailed information	112	1.0%	"Revert back to classic style which is concise detailed and easy to use Sorry but I will NOT be using the new site in future if that is the only option"	Users value sufficient forecast breadth and detail, provided the variables remain easy to locate and compare.

4. Most Critical Pain Points

Pain point	Items	Percentage	Supporting quotation	Hypothesis	Priority
Low information density and excessive scrolling	1,816	15.9%	"The old website is more concise. For the new one I have to scroll through lots of data to find information that was on the main page e.g. wind gusting"	Users need to compare several hours, variables and days quickly. Oversized cards, generous spacing and limited visible hours force repeated scrolling, particularly on desktop and tablet.	P0
Readability, colour and accessibility	1,451	12.7%	"Go back to the old layout It is much easier to read and has more information visible on the page The new format with the black background isnt as good"	Users need forecast content that remains legible across different visual, cognitive and environmental access needs. Dark backgrounds, weak contrast, motion and reliance on colour can make information difficult to interpret.	P1
Missing wind speed, gusts and direction	996	8.7%	"You have removed a lot of useful data presented on the forecast page Feels like wind speeds gusts and visibility are all metrics I would use regularly"	Users need hourly numerical wind speed, gust speed and direction to assess changing conditions and make decisions about sailing, cycling, walking, travel, outdoor work and property safety. Descriptive labels alone do not show the timing or severity of gusts.	P0

Pain point	Items	Percentage	Supporting quotation	Hypothesis	Priority
Feels-like temperature	398	3.5%	"It feels like I need to scroll further to get an overview of the whole day I liked the smaller icons of the old design so I could see more at a glance"	Users rely on feels-like temperature to understand experienced conditions when wind, humidity and air temperature interact, affecting clothing, health, travel and outdoor decisions.	P0
Mobile and tablet layout problems	395	3.5%	"Its too dark Its not optimised for mobile phone usage Too much scrolling side to side and up and down is required AND WHY IS THERE NO DATE ON ANY DAYS"	Users need responsive layouts that preserve core forecast detail without clipping content, creating blank space or introducing unintended scrolling.	P1

Low information density and excessive scrolling

Users need to compare several hours, variables and days quickly. Oversized cards, generous spacing and limited visible hours force repeated scrolling, particularly on desktop and tablet.

Product recommendation: Provide a responsive compact view that shows more decision-relevant information on one screen.

Readability, colour and accessibility

Users need forecast content that remains legible across different visual, cognitive and environmental access needs. Dark backgrounds, weak contrast, motion and reliance on colour can make information difficult to interpret.

Product recommendation: Offer tested light and dark options, strong contrast, scalable text, reduced motion and symbols that do not rely on colour alone.

Missing wind speed, gusts and direction

Users need hourly numerical wind speed, gust speed and direction to assess changing conditions and make decisions about sailing, cycling, walking, travel, outdoor work and property safety. Descriptive labels alone do not show the timing or severity of gusts.

Product recommendation: Keep hourly numerical wind speed, gust speed and direction prominent and apply the selected unit consistently.

Feels-like temperature

Users rely on feels-like temperature to understand experienced conditions when wind, humidity and air temperature interact, affecting clothing, health, travel and outdoor decisions.

Product recommendation: Show feels-like temperature beside actual temperature at hourly level across screen sizes.

Mobile and tablet layout problems

Users need responsive layouts that preserve core forecast detail without clipping content, creating blank space or introducing unintended scrolling.

Product recommendation: Test and optimise core journeys across common mobile and tablet sizes, browsers and orientations.

5. Smaller Frequently Observed Issues

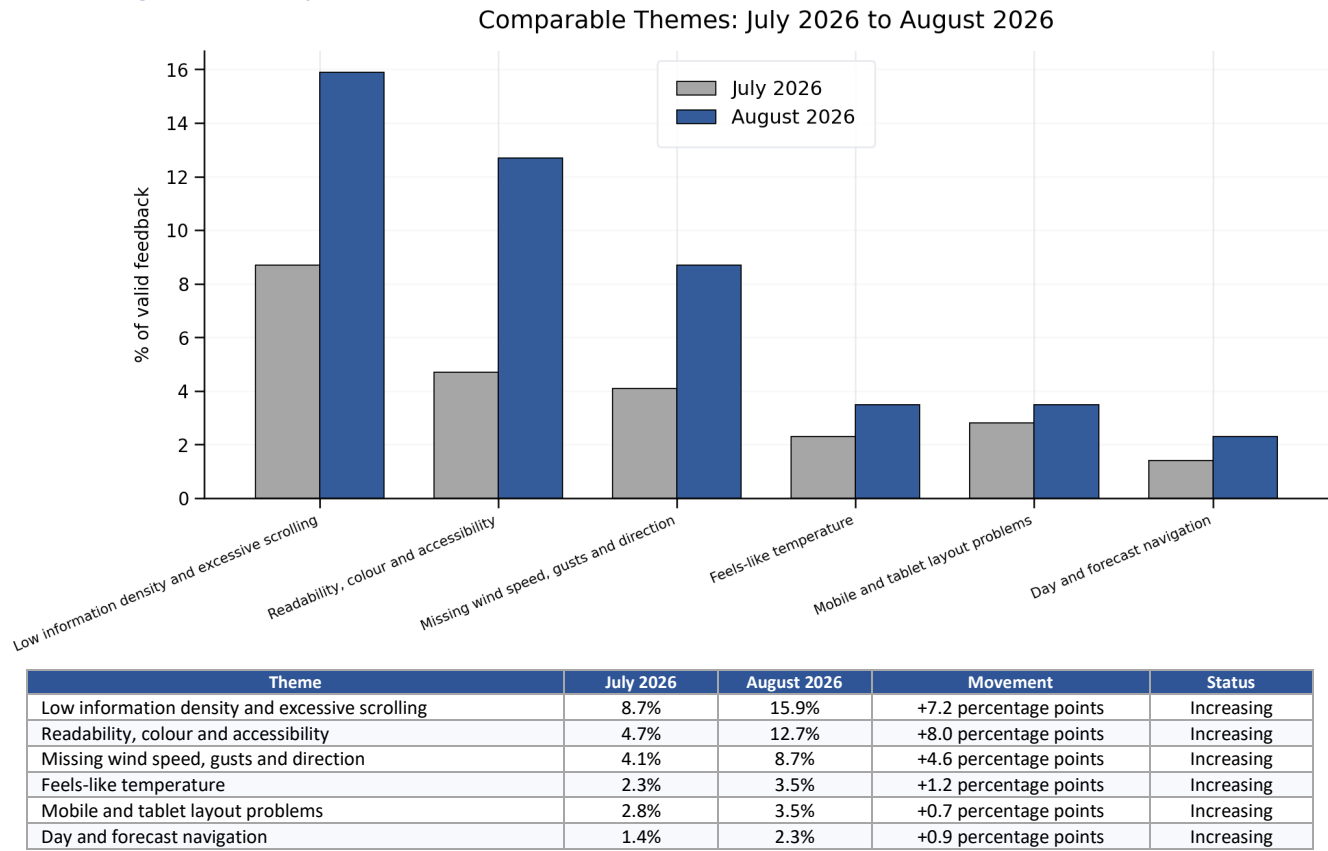
Issue	Items	Percentage	Context	Priority
Day and forecast navigation	266	2.3%	Users need continuous movement through consecutive hours and days, including overnight periods, to understand how conditions develop. Interrupted timelines and resets increase effort.	P1
UV index	263	2.3%	Users need a numerical hourly UV index to plan sun protection, outdoor work and health-sensitive activity. Broad labels hide changes during the day.	P1
Humidity	235	2.1%	Users need hourly humidity for comfort, health, gardening, drying and property-management decisions. A daily range or hidden filter is less useful when timing matters.	P1
Units and configuration limitations	207	1.8%	Users need measurement, clock, location and display preferences to remain consistent across visits and forecast views. Repeated resets increase effort and can affect specialist interpretation.	P1
Forecast accuracy or confidence	159	1.4%	Users need forecast summaries, probabilities, maps and hourly details to present a coherent account of likely conditions. Contradictions or repeated misses reduce trust and task confidence.	P0
Wrong, inconsistent or broken forecast display	139	1.2%	Users need consistent dates, locations, values and controls so they can identify the authoritative forecast. Contradictory views and broken interactions undermine confidence.	P0

6. Explicit New Feature Requests

Feature request	Items	Percentage	Suggested product interpretation
Customisable forecast layout or widgets	28	0.2%	Allow users to select, order and retain preferred forecast modules.
Historical weather or observations	11	0.1%	Provide accessible recent observations or historical weather information.
Pressure or isobar map layer	9	0.1%	Add optional pressure or isobar context to the weather map.
Moon phase or astronomical information	2	Less than 0.1%	Add moon phase and related astronomical timings.
Tide times and wave-height module	1	Less than 0.1%	Provide dedicated coastal planning information for relevant locations.

7. Trend Analysis

July 2026 to August 2026 comparison



Comparison uses each theme's percentage of valid monthly feedback because monthly response volumes differ. Movement is shown in percentage points.

8. Conclusion

The month's strongest user need concerns low information density and excessive scrolling. The immediate product focus should address the leading P0 and P1 themes in descending order of evidence while protecting positive strengths such as clarity and ease of use, useful for planning and decisions.

Methodology and Limitations

Area	Method or limitation
Raw data source	FULL dataset - Octo '25-Aug '26.csv
Source rows	51,720
Represented submissions	51,720; the file contains no Count field or stable submission identifier, so each row is treated as one represented submission.
Comment-bearing sentiment base	51,382 substantive written submissions.
Valid thematic-analysis base	51,382 substantive written submissions.
Blank or non-substantive exclusions	338 rows.
Weighting	No Count field was present; each valid row carries a weight of one.
Submission-level sentiment	Exactly one of Positive, Negative, Mixed or Neutral per substantive written submission.
CSAT exclusion	CSAT Response was not used in sentiment or theme classification.
Multi-label thematic classification	A submission may contribute to multiple distinct themes, but the same subject is not counted twice within a submission.
Existing-theme dictionary	Standard names and definitions were informed by the attached register; all counts were recalculated from the raw CSV.
Open discovery	Additional recurring subjects were added where they required a distinct product response.
Percentage denominators	Sentiment uses comment-bearing submissions. Themes use the valid thematic-analysis base. In this dataset these bases are equal.
Positive-theme rules	Positive themes require explicit beta-positive wording. Praise for the old website is excluded. General positive assessment is an exclusive fallback.
Feature-request rules	Only explicit new capabilities are included; restoration and fixes remain pain points.
Personal information	Quotations were screened and redacted where necessary.
Trend methodology	Overall themes use monthly percentages. Monthly reports provide concise comparison with the previous month using percentage-point movement; detailed within-month charts and interval tables are omitted.
Automated classification limitations	Rule-based analysis may miss context, sarcasm, spelling variants or unusual phrasing.
Manual-validation requirement	Findings, quotations and counts should be reviewed against the source feedback before formal publication.