CATCH ZONE ™

App Redesign & Updates

Available on the App Store

GET IT ON Google Play
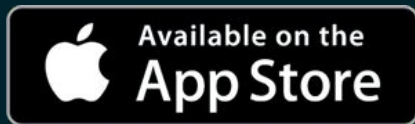
About CatchZone™

CatchZone™ is a mobile application for Android® and iOS® built to help fishermen and fisherwomen check local regulations, in-season fish, display emergency updates, and register fishing tags on catches.

Registered tags are sent to relevant authorities automatically where participating (as of March 2024; the US states of Washington and Oregon).

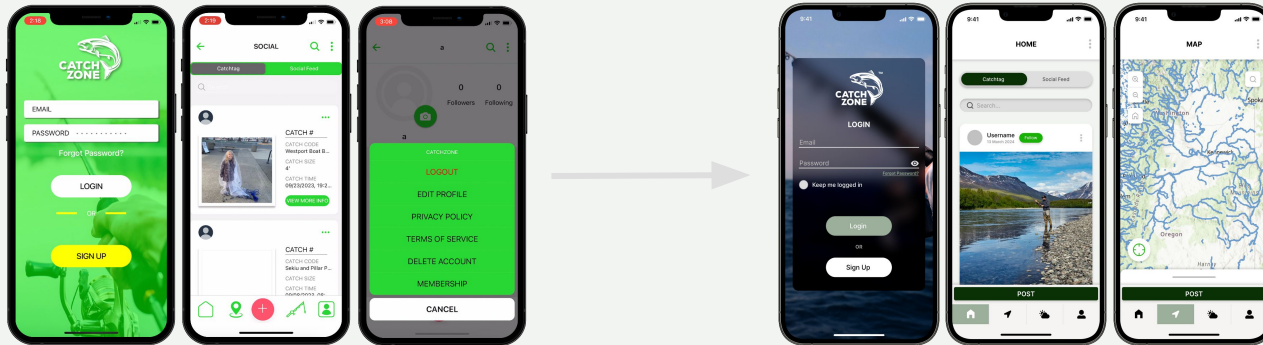Location and Map data derive from GSI data, as well as NOAA for the Weather page and relevant features.

The app subscribed users only (monthly or yearly plans) and downloadable/purchasable through either the Apple App Store™ or Google Play Store™
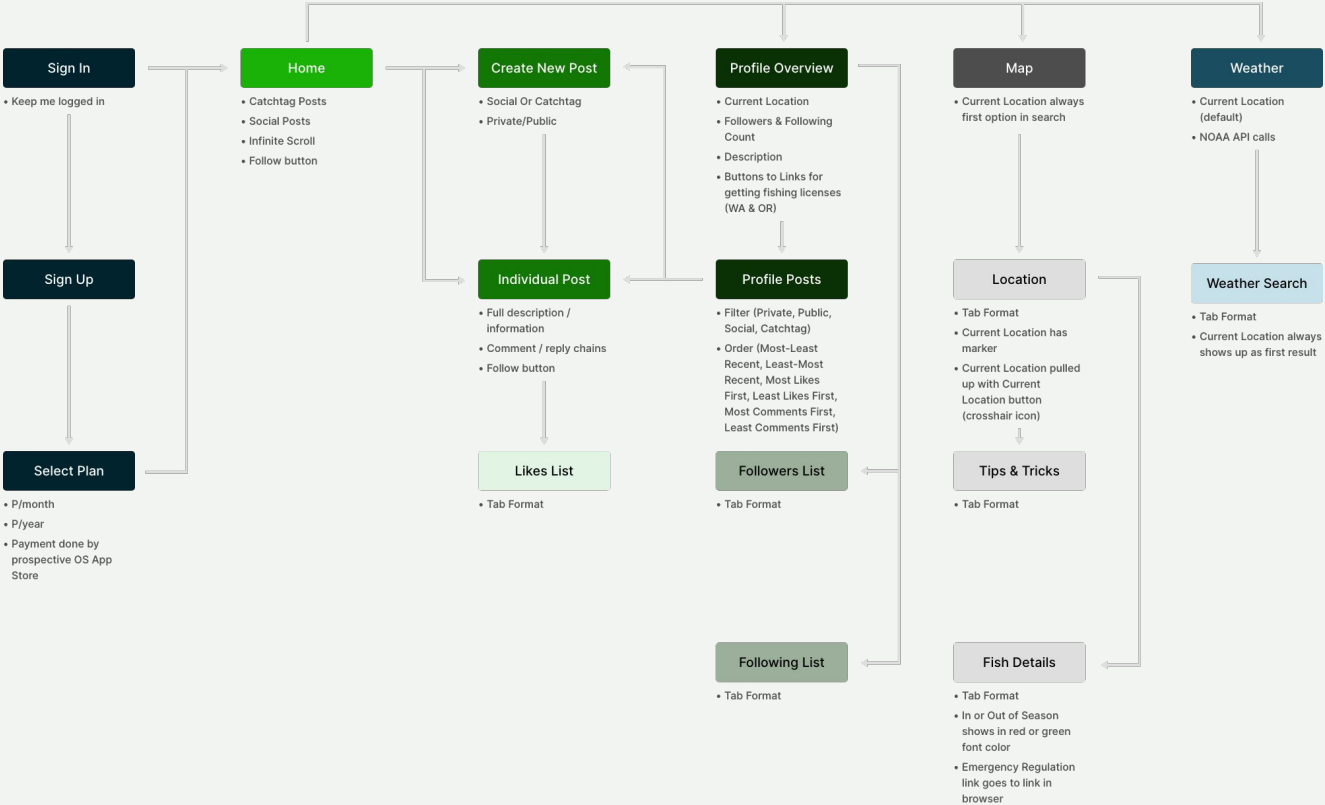
Project Goals

First Priority: Redesign the entire UI of the application to be much more appealing.

Second Priority: Edit UX to be more user-friendly where applicable.

Third Priority: Design and add new Weather feature

User Flow

Sign In
- Keep me logged in

Home
- Catchtag Posts
- Social Posts
- Infinite Scroll
- Follow button

Create New Post
- Social Or Catchtag
- Private/Public

Profile Overview
- Current Location
- Followers & Following Count
- Description
- Buttons to Links for getting fishing licenses (WA & OR)

Map
- Current Location always first option in search

Weather
- Current Location (default)
- NOAA API calls

Sign Up

Select Plan
- P/month
- P/year
- Payment done by prospective OS App Store

Individual Post
- Full description / information
- Comment / reply chains
- Follow button

Profile Posts
- Filter (Private, Public, Social, Catchtag)
- Order (Most-Least Recent, Least-Most Recent, Most Likes First, Least Likes First, Most Comments First, Least Comments First)

Location
- Tab Format
- Current Location has marker
- Current Location pulled up with Current Location button (crosshair icon)

Weather Search
- Tab Format
- Current Location always shows up as first result

Likes List
- Tab Format

Followers List
- Tab Format

Tips & Tricks
- Tab Format

Following List
- Tab Format

Fish Details
- Tab Format
- In or Out of Season shows in red or green font color
- Emergency Regulation link goes to link in browser

Style Guide

Font:

Shadows:

Standard Module Backgrounds
#000000 @ 16% Opacity
X=0 Y=3 B=6
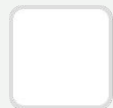
Tabs & Footer
#000000 @ 16% Opacity
X=0 Y=-3 B=6

Edit Post
Delete Post

Small Elements
#000000 @ 25% Opacity
X=0 Y=2 B=10

Search...
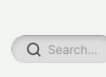
Punched-In Type Fields (Inner Shadow)
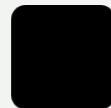#000000 @ 16% Opacity
X=0 Y=3 B=6

Color Palette:
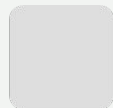
#FFFFFF	#DEDEDE	#C1C1C1	#979797	#4D4D4D	#000000
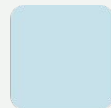
#D9E2E5	#B6C4C9	#C7E1EA	#2F8CA9	#1A4D5F	#00232E
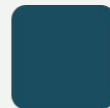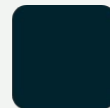
#F2F4F2	#E2F4E3	#9BAF9B	#1AB207	#127705	#0A3105

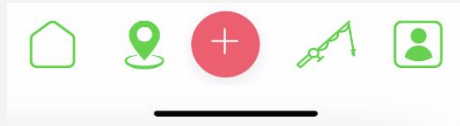|		
#F5F4F2	#EFC566	#CB8D00

#DD0000

Footer

Changes Made:

- New Icons & Style
- Added new Weather page feature
- Larger Navigation Buttons
  - Average use case for the app is outside, on location creating tags for fishing, often with wet/muddy/damp hands. Largest click area possible was paramount for improved navigation and overall UX.
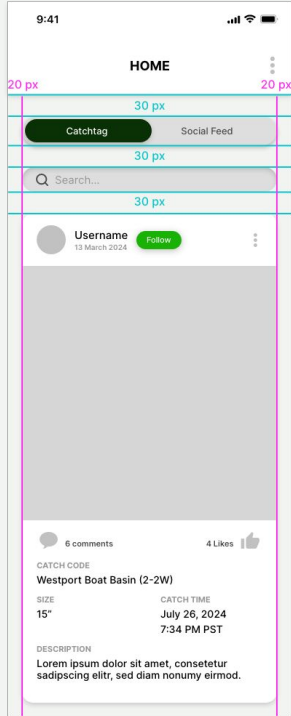

Even with added button for Weather page, standard page navigation increased **≈336%**. New Post button increased by **≈359%.*

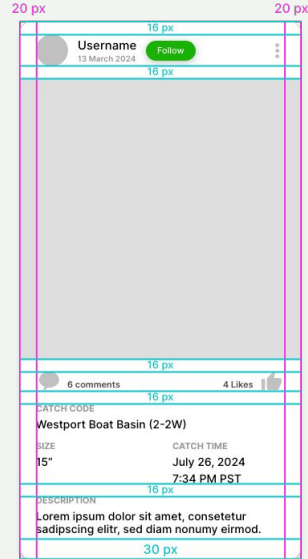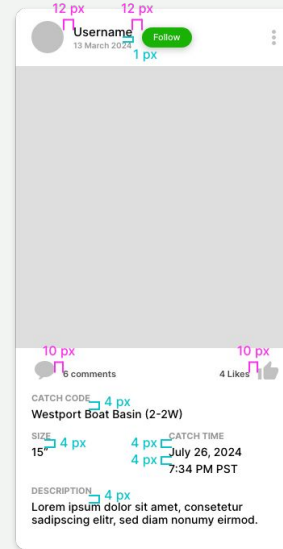*Sizes calculated based on iPhone 12, 13, and 14 standard size of 390 px screen width
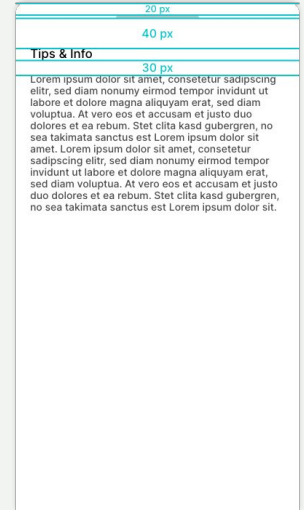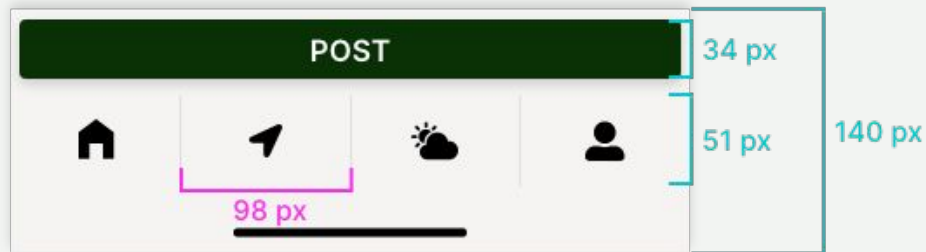
Padding

Page Overall:

In-Module:

Spacing:

Tabs:

Page Overall:

9:41

HOME

20 px — 20 px

30 px

Catchtag | Social Feed

30 px

Search...

30 px

Username
13 March 2024 | Follow

6 comments | 4 Likes

CATCH CODE
Westport Boat Basin (2-2W)

SIZE | CATCH TIME
15" | July 26, 2024
7:34 PM PST

DESCRIPTION
Lorem ipsum dolor sit amet, consetetur
sadipscing elitr, sed diam nonumy eirmod.

In-Module:

20 px — 20 px

16 px

Username | Follow
13 March 2024

16 px

16 px

6 comments | 4 Likes

16 px

CATCH CODE
Westport Boat Basin (2-2W)

SIZE | CATCH TIME
15" | July 26, 2024
7:34 PM PST

16 px

DESCRIPTION
Lorem ipsum dolor sit amet, consetetur
sadipscing elitr, sed diam nonumy eirmod.

30 px

Spacing:

12 px | 12 px

Username | Follow
13 March 2024

1 px

10 px | 10 px

6 comments | 4 Likes

CATCH CODE | 4 px
Westport Boat Basin (2-2W)

SIZE | 4 px | 4 px CATCH TIME
15" | 4 px July 26, 2024
7:34 PM PST

DESCRIPTION | 4 px
Lorem ipsum dolor sit amet, consetetur
sadipscing elitr, sed diam nonumy eirmod.

Tabs:

20 px

40 px

Tips & Info

30 px

Lorem ipsum dolor sit amet, consetetur sadipscing
elitr, sed diam nonumy eirmod tempor invidunt ut
labore et dolore magna aliquyam erat, sed diam
voluptua. At vero eos et accusam et justo duo
dolores et ea rebum. Stet clita kasd gubergren, no
sea takimata sanctus est Lorem ipsum dolor sit
amet. Lorem ipsum dolor sit amet, consetetur
sadipscing elitr, sed diam nonumy eirmod tempor
invidunt ut labore et dolore magna aliquyam erat,
sed diam voluptua. At vero eos et accusam et justo
duo dolores et ea rebum. Stet clita kasd gubergren,
no sea takimata sanctus Lorem ipsum dolor sit.

Padding (cont.)

Footer:

POST

34 px

51 px

140 px

98 px

5 px

5 px

6 px

POST

10 px

5 px

iOS Dead Zone   H=34 px

Header:

25 px   25 px

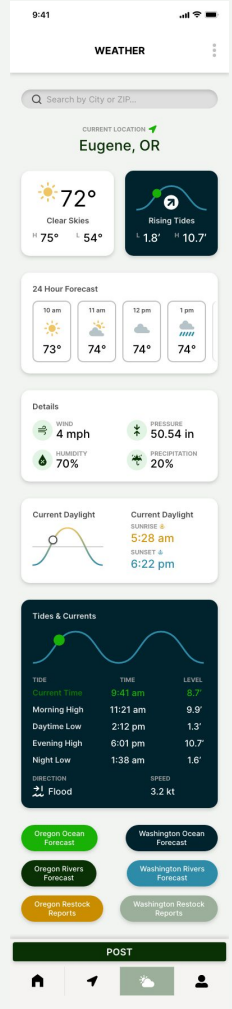9:41   iOS Dead Zone
H=48 px

27 px

POST

28 px

Weather: New Feature

Real-time weather updates for current location (default) or searched location.

All data derives from NOAA API for recognized locations the app covers.

Search always shows current location as first option.

Results

- Whole app redesign was done with approval (barring small changes post-relaunch) in 32 days using Adobe Xd®.
- Social feed and features have been massively overhauled and become much more user-friendly.
- In the first month of redesign, CatchZone experienced ≈25% total subscriber growth.