

# Pond Tracker Utah

Carter Bohin

## Focus

Create a accessible mobile and tablet application that is accessible to users and easy to navigate

## Client

Utah Valley  
University

## Role

Design and Research

## TimeFrame

August-December

# 01. Project Overview

## 1. The Product

Pond Tracker Utah is a mobile application designed to help anglers in Utah track fishing conditions, log catches, and connect with local fishing communities. It provides real-time updates on ponds, water conditions, regulations, and other essential fishing data.

## 2. The Problem

Fishing enthusiasts often struggle to find up-to-date, accurate information about local fishing spots and need a streamlined way to track their activities and connect with others.

## 3. The Goal

To create a user-friendly app that enhances the fishing experience by providing accurate pond information, easy-to-use tracking features, and a community platform for anglers in Utah.

# 01. Project Overview

## The Inspiration

Creating Pond Tracker Utah likely comes from a deep appreciation for the outdoors and the sense of adventure that fishing provides. Living in Utah, with its vast array of ponds, lakes, and rivers, you're probably drawn to the idea of connecting anglers to the best local fishing spots, enhancing their experience with up-to-date information, and helping them track their progress.

## 02. User Research

### User Research: Audience Description

The target audience includes both beginner and intermediate anglers in Utah, aged 18-55, who enjoy outdoor activities and fishing. They rely on mobile apps for convenience and seek information on fishing spots, conditions, and community interactions.

# User Research: Personas

## User Persona: Ethan Van



Persona Ethan Vancomben 23

Location Salt Lake, UT

Occupation Recent college Grad,  
Aspiring Environmental  
Consultant

### Motivations

- Finds peace and relaxation in nature and is drawn to the meditative aspect of fishing.
- Enjoys the idea of catching his own food and contributing to sustainable practices.
- Wants to connect with friends and family through shared outdoor activities.

### Background

Ethan recently graduated with a degree in Environmental Science. He's passionate about the outdoors and is just starting to explore fishing as a new hobby. Growing up in the city, Ethan didn't have many opportunities to fish but always admired the peacefulness associated with the activity.

### Challenges

- Has little experience with fishing and finds the vast amount of gear and techniques overwhelming.
- Struggles with choosing the right equipment for beginners without breaking the bank.
- Needs to balance his new hobby with his busy job search and early career development.

### Preferred Tools & Technologies



### Goals

- Learn the basics of fishing, from choosing the right gear to understanding local fishing regulations.
- Find quiet spots to fish and unwind after busy work weeks.
- Eventually develop enough skills to join local fishing groups and participate in small competitions.

### Personality Traits



Curious and eager to learn  
Patient and calm under pressure

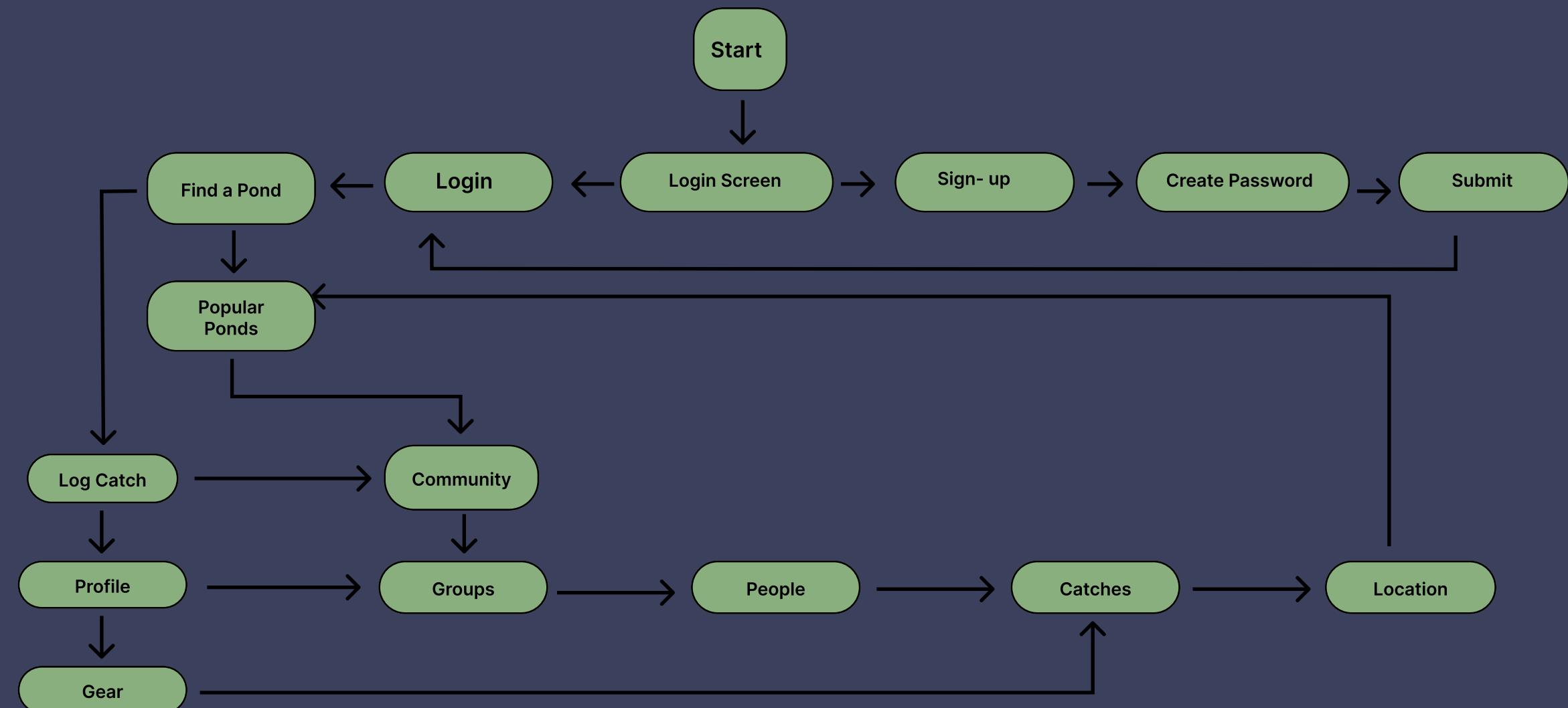


Adventurous and loves exploring new hobbies

# 03. User Flow

## The Inspiration

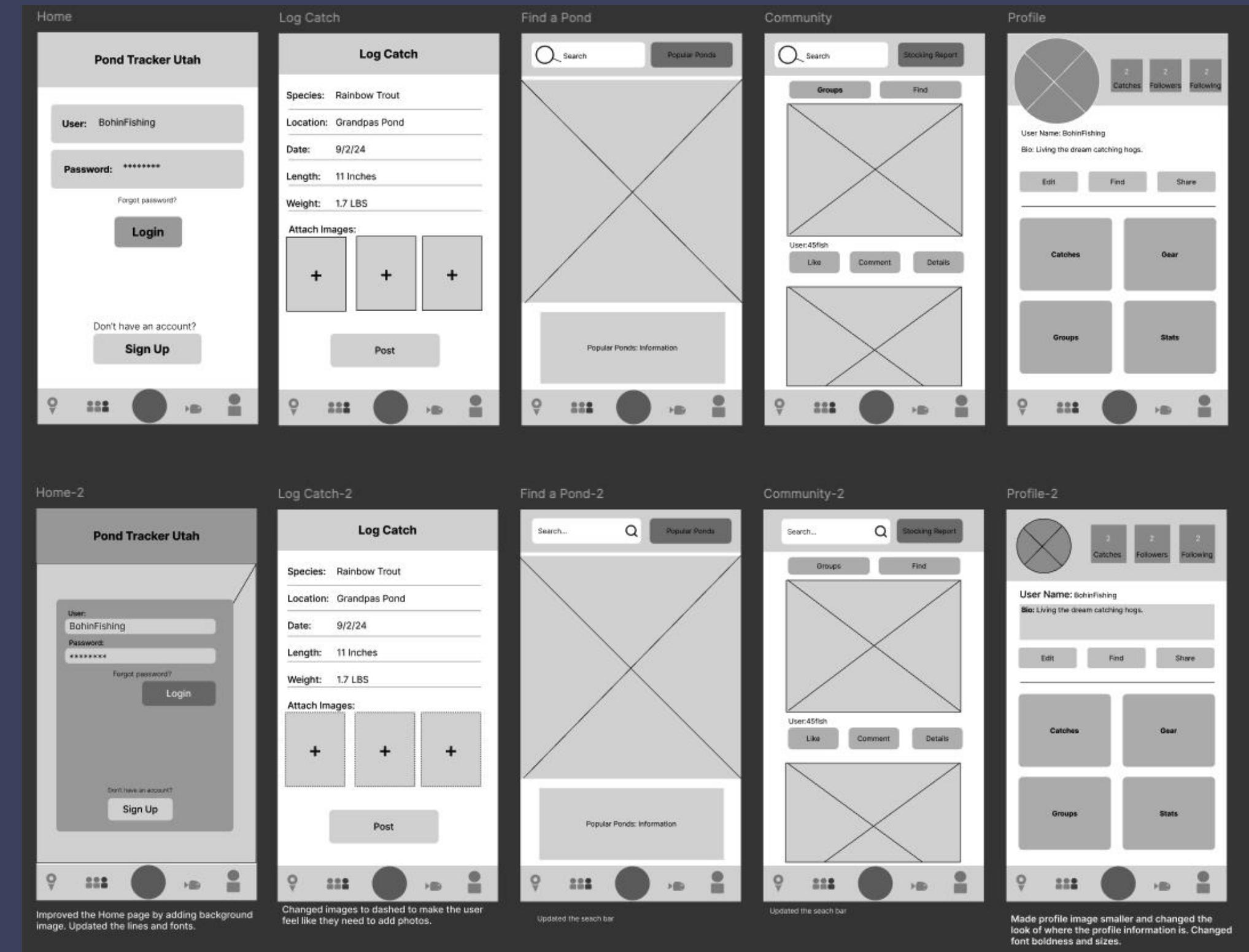
This flow ensures that users can easily find relevant pond information and connect with fellow anglers to improve their fishing experience.



# 04. Early Concepts

## WireFrames

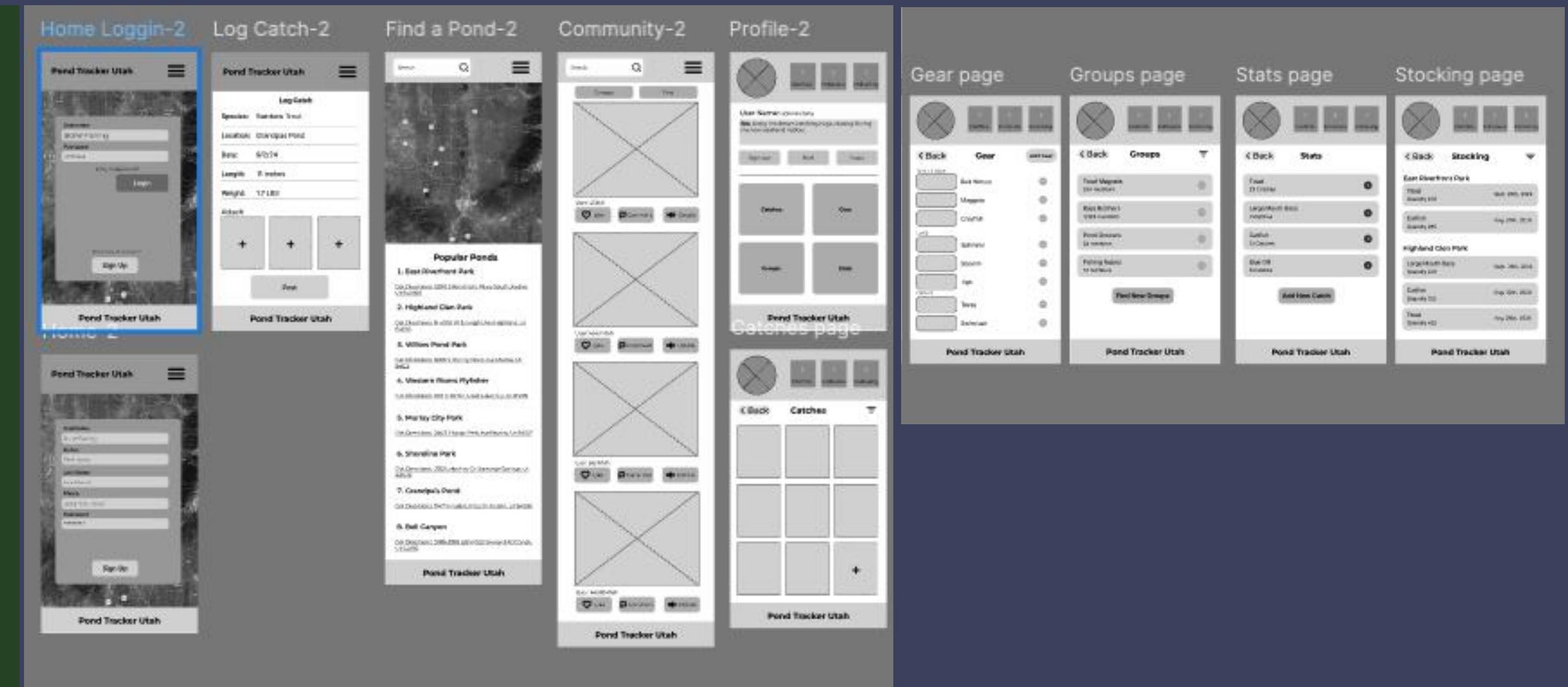
Started out with a basic black and white wireframe to help design the app. I have placeholder text and content to be ready to add into the design.



# 04. Early Concepts

## WireFrames

Started adding in more content.  
Designed more pages to make the app more polished.



# 05. Usability Study

## Usability Study Methodology

### Research Questions

1. How easy it is to navigate through the application?
1. User's impressions of how easy or hard it is to use features of the app like adding a catch or viewing the community?
1. What are somethings that you would like to see changed or added into this app?

### Participants

3 participants

2 Male 1 Female

Ages 18-26

### Methodology

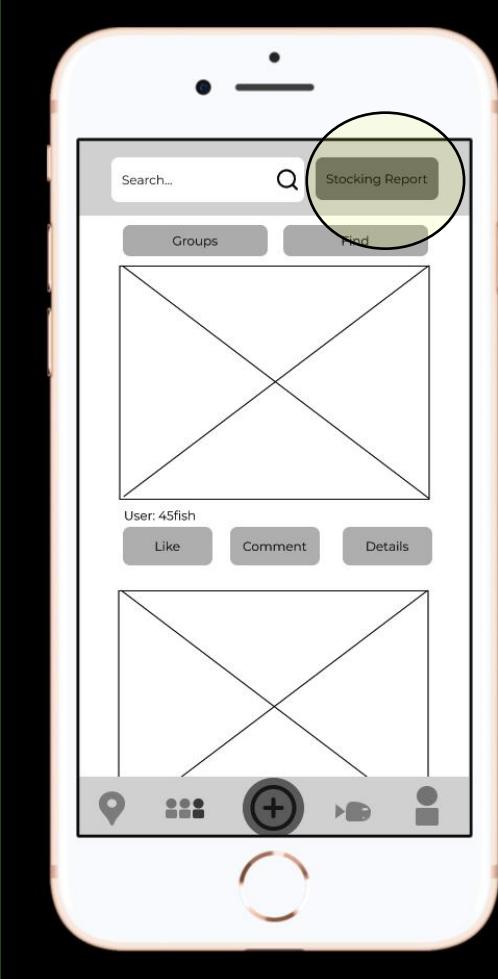
- Method: The researcher will observe the user's actions and record the users tasks through screen sharing on mobile devices.
- Screen sharing is done through the Figma mobile app.
- All participants are given a list of tasks that they will have to complete through the app.
- The sessions with the users should take no more than 5 Minutes.

# 06. Usability Study Results

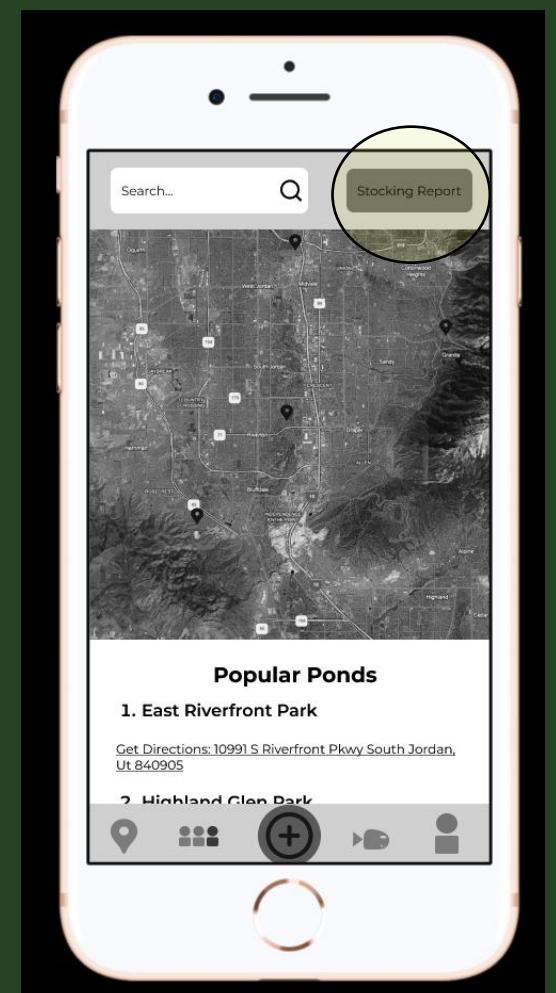
## Insight 1

- The stocking report was hard to find. Adding it to more pages or a different page.
- Left on same page and added to Ponds page to find it faster.

Before



After



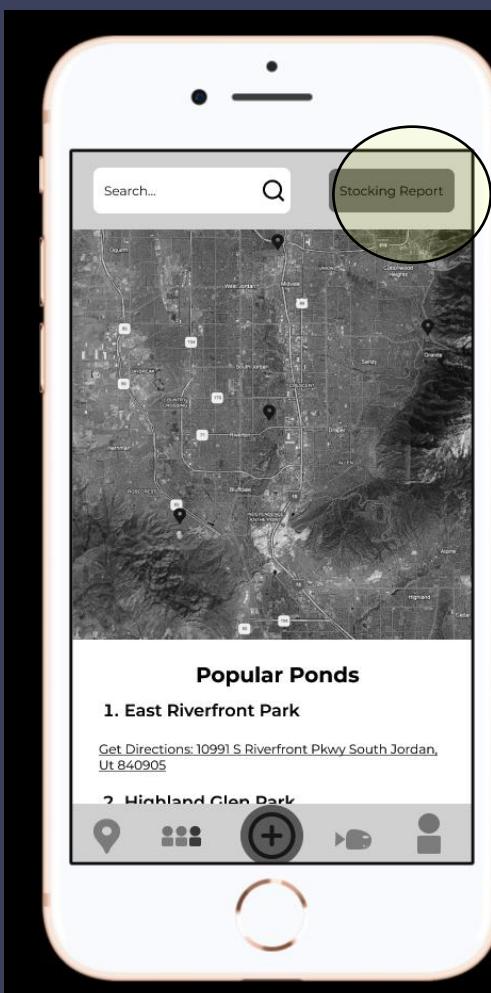
## Insight 2

The popular ponds button didn't make sense on the same page as the popular ponds because that is really the only content on the page. Changed this with stocking report. Insight 1 helped choose what to add here.

Before



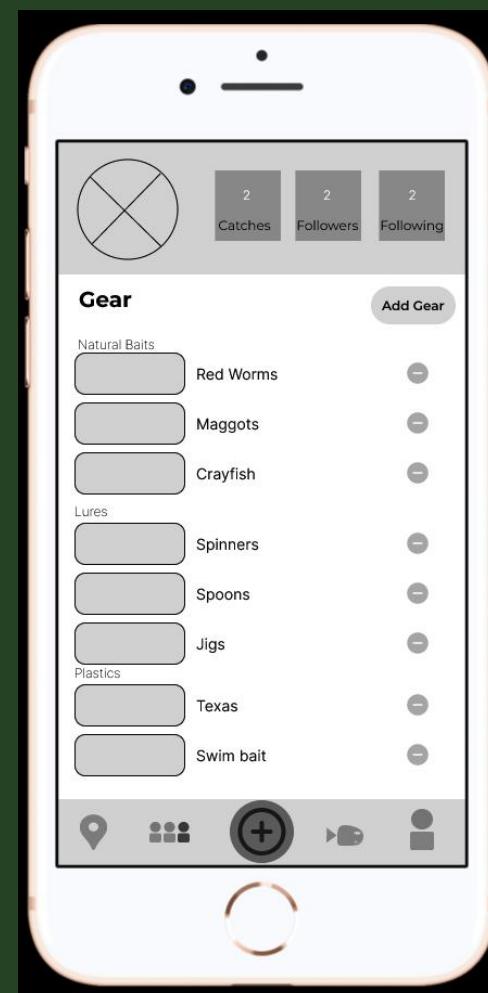
After



## Insight 3

- When clicking on any of the profile items there should be a back button. For instance the Gear page there is no back button.

Before



After



# 06. Usability Study Results

## Low-Fidelity Mockups | Before the usability study

The image displays a grid of 13 low-fidelity wireframe mockups for a mobile application, likely a prototype for a fishing-related platform. The mockups are arranged in three rows:

- Row 1:** Home Loggin-2, Log Catch-2, Find a Pond-2, Community-2, Profile-2.
- Row 2:** Home-2, Catches page, Gear page, Groups page, Stats page.
- Row 3:** Stocking page.

**Home Loggin-2:** Shows a login screen with fields for Username (BolinFishing), Password, and a 'Forgot password?' link. It includes a 'Sign Up' button and a 'Login' button.

**Log Catch-2:** Shows a 'Log Catch' screen with fields for Species (Rainbow Trout), Location (Grandpas Pond), Date (9/2/24), Length (11 inches), and Weight (1.7 LBS). It includes an 'Attach' section with three '+' buttons and a 'Post' button.

**Find a Pond-2:** Shows a map interface titled 'Popular Ponds' with several locations marked. Below the map is a list:

- 1. East Riverfront Park
- 2. Highland Glen Park
- 3. Willow Pond Park
- 4. Western Rivers Flyfisher
- 5. Murray City Park
- 6. Shoreline Park
- 7. Grandpa's Pond
- 8. Bell Canyon

Each item has a 'Get Directions' link.

**Community-2:** Shows a map interface with a large 'X' drawn over it. Below the map is a list:

- User: 45fish
- Like
- Comment
- Details

**Profile-2:** Shows a user profile for 'User: BolinFishing' with the bio 'Bolin: Living the dream catching hogs. Making fishing my new weekend hobby.' It includes 'Sign-out', 'Find', and 'Share' buttons, and sections for 'Catches', 'Gear', 'Groups', and 'Stats'.

**Home-2:** Shows a home screen with a similar layout to the first one, including a login section and a list of locations.

**Catches page:** Shows a list of catches with a large 'X' over each entry. Each entry includes a 'Like', 'Comment', and 'Details' button.

**Gear page:** Shows a list of gear items with a large 'X' over each entry. Each entry includes a 'Like', 'Comment', and 'Details' button.

**Groups page:** Shows a list of groups with a large 'X' over each entry. Each entry includes a 'Like', 'Comment', and 'Details' button.

**Stats page:** Shows a list of stats for various locations with a large 'X' over each entry. Each entry includes a 'Like', 'Comment', and 'Details' button.

**Stocking page:** Shows a list of stocking information for different locations with a large 'X' over each entry. Each entry includes a 'Like', 'Comment', and 'Details' button.

# 06. Usability Study Results

Low-Fidelity Mockups | After the usability study

The image displays a grid of 13 low-fidelity wireframes for a mobile application, likely a fishing tracker. The wireframes are arranged in three rows. The first row contains five wireframes: Home Loggin-2, Log Catch-2, Find a Pond-2, Community-2, and Profile-2. The second row contains four wireframes: Catches page, Gear page, Groups page, and Stats page. The third row contains four wireframes: Stocking page, Catches page, Groups page, and Stats page.

**Home Loggin-2:** A login screen for "Pond Tracker Utah". It features fields for Username (BolinFishing), Password, and a "Forgot password?" link. Below the fields are "Sign Up" and "Login" buttons. A "Don't have an account?" link is at the bottom.

**Log Catch-2:** A screen for logging a catch. It includes fields for Species (Rainbow Trout), Location (Grandpas Pond), Date (9/2/24), Length (11 inches), and Weight (1.7 LBS). There are "Attach" buttons for photos and a "Post" button.

**Find a Pond-2:** A map-based screen showing locations of ponds. It includes a search bar, a "Stocking Report" button, and a "Popular Ponds" section listing 1. East Riverfront Park, 2. Highland Glen Park, 3. Willow Pond Park, 4. Western Rivers Flyfisher, 5. Murray City Park, 6. Shoreline Park, 7. Grandpa's Pond, and 8. Bell Canyon. Each entry has a "Get Directions" link and a "User" button.

**Community-2:** A community feed screen. It shows a large placeholder area with a "User" button and a "Comment" button. Below it is a "Popular Ponds" section with the same list as the Find a Pond screen.

**Profile-2:** A user profile screen for "User: Alisan". It includes a circular profile picture, a bio ("User: Alisan loves living the dream catching frogs, making fishing my new weekend hobby!"), and buttons for "Sign-out", "Red", "Share", "Catches", "Gear", "Groups", and "Stats".

**Catches page:** A list of catches. It shows a placeholder area with a "User" button and a "Comment" button, followed by a list of items: Red Worms, Maggots, Crayfish, Spinners, Spoons, Jigs, Tacos, and Swim baits.

**Gear page:** A list of gear items. It shows a placeholder area with a "User" button and a "Comment" button, followed by a list of items: Red Worms, Maggots, Crayfish, Spinners, Spoons, Jigs, Tacos, and Swim baits.

**Groups page:** A list of groups. It shows a placeholder area with a "User" button and a "Comment" button, followed by a list of groups: Trout Magnets (234 members), Bass Brothers (4,524 members), Pond Brothers (34 members), and Fishing Nubies (57 members). A "Find New Groups" button is at the bottom.

**Stats page:** A stats page for "East Riverfront Park". It lists: Trout (23 catches, Sept. 28th, 2024), Large Mouth Bass (3 catches, Aug. 30th, 2024), Catfish (280, Aug. 30th, 2024), and Blue Gill (8 catches, Aug. 28th, 2024).

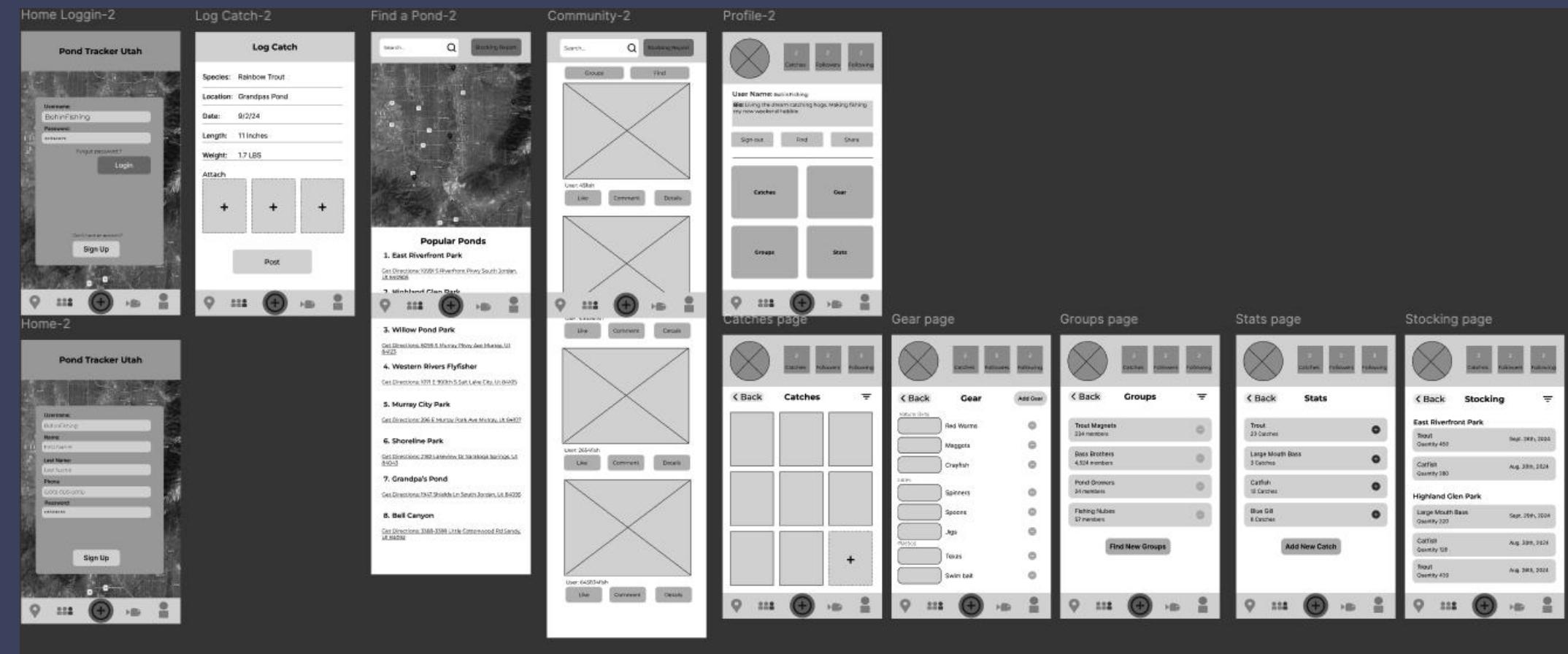
**Stocking page:** A stocking page for "Highland Glen Park". It lists: Large Mouth Bass (220, Sept. 29th, 2024), Catfish (128, Aug. 30th, 2024), and Trout (400, Aug. 28th, 2024).

# 07. Lo-Fidelity Prototypes

## Low-Fidelity Mobile Prototype

Created a prototype that can be used for user testing.

Participants used the prototype and provided feedback about their experience. Their comments were then taken and the changes were made to improve the user experience.

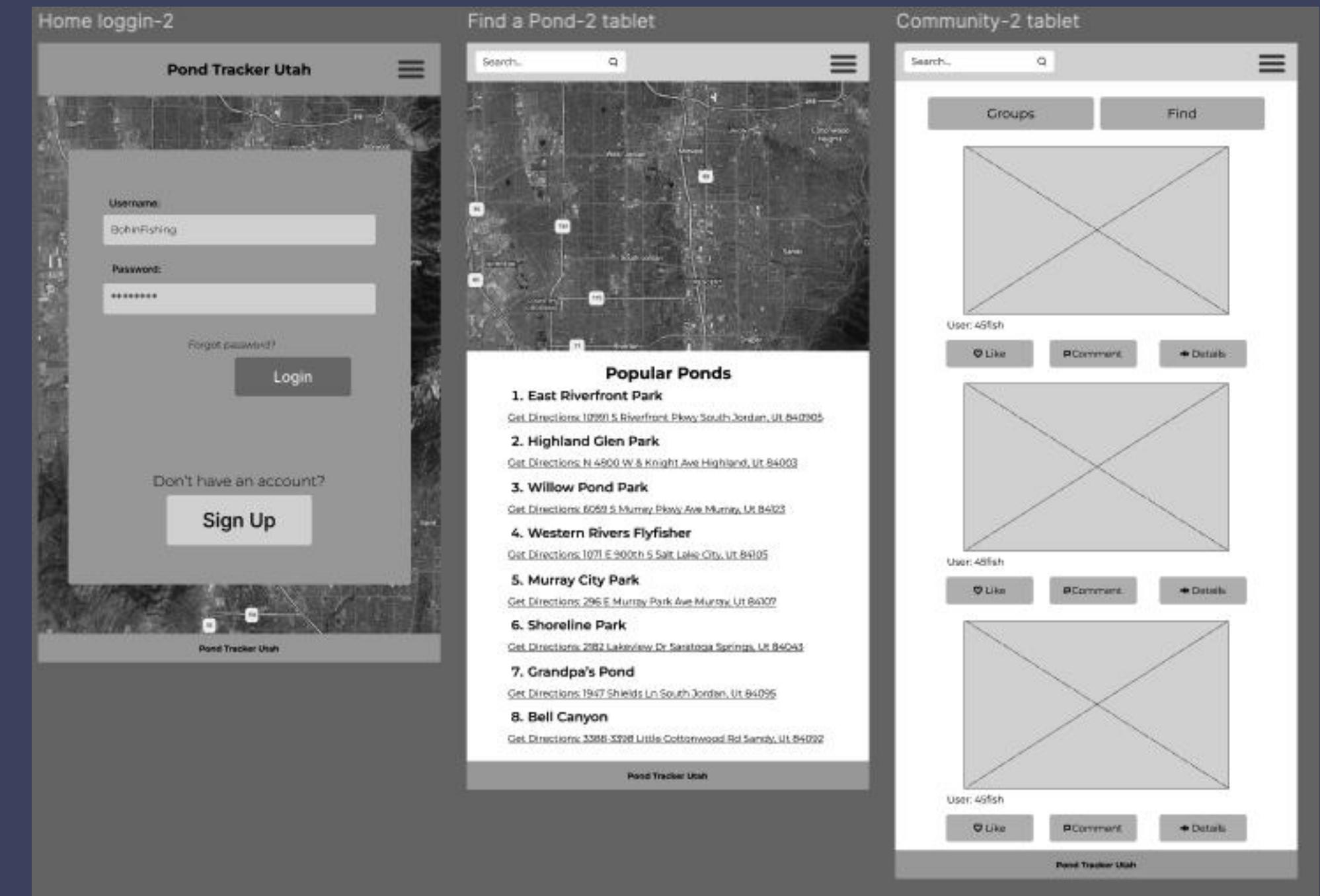


# 07. Lo-Fidelity Prototypes

## Low-Fidelity Tablet Prototype

Created a prototype that can be used for user testing.

Participants used the prototype and provided feedback about their experience. Their comments were then taken and the changes were made to improve the user experience.



# 08. Design Systems

## Creating a Style System

Included buttons, icons, and text that will be used for the app. In doing this there is consistency and a style for the app.

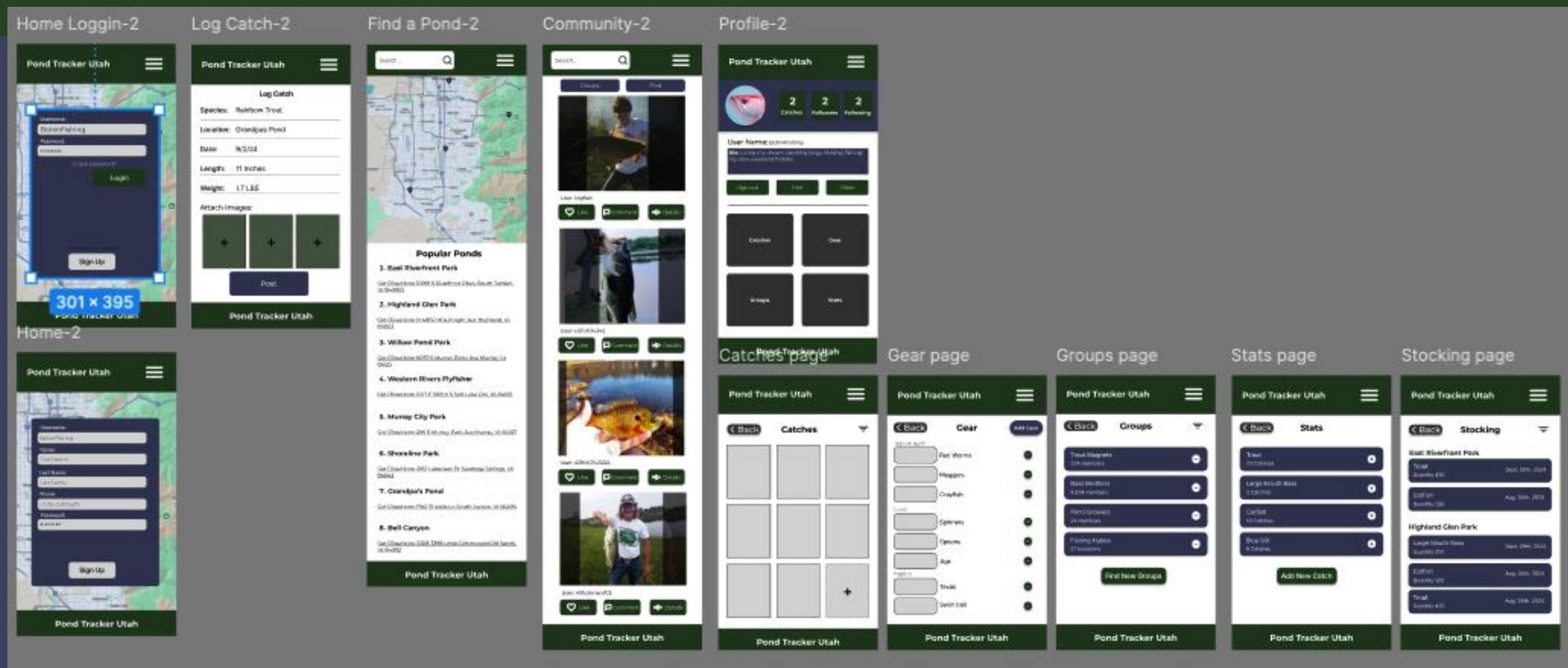
The image shows a dark-themed design system interface with several panels:

- Low-Fidelity Menus:** Displays prototypes for a menu bar, profile navigation, and search navigation.
- Low-Fidelity Buttons:** Displays prototypes for profile buttons (Edit, Find, Share, Catches, Gear, Groups, Stats), group buttons (Like, Comment, Details, Stockin...), and other buttons (Popular, Post, Add New..., Find New..., Login, Sign Up).
- Low-Fidelity Icons and Text Styles:** Displays prototypes for various icons and a password field.
- Typography:** A detailed panel showing font styles for different text levels:
  - Title/Header 1:** Family: Montserrat, Weight: Bold, Size: 64px, Letter Spacing: -2%
  - Header 2:** Family: Montserrat, Weight: Bold, Size: 40px, Letter Spacing: -2%
  - Header 3:** Family: Montserrat, Weight: Bold, Size: 24px, Letter Spacing: -2%
  - Subtitle:** Family: Montserrat, Weight: Medium, Size: 24px
  - Body:** Family: Montserrat, Weight: Medium, Size: 16px, Line Height: 140%
  - Bold:** Font Weight: Bold
  - Small:** Family: Montserrat, Weight: Medium, Size: 14px
  - Button Text:** Family: Montserrat, Weight: Bold, Size: 12px, 16px, Letter Spacing: 3%

# 09. Responsive Designs

## High-Fidelity Mobile Mockups

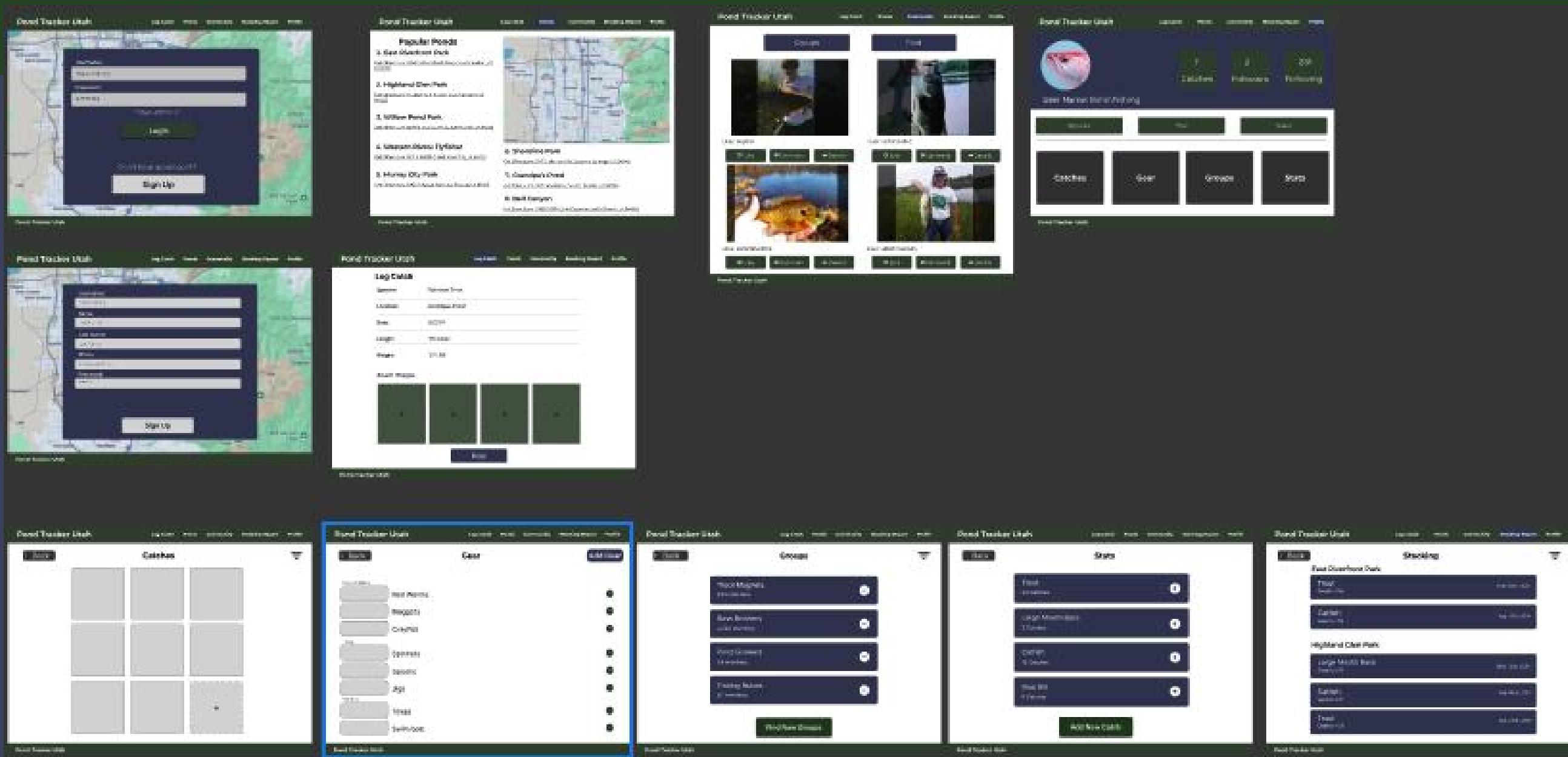
Taking the low-fidelity designs and added content and color into the items to make it more complete. After user testing feedback the changes were implemented into the design. The experience is more finalized.



# 09. Responsive Designs

## High-Fidelity Tablet Mockups

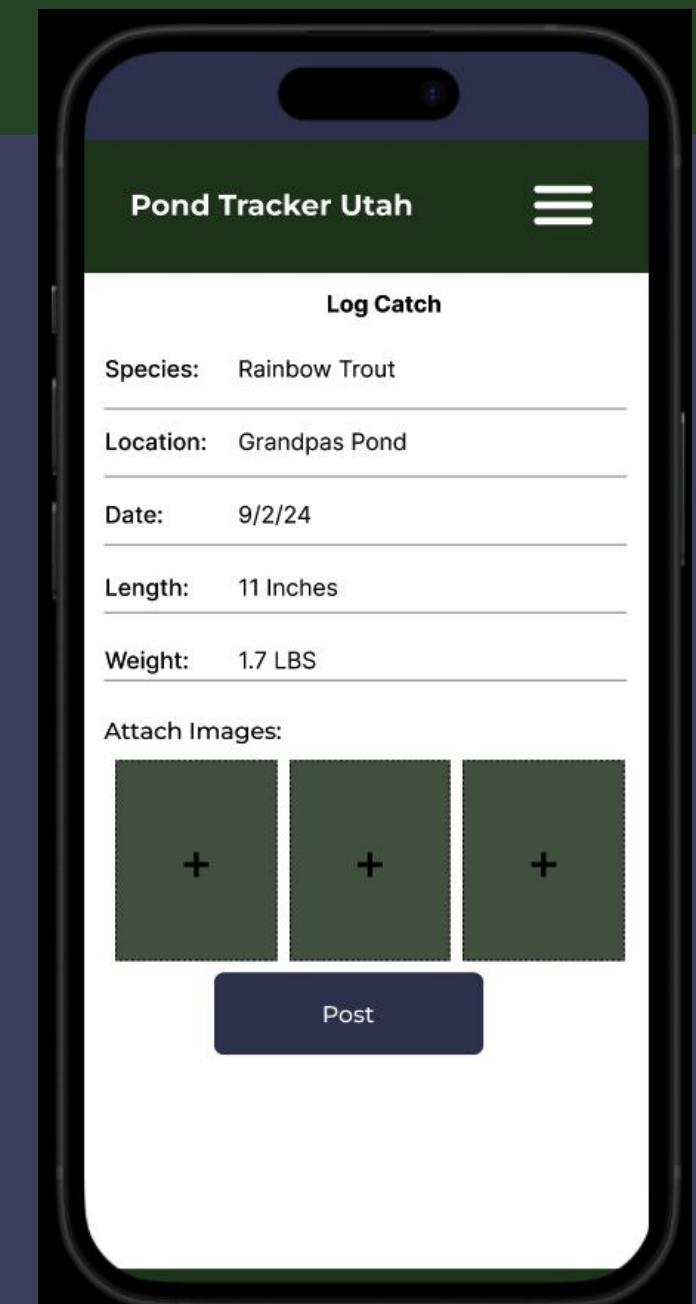
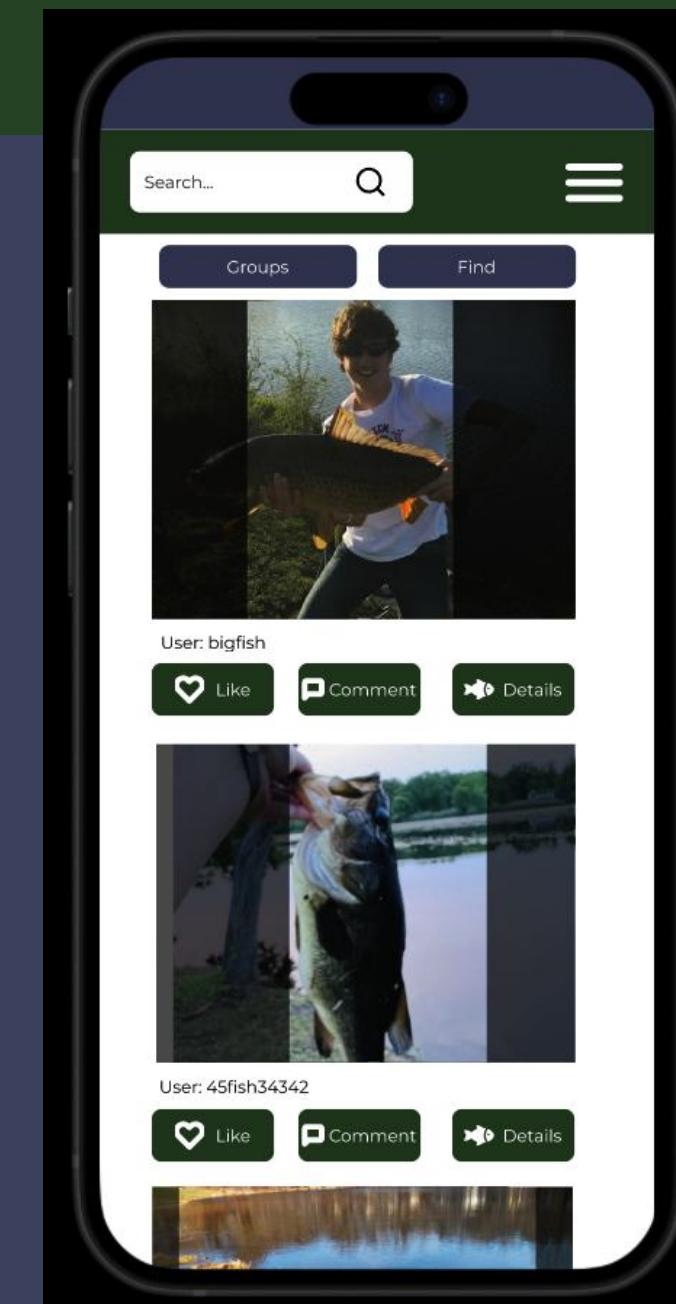
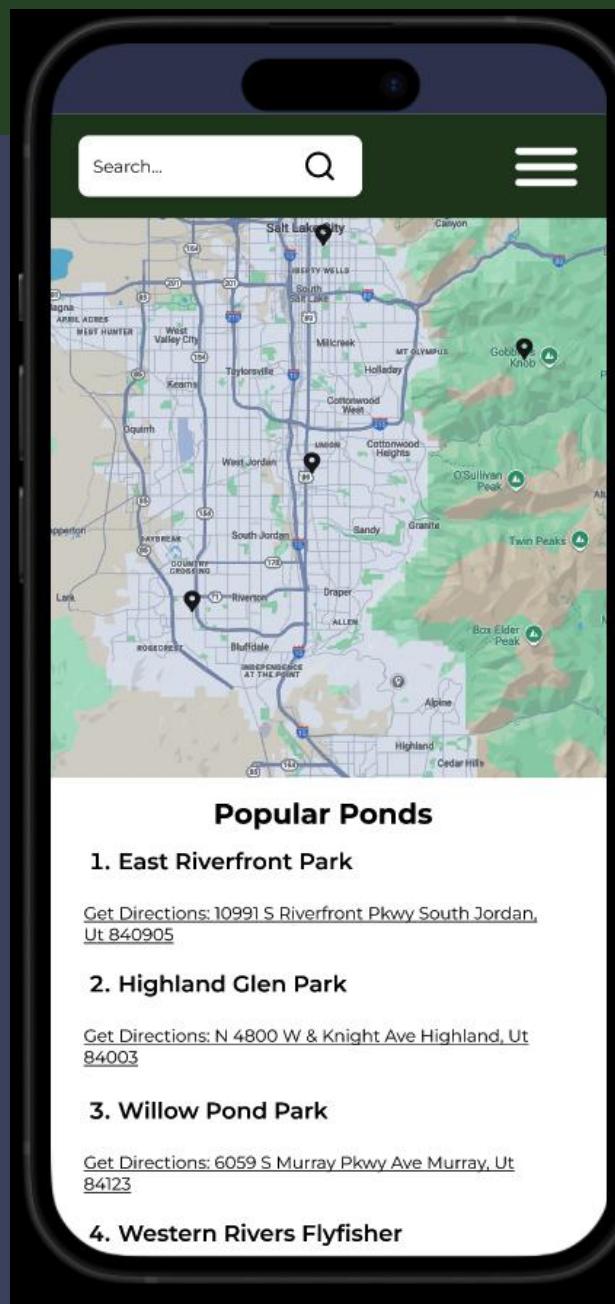
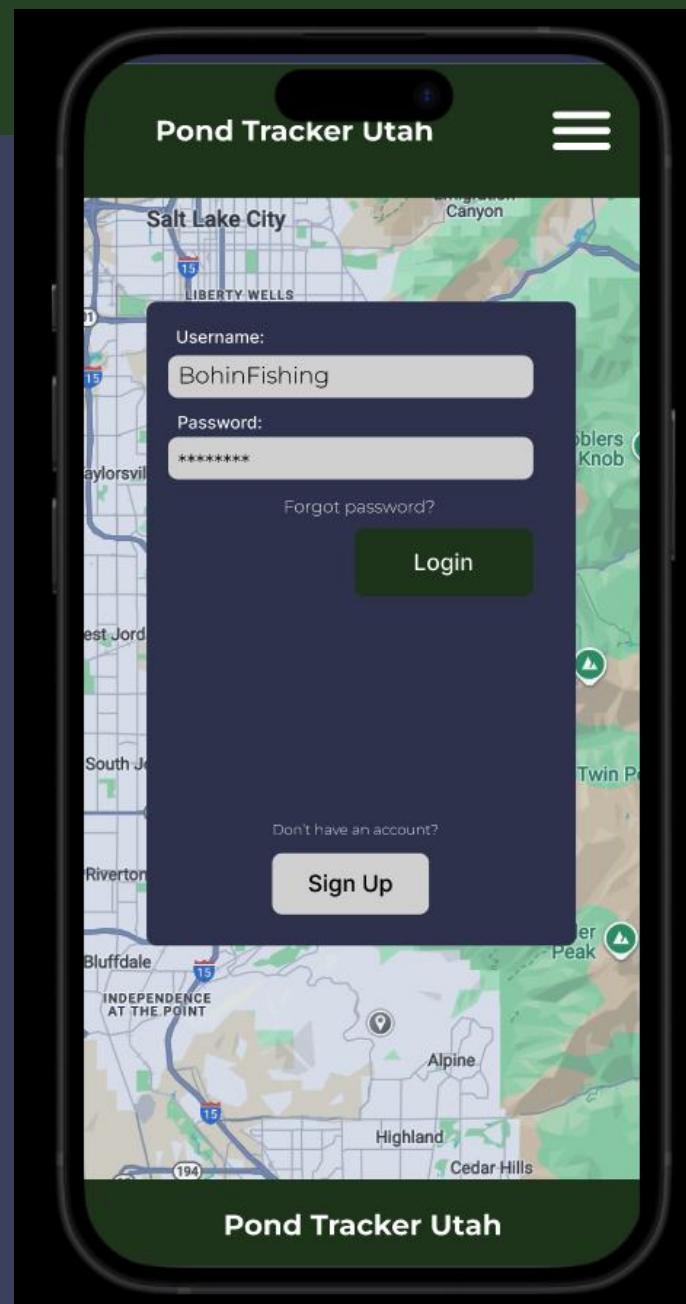
After user testing feedback the changes were implemented into the design. The experience is more finalized. Added more pages into the tablet and changed layout to make it more accessible for the tablet screen size.



# 10. High-Fidelity Prototype

## Mobile Prototype

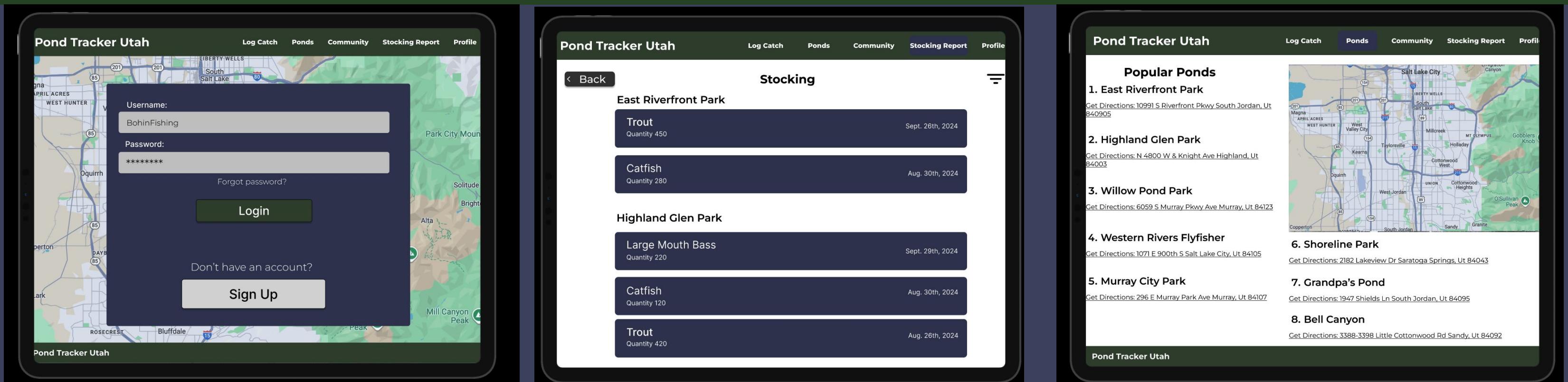
The final high-fidelity prototype for mobile. Includes a more refined design and experience for users. Provides flow in navigation and it is easy to navigate throughout the app.



# 10. High-Fidelity Prototype

## Tablet Prototype

The final high-fidelity prototype for tablet. Includes a more refined design and experience for users. Provides flow in navigation and it is easy to navigate throughout the app. Larger screens for tablet more accessible.



# 11. Project Summary

## Pond Tracker Utah

Mobile app designed to enhance the fishing experience for anglers in Utah by providing real-time pond information, fishing conditions, and a platform for logging catches and connecting with the fishing community. The app aims to address the need for accurate, up-to-date information on local fishing spots, regulations, and weather conditions, offering users an intuitive, easy-to-navigate solution.

Throughout the project, I focused on creating a user-friendly interface that allows anglers to easily locate ponds, track their catches, and interact with other community members. The design process involved understanding user needs through research, including surveys and usability testing, which informed the layout, features, and user flow of the app.

# 11. Project Summary

## Key Features

### Pond Location

A map feature to help users find and explore local ponds, with filtering options for conditions and popularity.

### Catch Logging

An easy way for users to log their fishing trips, including catches, pond conditions, and weather details.

### Community Engagement

A space for users to join fishing groups, share experiences, and interact with other anglers.

## Lessons Learned

Involving users early in the design process is essential. Feedback from usability studies helped identify pain points, such as difficulties navigating the map and logging catches. This reinforced the importance of conducting user testing throughout development, ensuring the final product meets real user needs.