

Rainly App Poised to Help Users Rediscover Weather

Written by Australian Business

(PRLEAP.COM) [Rainly](#) , the first app developed and released by Ninja Bottle, aims to help users rediscover weather through its simplified interface, clean graphics and pared-down functionality.

To create this ideal user experience, Rainly's easy-to-navigate interface gives viewers three options. From the initial screen – which displays the current time and weather of the user's location – users can swipe up the screen to advance the forecast by up to 24 hours, swipe down to reveal a six-day forecast and swipe left or right to switch between multiple locations. Double tapping the app's home screen lets users modify both temperature and time formats to suit their preferences.

"What I found when creating this app was that users were craving a simplified weather-checking experience," says Ninja Bottle founder Sujan Patel. "While there are plenty of weather apps on the market already, industry leaders like Weather.com and WeatherBug complicate things by including more information than users want or need. My goal was to create an app that would allow people to see only the most useful weather data at a glance."

Early reviews of the app are promising. The iOS version of the app currently enjoys a 4.5 out of 5 star rating, with reviewers leaving such comments as, "Nicely designed and very straight forward to use," and "Slick weather app." As a result of its initial success, the app has already reached the Top 25 charts for the weather category in the United States, Russia, Italy and Germany app stores.

Rainly is free download for a limited time from the iOS marketplace or at RainlyApp.com . Interested users are encouraged to give the app a try if they're looking for a simple way to access the actionable weather data needed to make decisions – for example, about what to wear, which route to take or whether to cancel an event – from a single view. The app is not yet available for the Android marketplace, but Patel anticipates a release on this platform as early as Summer 2014.

About Ninja Bottle: [Ninja Bottle](#) is a new iOS and Android mobile app development company founded by Sujan Patel. Patel is an experienced digital marketer and the former CEO of Single Grain, one of the web's top digital marketing agencies. Through Ninja Bottle, Patel looks forward to using his unique understanding of online consumer engagement to develop mobile programs that entertain users and solve real-world problems in innovative new ways.