



rippi

avery schlegel

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## some context...

“Fishing is an important cultural activity in Minnesota with about 30% of state-resident adults purchasing a fishing license each year” according to a study conducted by Michigan Technical University. This equates to about 1.1 million adults over the age of 18 purchasing fishing licenses.

## so what?

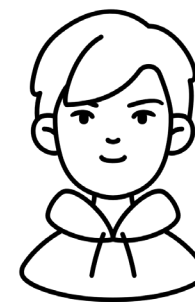
While already an extremely popular sport here in Minnesota, **how can we take the knowledge possessed by these existing fisher-people and make it more accessible to new and novice users?**

## user types

Fishing captures a wide audience, from young children to grandparents and then some. However, if you've ever fished before you might have noticed there's a lot of small details that the casual fisher-person might miss. If you've never fished before you might feel left in the dark on the skills and techniques required of you. Most of the what's learned about fishing comes from those around you who pass the skills on, so...

**how can we bridge this skill and knowledge gap for those who don't have access to the same generational knowledge?**

novice



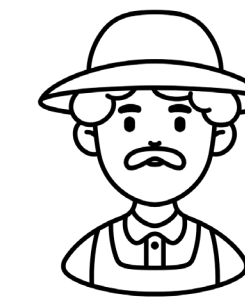
- Interested in Fishing
- Goes out **3-5 times per year**
- Eager to get outdoors
- **Lacks key knowledge** of environments and species
- **Cares about safety**
- Wants to **catch as many fish as possible**
- **Struggles with gear knowledge** and understanding

*Questions, Concerns, Lack of Understanding*

**information gap**

*Insights, Tips, and Enthusiasm*

enthusiast



- Passionate about Fishing
- Goes out **15-25+ times per year**
- Thrives in the outdoors
- Has key knowledge on environments and species
- **Cares about safety**
- Cares about **animal safety and proper handling**
- Wants to catch fish, but **enjoys the process**

## the novice

### lifestyle:

Like many Minnesota residents, Will is active and enjoys spending time outdoors. Taking advantage of the natural resources and parks the state has to offer. Fishing is undoubtedly a key part of the outdoors here, with people young and old all participating year round.

The downside is that he's busy, often occupied with work and home life. He's been interested in fishing, but doesn't understand much about the sport itself. He's been trying to learn, but its difficult to find out where to start in such a new and expansive market. Its especially hard when Will doesn't have a species he wants to target.

### pain points:

- He worries about **forgetting essential gear and making sure he is equipped to handle a variety of situations** that he could run into out on the water
- At 23, he doesn't have the ability to learn from his parents and grandparents anymore, but **want's all the key insights and information on fishing** that those conversations could have provided him
- He has **very little knowledge on what he could possibly catch** when he goes fishing, but wants to target specific fish like Largemouth Bass

### opportunities:

Will needs an educational fishing experience that can provide him with the knowledge and experiences he isn't able to achieve passively in his daily life. Fishing is a trial and error sport, however before one gets to the point of trial, **they must first understand how to safely and effectively operate in the outdoors.**

Providing this information to Will is essential to his success and safety. This **information must also be easily accessible and understandable** so he can fit it within his busy lifestyle.

# WILL

AGE: 23

HOME: MINNEAPOLIS, MN

JOB: GRAPHIC DESIGNER

*"I never appreciated fishing in the past, but its begun to grow on me recently"*



Physical Experience

Brings whatever he has accessible, quantity over quality to prepare for the most scenarios out on the water

Emotional Response

Overwhelmed by quantity of gear and options. Often results in frustration and confusion

Frustrations

Has no way of knowing what he'll run into, or what kind of fish are even biting or what baits they would take

Thoughts

"... I wish I could avoid dealing with rod set up and bait choice, but I don't want to be stuck being under-prepared"

## will's journey



New Insights



Point of Frustration

	preparing	going fishing	catching fish	end of day
Physical Experience	Brings whatever he has accessible, quantity over quality to prepare for the most scenarios out on the water	Throws bait anywhere and everywhere in the lakes, doesn't catch much, but gets occasional bites and interactions	Sometimes the initial bite is surprising, but eventually manages to set the hook and reels the fish in quickly	He has to reverse the preparation phase, packing up everything that he brought and putting it away when he gets home
Emotional Response	Overwhelmed by quantity of gear and options. Often results in frustration and confusion	Often gets excited over bites, but gets bored quickly when he goes a while without any sign of fish in the water	The most exciting and enjoyable part of fishing, this is what he remembers and recounts as well as what influences future trips	This is somewhat tiring as he has come home from a long day fishing. He struggles to stay motivated when putting things back
Frustrations	Has no way of knowing what he'll run into, or what kind of fish are even biting or what baits they would take	He knows there are fish out there, but they seem to bite at random and its difficult for him to pin down where they will bite	Handling fish is difficult, making sure they stay still so he can get the hook out can be a struggle	Organization and putting back all the unneeded gear that was brought with becomes annoying
Thoughts	"... I wish I could avoid dealing with rod set up and bait choice, but I don't want to be stuck being under-prepared"	"that feeling of a fish even checking out my lure is awesome, but its kind of rare"	"Its always a great feeling when you reel in a fish, it makes the experience worth it"	"I ride off of the high of the day, but putting things away is a boring way to end a successful day, to me that is"

Teach where and how to find fish while on the go

Promote safety and care for fish

+

-

Too many things to bring, teach how to cut down!



## the enthusiast

### lifestyle:

Similar to Will, Mark is active and enjoys spending time outdoors. Spending most of his free time outdoors or planning fishing trips with his friends, Mark is someone who loves being outside and loves the environment, especially that found here in Minnesota.

Now that he's retired, he has ample time to utilize the fishing season to its fullest extent. He often drives several hours to find the perfect fishing spots, doing research before to understand what kind of fish he could catch and how exactly he should approach the fish. He truly loves to get outside and throw a line into the water, no matter what.

### pain points:

- It would be beneficial for Mark to be able to **access key data like weather, topography, and what species exist within one space** all at the same time to inform his location choice.
- As a retired teacher, he loves to share knowledge, but has already taught his own children how to fish and currently **has nobody to pass this information on to** and no way of getting it out there.

### opportunities:

Mark has a wealth of knowledge to share with others about species, gear, and locations. He has no platform to share or **no way of passing this knowledge onto more of the next generation** of fisher-people.

Mark can be a resource for how to teach someone new to fishing as well as **provide his personal insights in a variety of scenarios.**

# MARK

AGE: 62

HOME: ROGERS, MN

JOB: RETIRED TEACHER

*"Now that I've stopped teaching, I spend most weekends out on the water, fishing for whatever bites..."*



## mark's journey

New Insights

Point of Frustration

	preparing	going fishing	catching fish	end of day
Physical Experience	Has a few lures, rods, and tackle boxes designated for different types of fishing so all he has to do is look on maps for spots	Mark knows where fish tend to live, so he knows where to cast his bait and with minimal gear, he can focus on the fish	He loves the surprise of a fish taking his lure, it gives him a rush that keeps him fishing throughout the day	Because he packs light, Mark just has to put his rods and reels back next to his other tackle and call it done for the day
Emotional Response	Preparation is mindless, he invests little energy and is relaxed through most of the process	He appreciates the calmness of being out on the water, but loves to get fish on his line whenever possible	This is the happiest part of Mark's days on the water, catching fish always fills him with such excitement and joy	After a day of fishing, this can be another mindless phase, his biggest emotional investment is telling his friends about his catches
Frustrations	Finding new spots can be difficult, because of having to consider a variety of environmental and situational factors	Sometimes the fish just don't bite, he often wonders if this is due to some extraneous factors but he has no way of knowing	The only frustration Mark has while catching and releasing fish is occasionally getting poked by a fin or a tooth.	Given his experience, Mark has very few frustrations when it comes to his end of day experience
Thoughts	"I have to have several websites open to see what will be happening during a trip, but its not that bad"	"it really is just all about being on the water, the fish is really secondary to the experience, but who doesn't like catching fish"	"there's nothing more exciting than a fish blowing up out of the water on something like a top-water bait, its incredible"	"I just put my rods and tackle back in the garage where I store it and go in for the day, its pretty simple"

Translate Mark's knowledge of fishing spots to new users


Use Mark's experiences to communicate safety

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Needs a new way of finding potential spots to fish in



These **users are extremely different**, but how can we apply one's knowledge and the frustrations of the other to create a holistic fishing **experience that benefits both?**

# market research

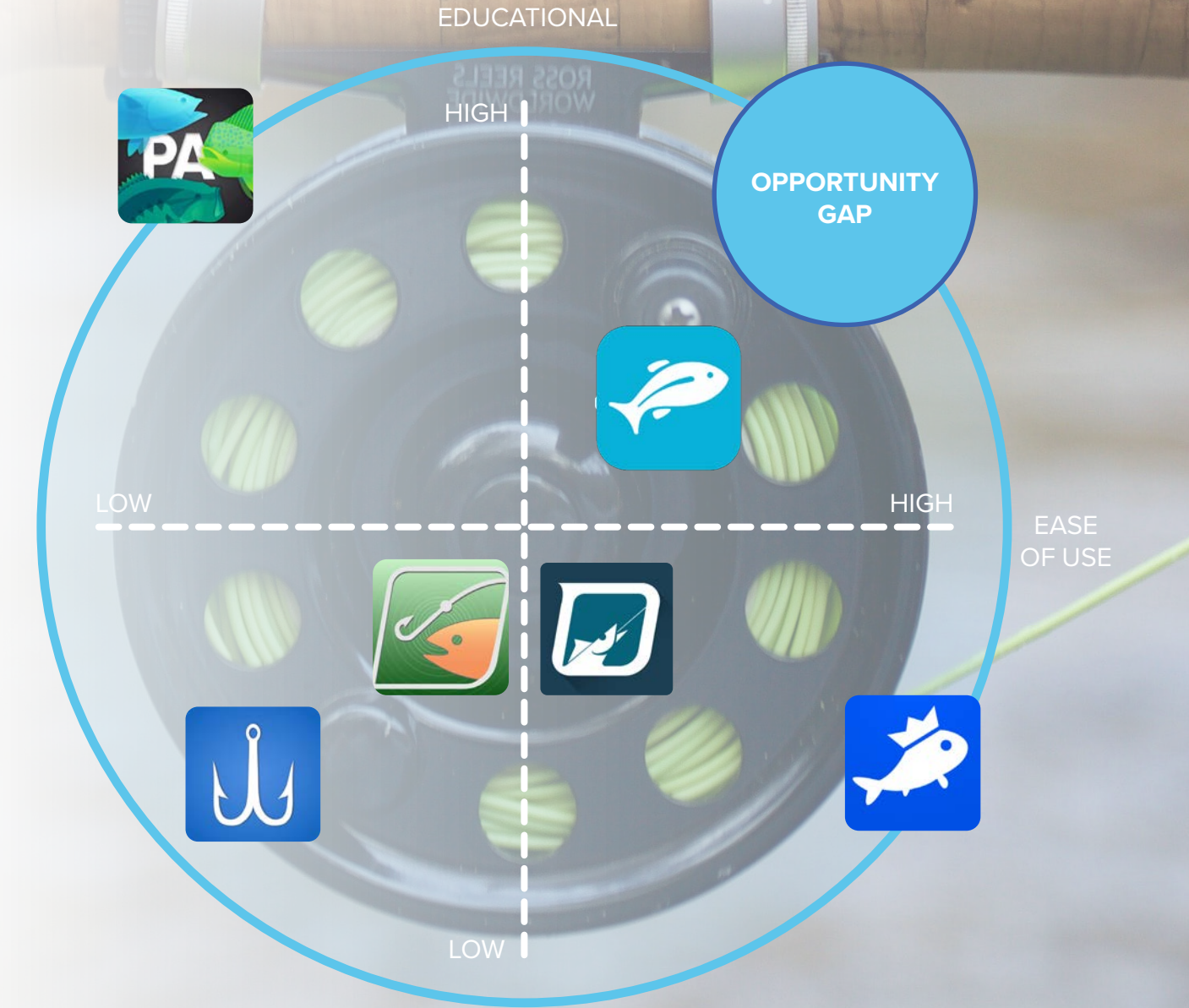
There is a gap in the market as shown in the top right. There are no services out there with the intent of educating while

						
<b>APP</b>	FISHBRAIN	FISHBOX	FISHING POINTS	FISHING SPOTS	PRO ANGLER	FISHANGLER
<b>SERVICE</b>	Mapping, Forecast, Social Media	Mapping, Forecast	Fish Activity, Mapping, Fish Log, Forecasting	Social Media, Forecast, Map	Weather, Local Reports, Social Feed, Fish Catalog	Social Media, Forecast, Map
<b>PLATFORM</b>	iOS, iMessage, Android	iPhone, Android	iOS, Android	iOS, Android	iOS, Android	iOS, Android
<b>PURPOSE</b>	Connect people who fish, introduce new fishing spots and catch data	Record catches, monitor bite patterns	Monitor Fish Patterns, log catches, log routes and catch points	Share Catches, Understand Forecasts, Map nearby catches	Provide Local Insight, Break down Fish Activity by Weather	Share Catches, Understand Forecasts, Map nearby catches
<b>KEY FEATURES</b>	Community Posts Interactive Map Bait Suggestions Shop Tab Forecasting	Fishing Forecast Tide/Weather Local Spots Knots	Fish Activity Chart Interactive Map Catch Log Weather/Tide	Social Feed Forecasting Gear Log Catch Log Interactive Map	Regulations Satellite Views Fishing Times Fish Guide How-To's	Social Feed Forecasting Gear Log Catch Log Interactive Map
<b>EDUCATIONAL FEATURES</b>	Top Baits per Fish Peak Bite Times Species Details	Fishing Knot Tying Bite Times	Fish Activity based upon environmental patterns	Fish Activity based upon environmental patterns	Local DNR Regulations Federal Regulations Essential Gear How-To videos	Fish Activity based upon environmental patterns
<b>RATING</b>	4.7 / 5	4.4 / 5	4.6 / 5	4.8 / 5	4.3 / 5	4.8 / 5
<b>PREMIUM VERSION?</b>	Yes	Yes	Yes	No	Yes	No
<b>COST</b>	\$10/mo	\$8/mo	\$6/mo	N/A	\$10/mo	N/A

# biaxial map

Looking at the Market research, it becomes clear there is a clear lack of educational content in the fishing app market. Most apps serve the same purpose of have the exact same features. The market is fairly narrow, but that leaves room for development and innovation.

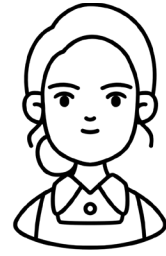
There is a gap in the market as shown in the top right. There are no services out there with the intent of educating while providing an easy to use interface and design



# moving forwards

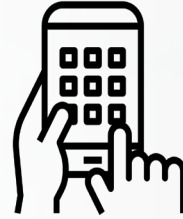
As we move forwards, we first have to synthesize the insights from both our users as well as our market research. It's important to note where users suffered and also where the market fails to meet the users needs.

Ultimately this information will help generate several design criteria as well as multiple product opportunity statements that will inform the idea generation in the next steps.



## user insight

- Its difficult trying to teach yourself, it takes time and lots of trial and error
- Accessing information quickly and easily is key
- Personal experiences provide additional insight over raw data
- New users should be able to personalize their journey
- Educational information can be difficult to access
- Users with knowledge want to communicate with new users



## market insight

- Very few apps and interfaces have a focus on the learning experience
- Apps that do educate are difficult to operate, or have cluttered and messy user flows
- Many apps do the exact same things, just under the guise of a different UI
- Apps tend to lock essential tools and features that would help beginners behind paywalls and subscriptions

## product opportunities

- How might we create an easy to use, personalized, fishing education experience for both new and experienced users?
- How might we design a user experience that is aimed to provide education on fishing, but is usable beyond just learning?
- How might we circumvent the need for generational knowledge through an easy to use education focused user experience?

easy to use

personalization

reusable

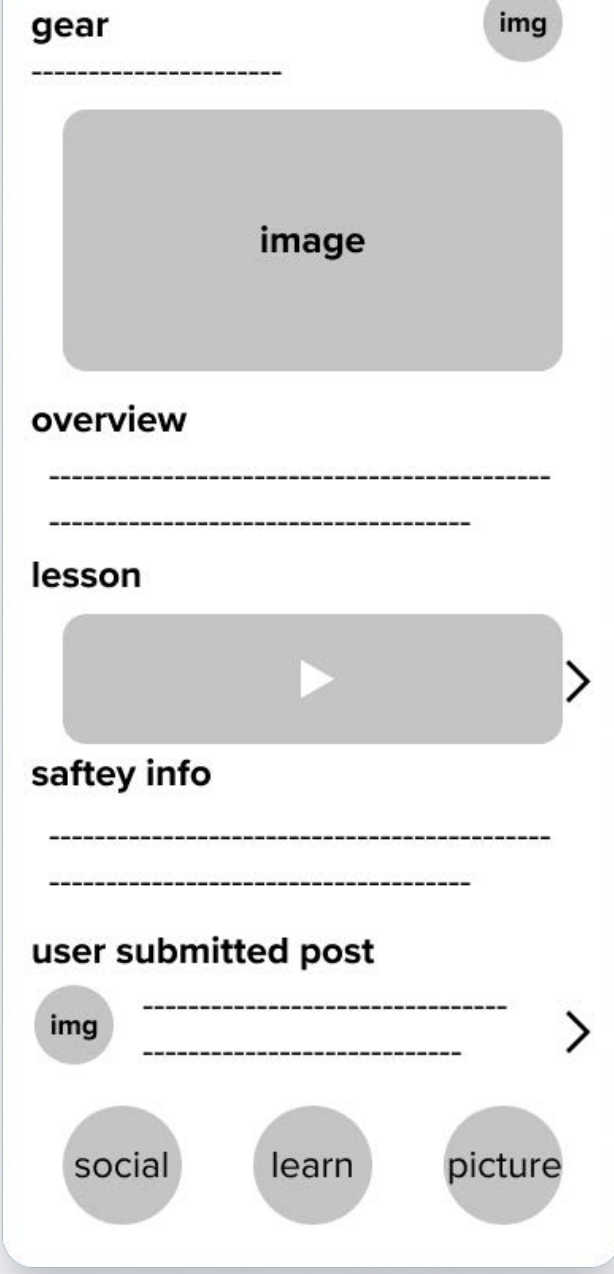
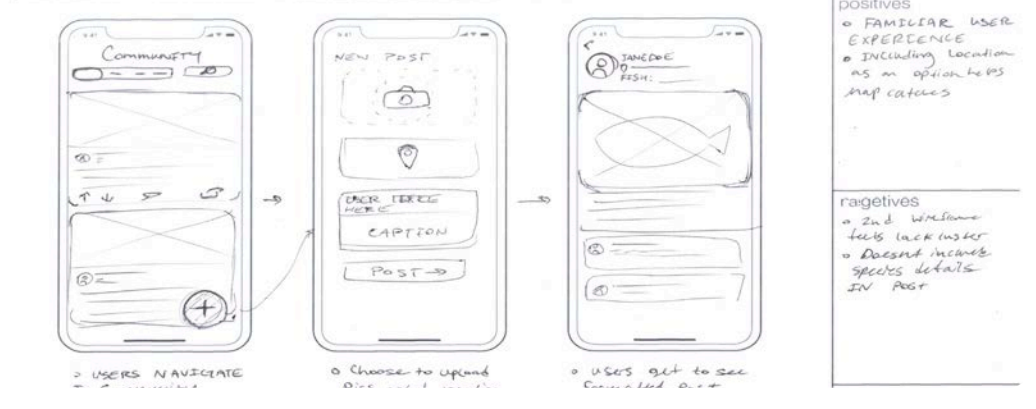
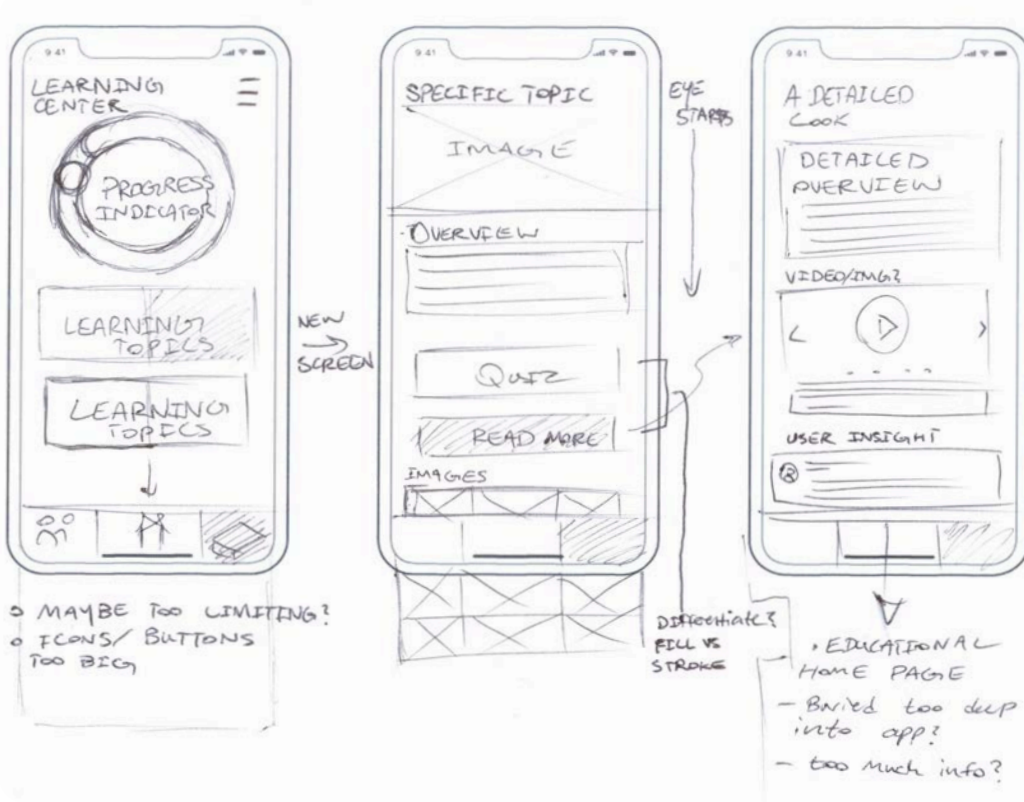
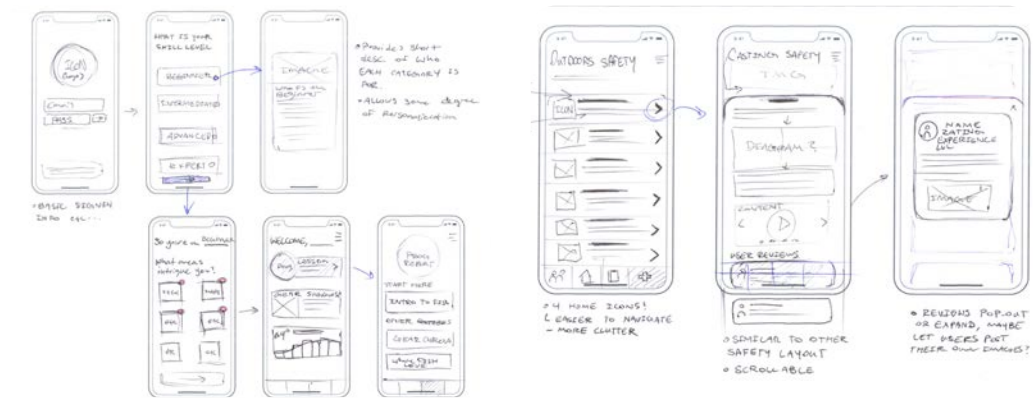
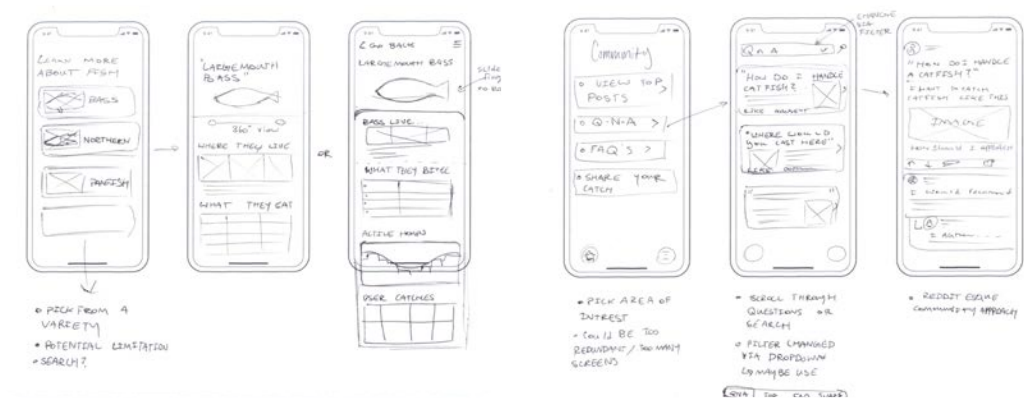
education



# ideation

In ideation, I worked through 15 pages of wireframes, each containing either three or six frames. In this phase I worked through several different features centered around education, social interaction, and data collection. In working through these ideas I was trying to find a style that would clearly describe and communicate across all of these features and settled on something very simplistic to make sure the focus was on the information rather than distracting users with elaborate styling.

Ultimately, the wireframe on the right was a simple mockup of what would quickly turn into a rough template for many of the wireframes that appear later.



# language and moodboard

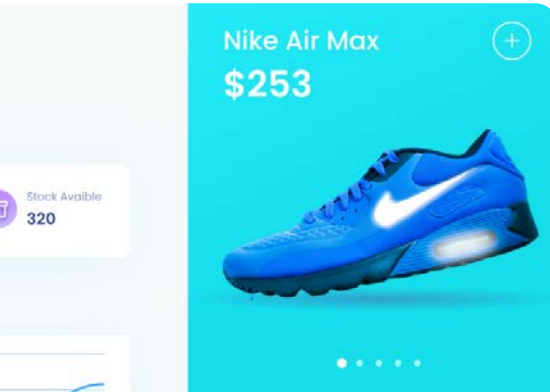
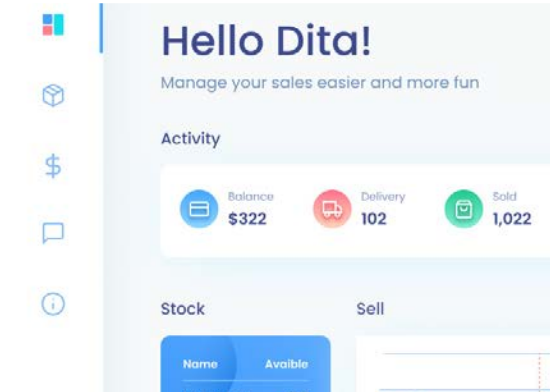
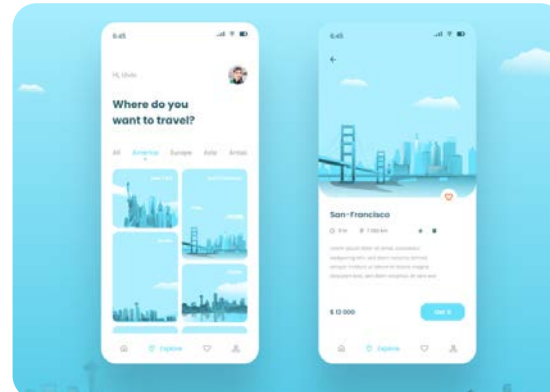
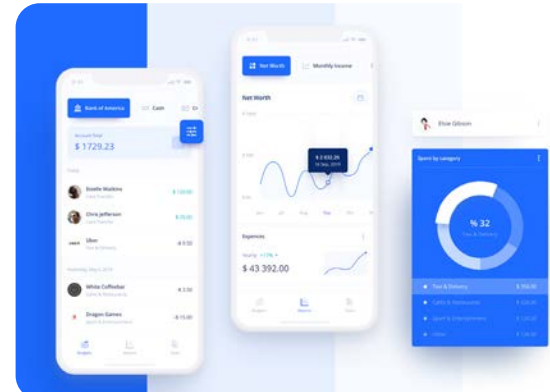
A collection of app and web designs all focused on simplistic user interfaces and clean design were pulled as inspiration for this project. Moving forwards I attempted to take this blue palette alongside the use of near-black and white to create a simple user interface that would appeal to all types of users and allow accessibility in terms of color composition and readability.

A9BCD0 1.95 : 1

00ADE4 2.59 : 1

255ED6 5.75 : 1

000B2B 19.40 : 1

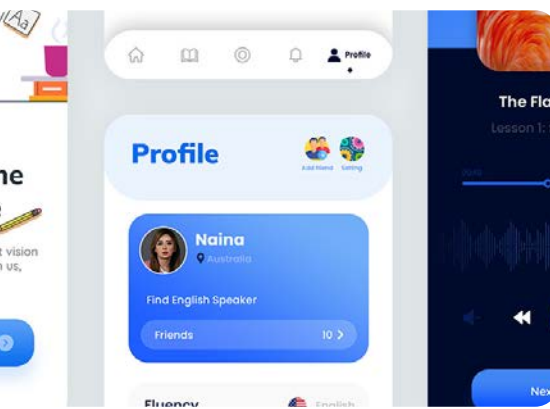
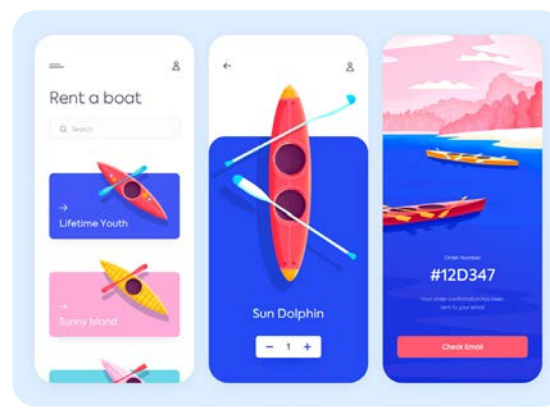
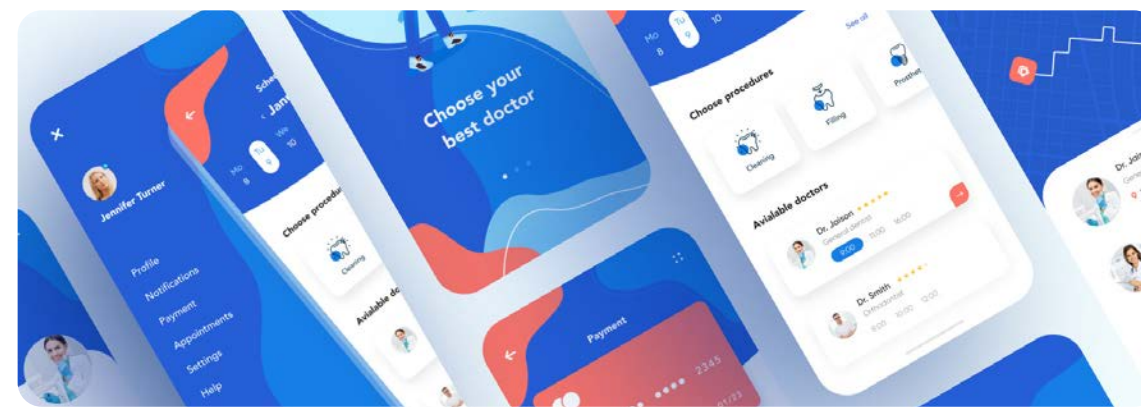
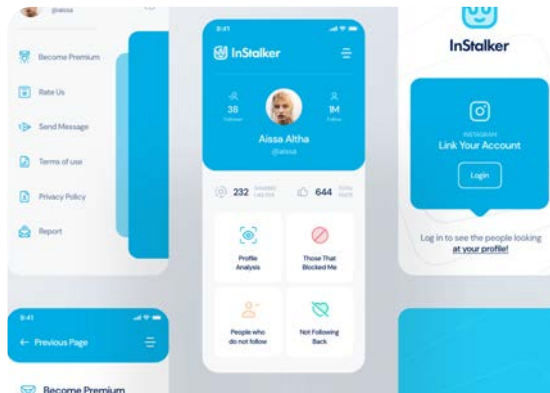
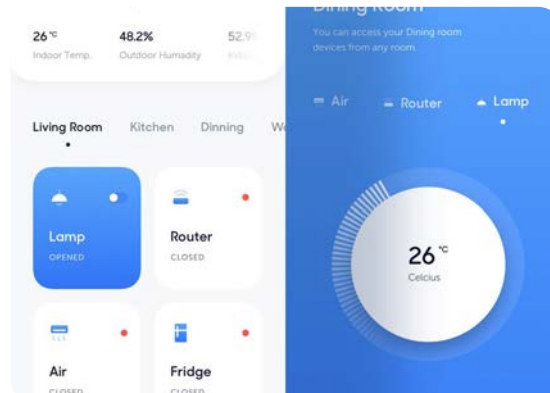


**Form** Rounded, Elegant, Curvilinear, Simplistic

**Details** Simple operation indicators, Ergonomic touch points, Diagnostic visuals, Universal imagery and icons

**Colors** Primary Colors: White (#FFFFFF), Deep Blue (#000B2B)  
Accent Colors: Light Blue (#00ADE4), Blue-Gray (#A9BCD0), Blue (255ED6)

**Personality** Modern, Refined, Minimalist, Functional, Simple





### problem:

Most fishing knowledge is passed down via word of mouth and generational outlets, how do people without access to these avenues learn about fishing?

### pitch:

rippl is a new app-based experience that aims to teach new fisher-people about the sport and give them the tools to effectively go out and enjoy fishing in a safe and fun way. By providing reading, videos, and images, rippl supplements the need for generational teaching and allows for a more modern take on learning an outdoor sport safely and effectively. However, considering the importance of learning from others, rippl also facilitates a community where new and experienced users alike can communicate and share all about their experiences. This helps foster a community of more involved and educated fisher-people ensuring the sport stays fun and ethical for years to come!

### features and functions:

Simplistic design, thorough education resources, community building through user interaction, living catalog of catches and the details pertaining to them

### target users:

People who casually enjoy the outdoors, but wish to get a bit more involved as well as Experienced outdoors-people who wish to share their experiences with others

### stakeholders:

Consumers, engineers, designers, retailers, marketers,

### rationale:

To provide a simple and enjoyable learning experience to passionate users and casual users alike to build a larger fishing community

### primary function:

Facilitate learning for individuals new to fishing and ensure a safe and quality experience.

### secondary function:

Facilitate connections and community building through a social and community tab for users to share their own experiences

### competitors:

Fishbrain, Fishbox, Fishing Points, FishAngler

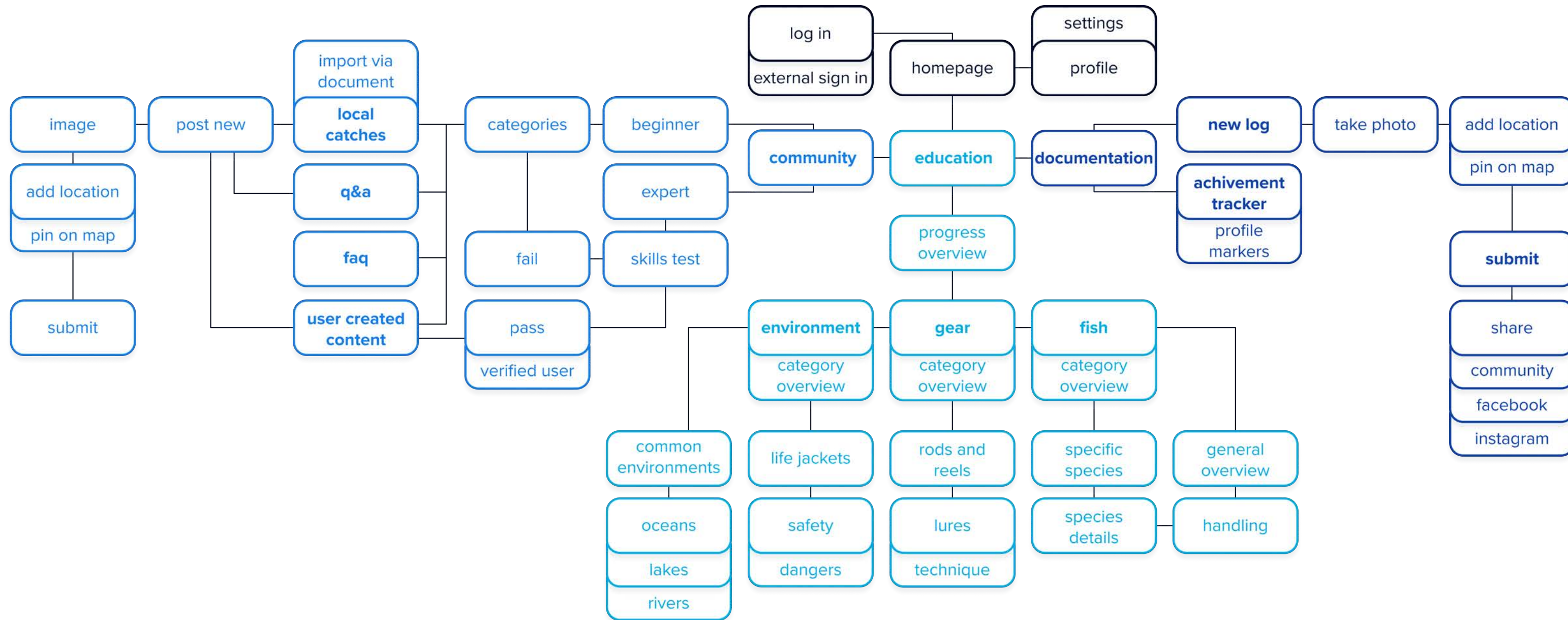
So... what exactly will this app do?

# site map

As I had begun ideation, it became clear that there were going to be three main sections to the app. These are noted as Community, Education, and Documentation. Community has the main goal of connecting users and allowing the sharing of content in the form of photos, videos, and catches they had come across during their travels.

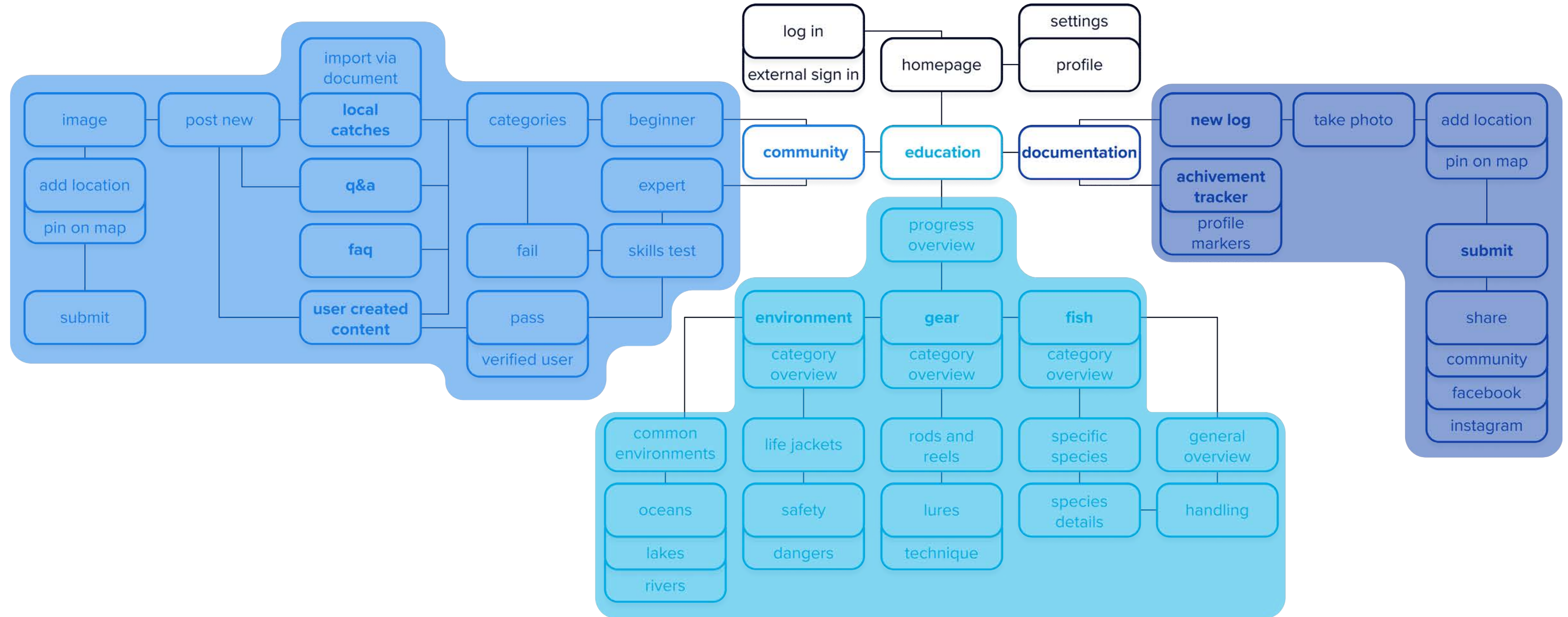
Education was the main hub of interest for new users, aiming to teach them about different factors to fishing like the environment, gear and the fish themselves. The intent is to keep users informed and safe by using imagery and videos to keep them engaged. They could then take this knowledge into simple quizzes that indicated their level of familiarity and confidence with the subjects learned.

Finally, I realized that to keep new and old users engaged in using the app, there needed to be something more, so Documentation was born. Allowing users to log their catches and important details alongside it and share it out to the community tab created a nice feedback loop so once users had learned all about fishing, they could still benefit from using the app.



# information architecture

This breakdown becomes more visible when color coded as shown to the right. Each color coded path breaks off of one central home page so they don't get convoluted and mixed in with each other.



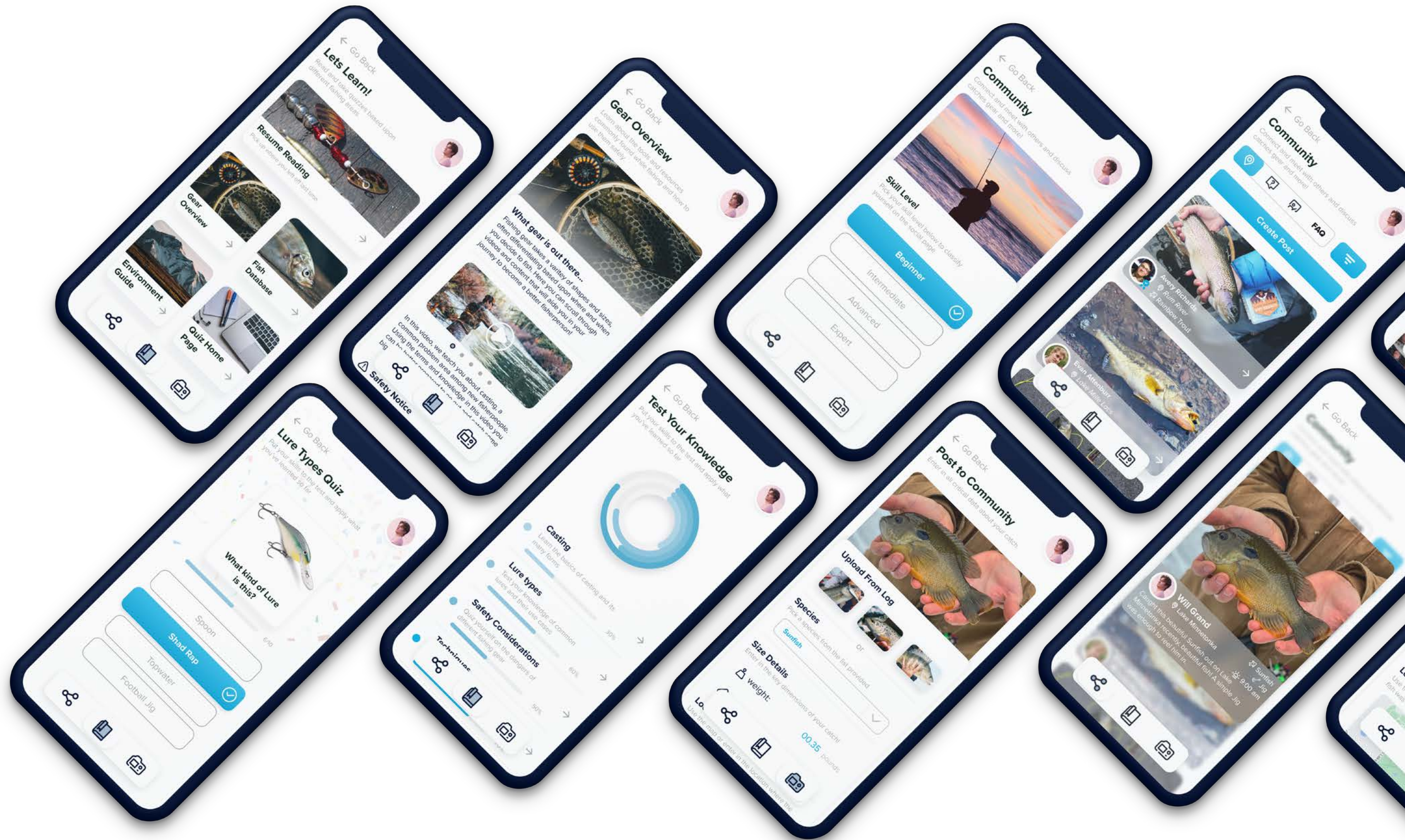
**community**  
Foster connections between users and grow interest in the sport

**education**  
Teach new users how to fish safely and get them excited about fishing

**documentation**  
Actively engage users in the fishing process to encourage app use



learn, document, share

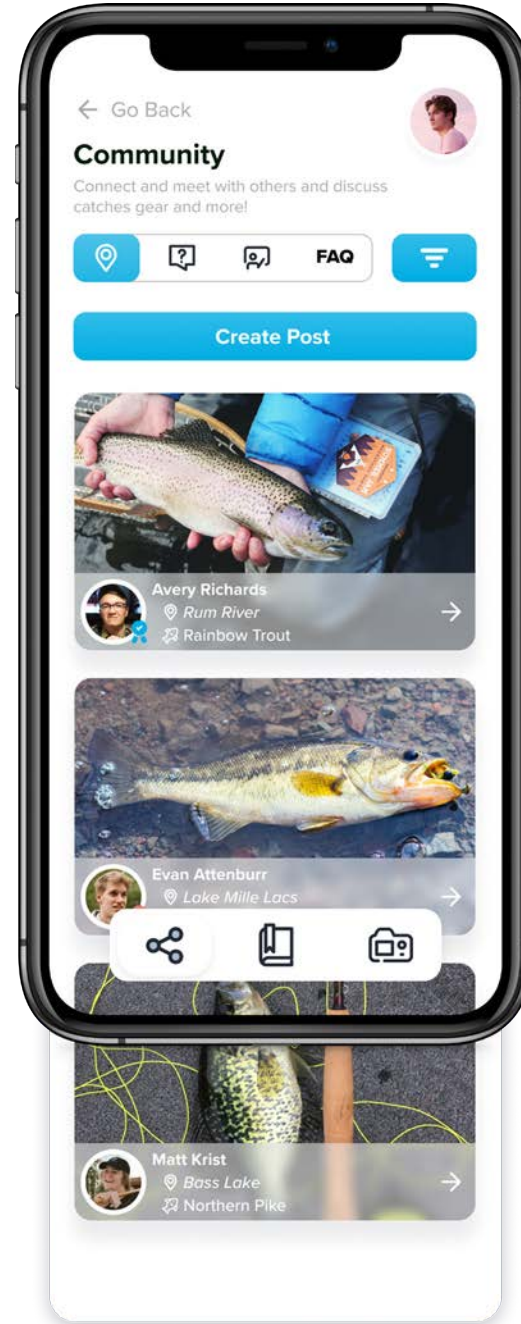
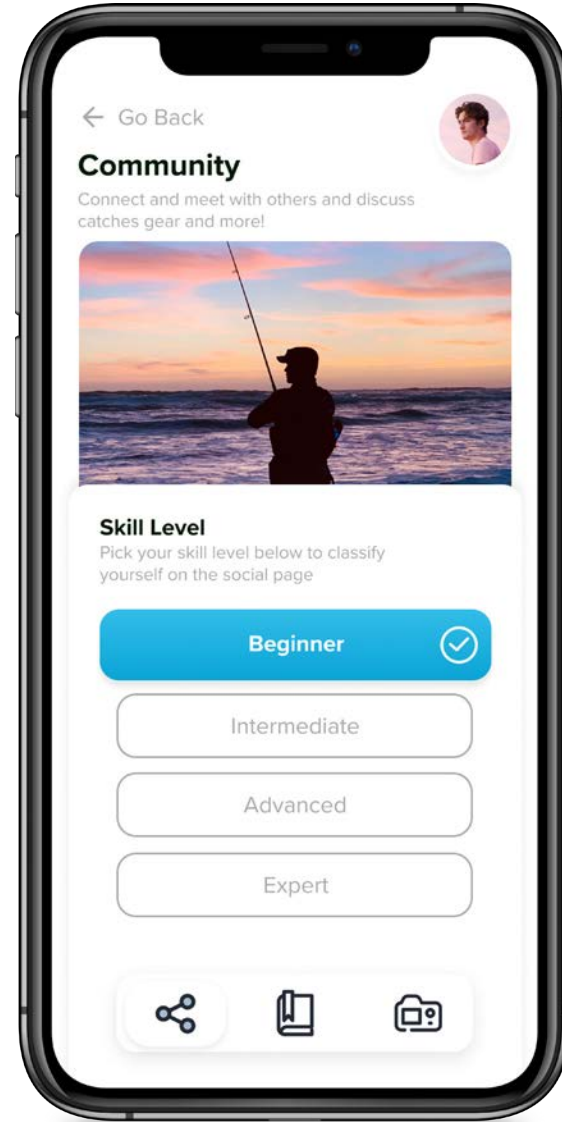


# community

The community tab allows the users to set their own skill level, but asks to validate more experienced users. Then they are able to access a variety of filters and subjects to browse user uploaded content from users of varying skill level. Users of all skill levels can submit posts or upload them directly from their catch log!

## self assigned skill level

higher skill levels require verification via a simple skills test which needs to be refreshed occasionally



## upload catches from your log

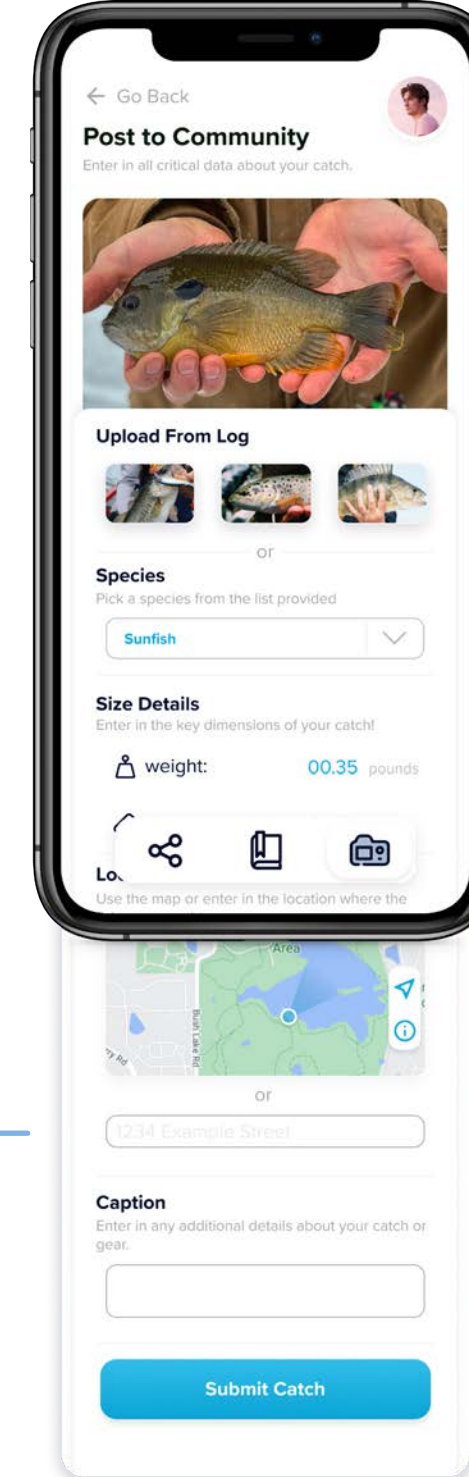
allows for quick posting and a greater focus on the conversation

## catch focused posts

prioritizing the catches keeps the conversations on topic and focused

## add locations for others to see

if willing, users can share where they caught certain fish to incentivize more users to get out there

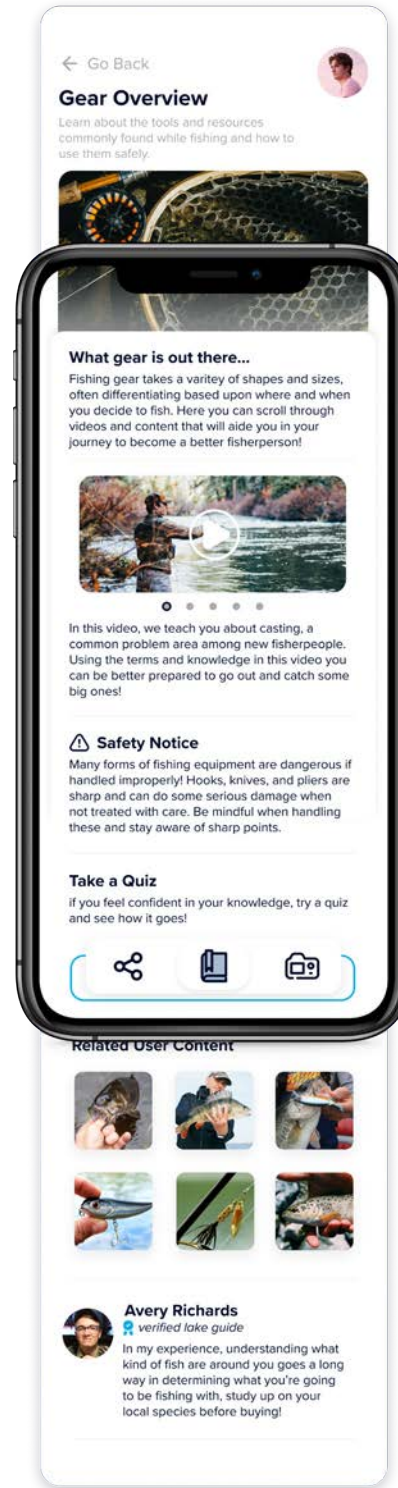
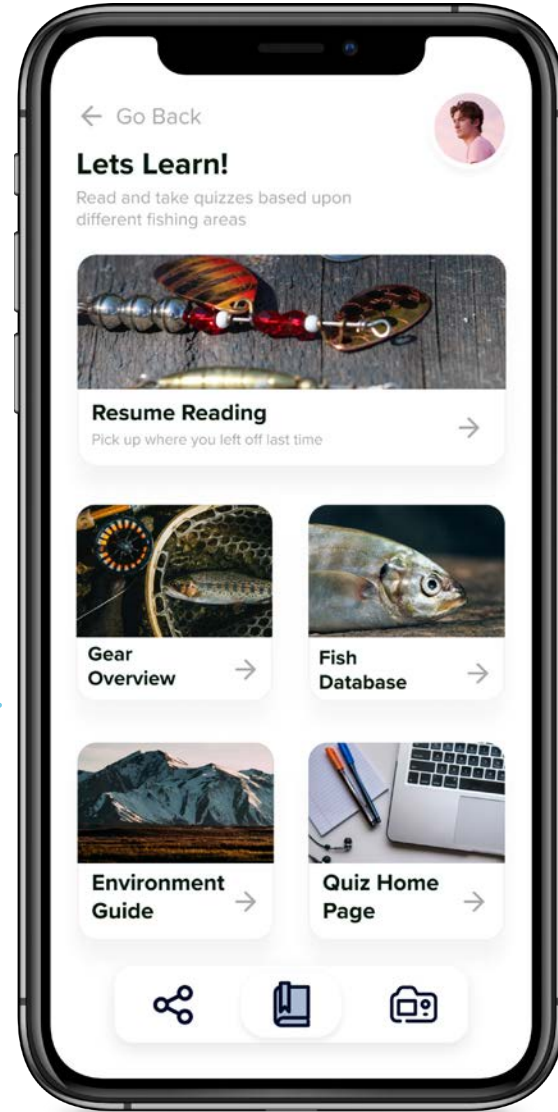


# education

The education tab allows users to control what and how they learn. They are able to scroll through a plethora of videos and images that aim to teach the user about a variety of targeted topics. They can also circumvent the learning and jump straight into quizzes to test their knowledge if they so choose.

## central learning dashboard

users can pick from a variety of topics and learn the ins and outs of each or just go directly to the quizzes

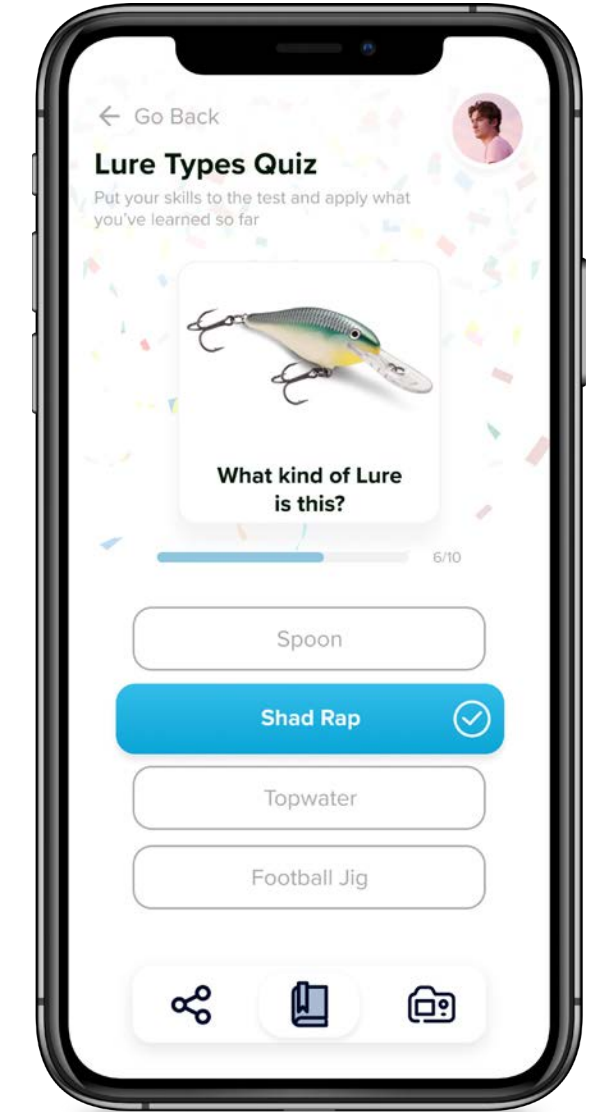
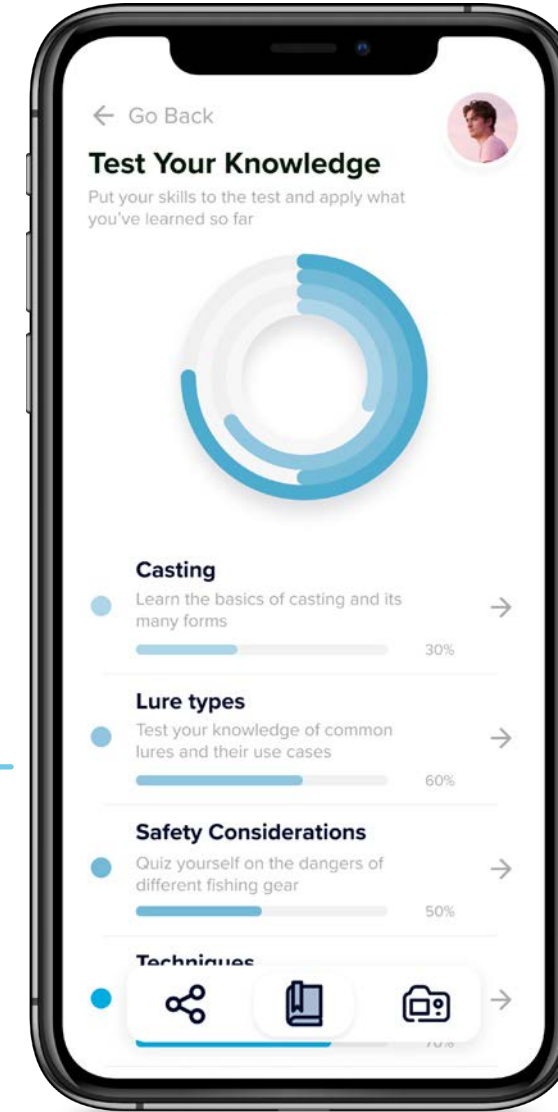


## scroll through videos

tutorials come with simple captions and detailed videos for users to quickly access

## quiz progress overview

simple indicators show clear progress on the quizzes



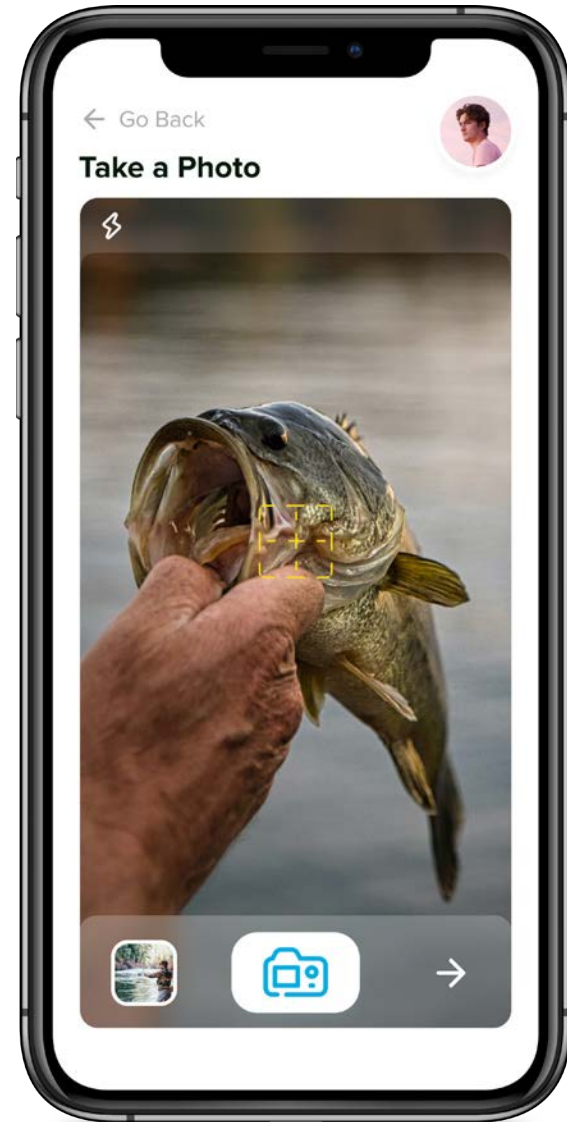
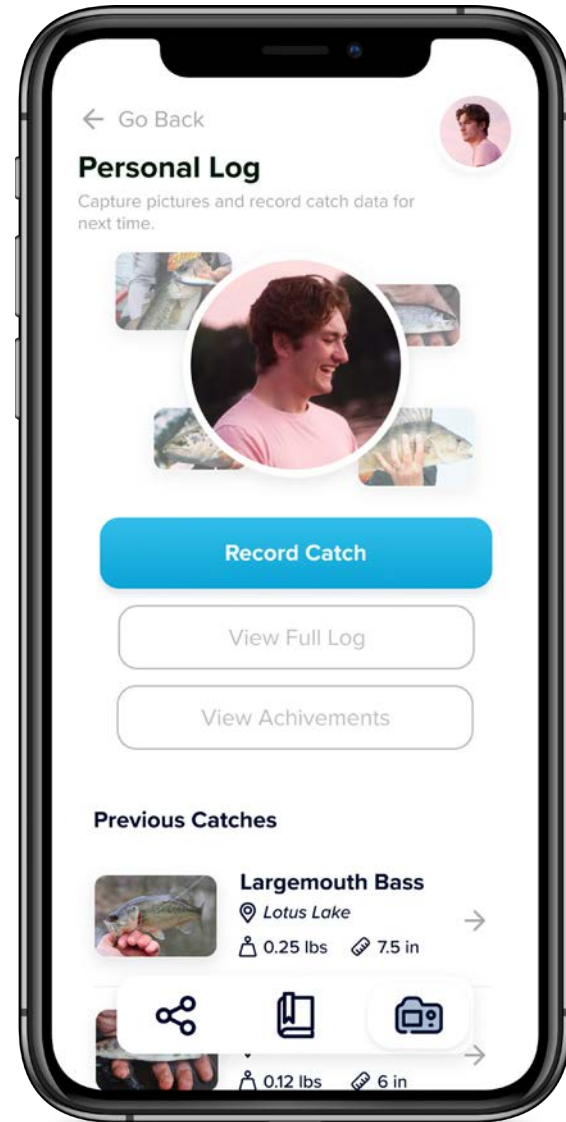


# documentation

The documentation tab allows for users to log their catches and any details surrounding them. This is a simple way of keeping users engaged with the app, incentivizing them to come back and continue documenting and sharing all in one simple place.

## simple overview

prioritizing the capture using emphasized buttons keeps users engaged and doesn't distract while out on the water

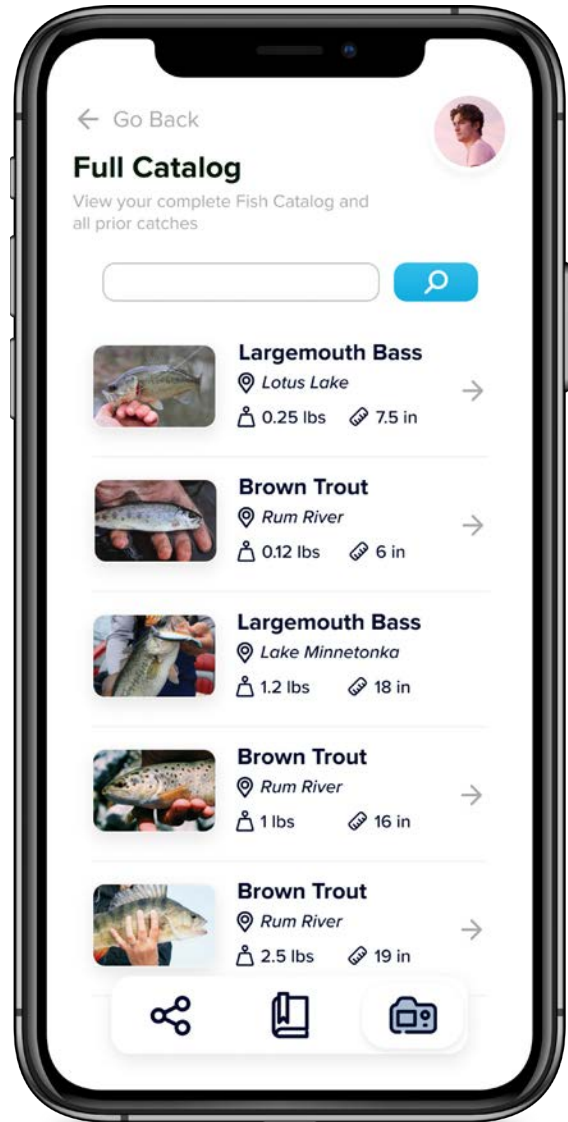
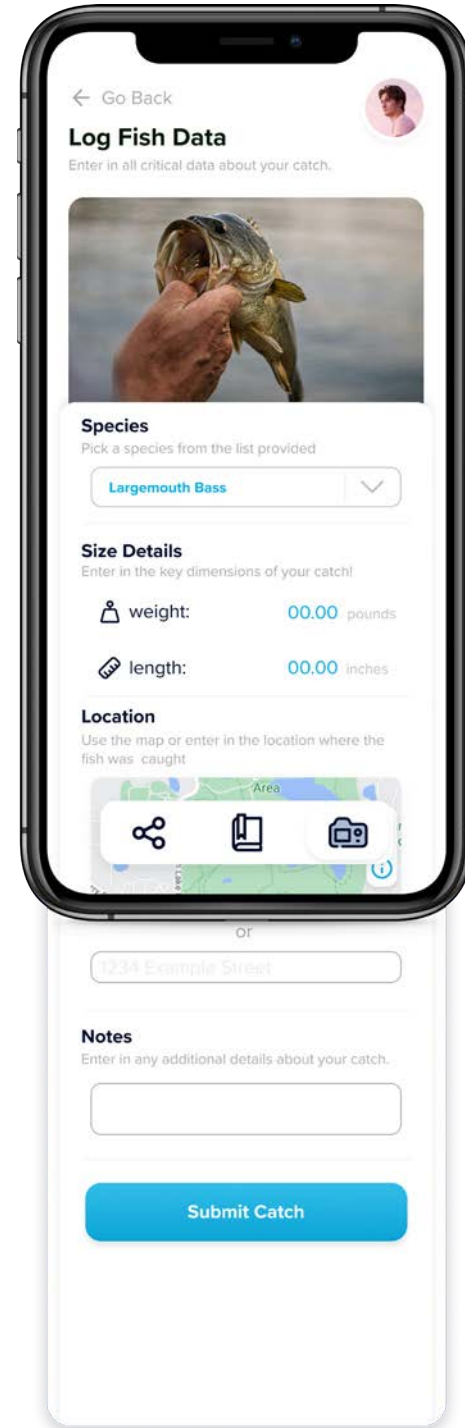


## quick detailed inputs

by providing only necessary inputs it puts focus on getting the fish back into the water quickly

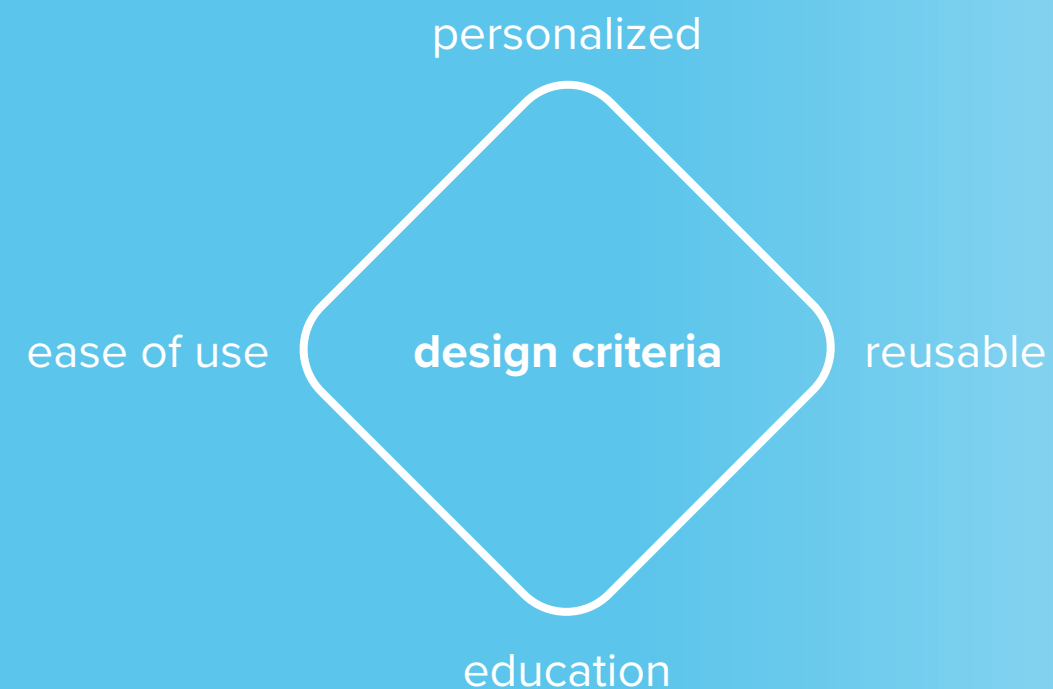
## quick easy captures

worrying less about the imagery and focusing on the action results in less time spent in-app



# looking back...

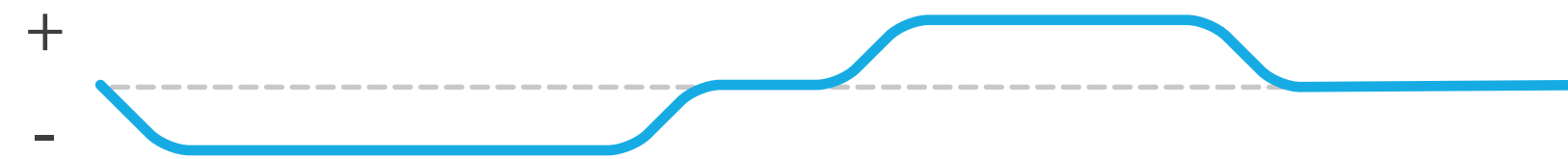
Before the creation of the app, **the novice's experience was severely lacking**, indicated by his journey map. Now that the app has been created, lets look at it now...



## pre-app experience

before using the app, the novice suffered in the early stages of learning

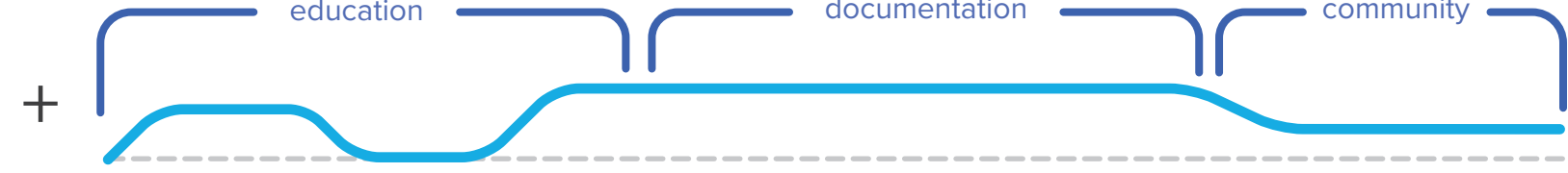
- ! Too many things to bring, teach how to cut down!
- ! Teach where and how to find fish while on the go
- 💡 Promote safety and care for fish



## post-app experience

with the app, we can see that the preliminary experience has improved significantly

- education
- documentation
- community



preparing                      going fishing                      catching fish                      end of day

# rippl

rippl is a new app-based experience that aims to teach new fisher-people about the sport and give them the tools to effectively go out and enjoy fishing in a safe and fun way. By providing reading, videos, and images, rippl supplements the need for generational teaching and allows for a more modern take on learning an outdoor sport safely and effectively. However, considering the importance of learning from others, rippl also facilitates a community where new and experienced users alike can communicate and share all about their experiences.

Avery Schlegel  
schlegelart@gmail.com  
<https://averyschlegel.myportfolio.com/>  
952-649-9412

