

Alvache Law

# Fishmate 20/08/2020

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**Fishmate, Social Platform for Fishing Enthusiasts**

## Lecturer:

Roshan Weerasuriya

## Student:

Alvache Law Tia Wei

## Student ID:

7148

## Subject:

Mobile Application IOS

## Project Name:

Fishmate, creating a new experience for fishing enthusiasts

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## *Introduction*

Fishmate is an application I am going to attempt to develop with xcode SDK and objective C language. Fishmate is an IOS app that is inspired by my experience. I had witnessed that, whenever I want to go on a fishing trip, I will have to notify my fishing mates one by one. I also struggle in finding a good fishing spot on the specific time I want to fish with my friends. Fishmate is an app that will cover multiple features that enhances the experience for fishing enthusiasts.

## *Aim*

My main aim to develop this application is to help fishers, including myself, overcome their struggle of finding a good spot to fish, inviting fishing mates etc.

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## *Functionality*

Main functionality:-

- Login and registration system
- Chatting function
- Add friend function
- Post function
- Picture upload function
- Area alert function
- Notification system
- Tracking function
- About Page
- Rules check
- Gear check

Side Functionality(out scope):-

- FAQ
- Fishing music
- Paid/Free version
- User near alert
- GPS system to fishing spot

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## Scope

### *Basic deliverables:*

In this project, the main/essential deliverables are to put out a basic fishing social platform application which covers 90% of all main functionality as described above.

### *Justification:*

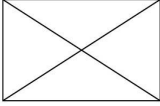
The main reason for the development of this application is for fishers to use this app to connect with their friends, host a fishing trip, catch up news on fishing mates, track friends, talk to fishing buddies and also area check for hot fishing spots.

### *Risk/Competition/Market research:*

In my research, I have found a few published applications that are similar to mine. First application is, fishsurfing. Fishsurfing is also a social platform for fishers but it has a wider audience view in terms of sharing experiences, pictures, news etc whereas fishmate is an application built in a more private manner as content shared will only be accessible to friends added and not every user around the globe. Another idea developed already by other people is fishsocial.net. It is an app inferior to fishsurfing as it has a complicated UI and is only limited to web version.

# Wireframes

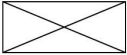
## LOGIN

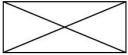


[Forgot Password](#)

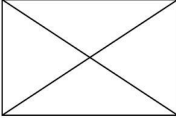
OR

Signin with








## SIGNUP

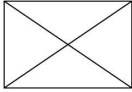



## NEWS/FEED



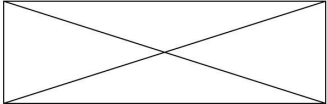
News Feed 








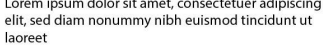
Friend's name 00/00



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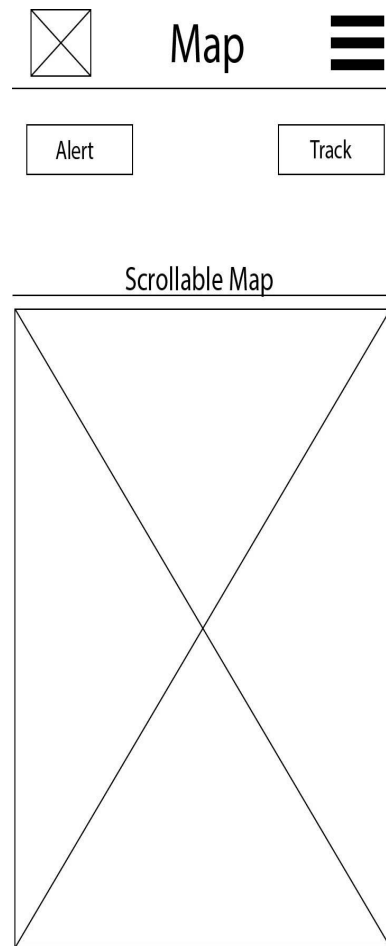
Friend's name 00/00



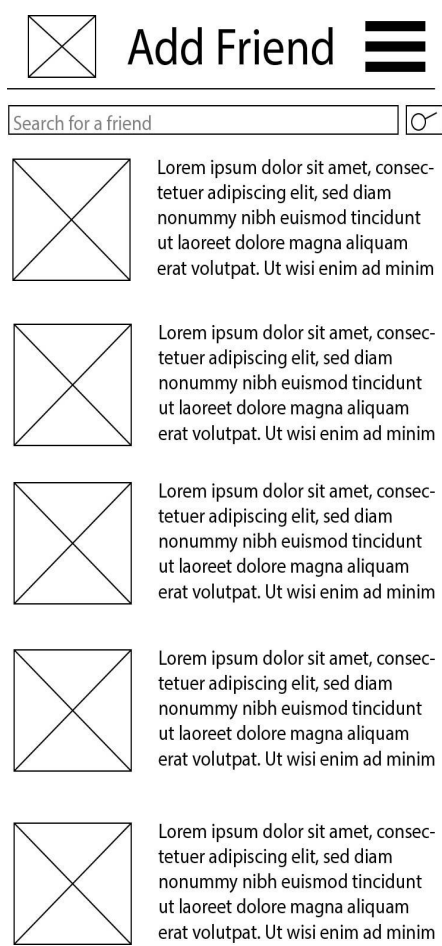
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# Wireframes

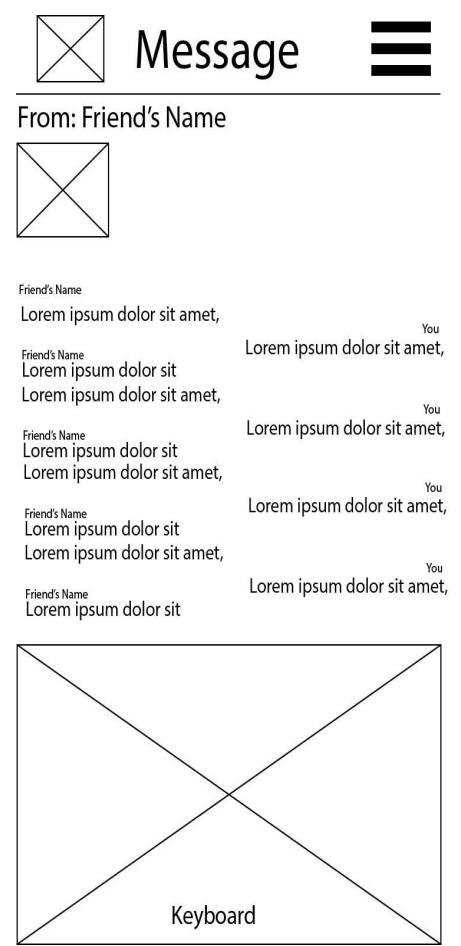
## MAP/TRACKING



## ADD/FIND FRIEND



## CHAT



## Mockups

### NEWS/FEED

 News Feed 

 Ashkar Vanakam

Upload  
Picture

Write a post



James Sunvan 12/09




Great trip with my mates! A sunday well spent along the coarse of Melbourne's beautiful beaches




James Sunvan 06/09

Hosting a fishing trip on the 12/09! Who is keen to join me! Leave me a message on fishmate and I'll give u the details!

### SIGNUP




### LOGIN




[Forgot Password](#)

OR

Log in with

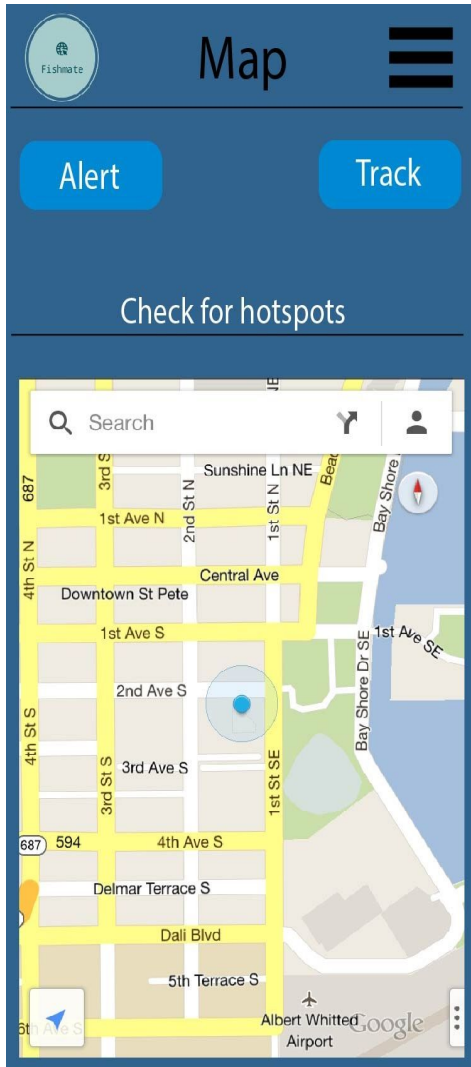
 Continue with Facebook

 Sign in with Google

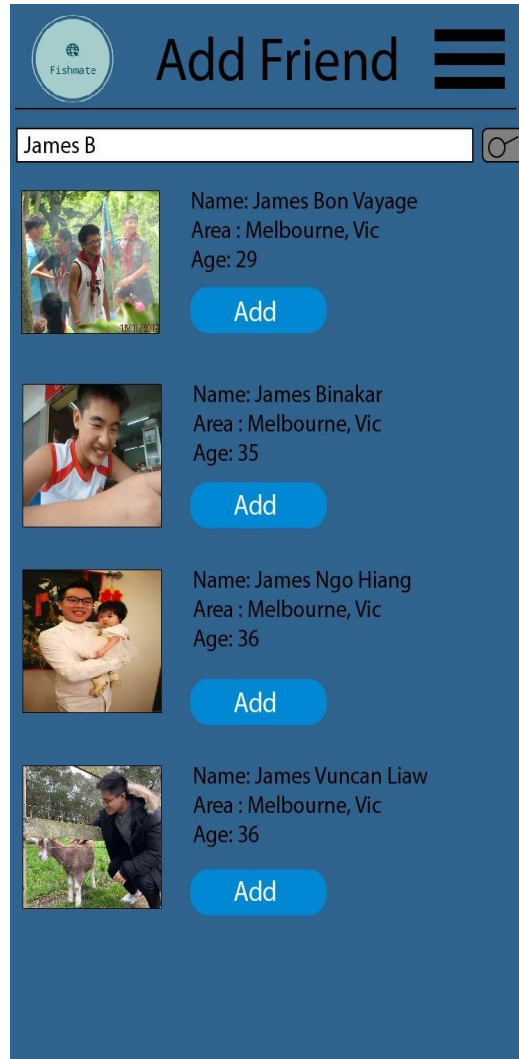


## Mockups

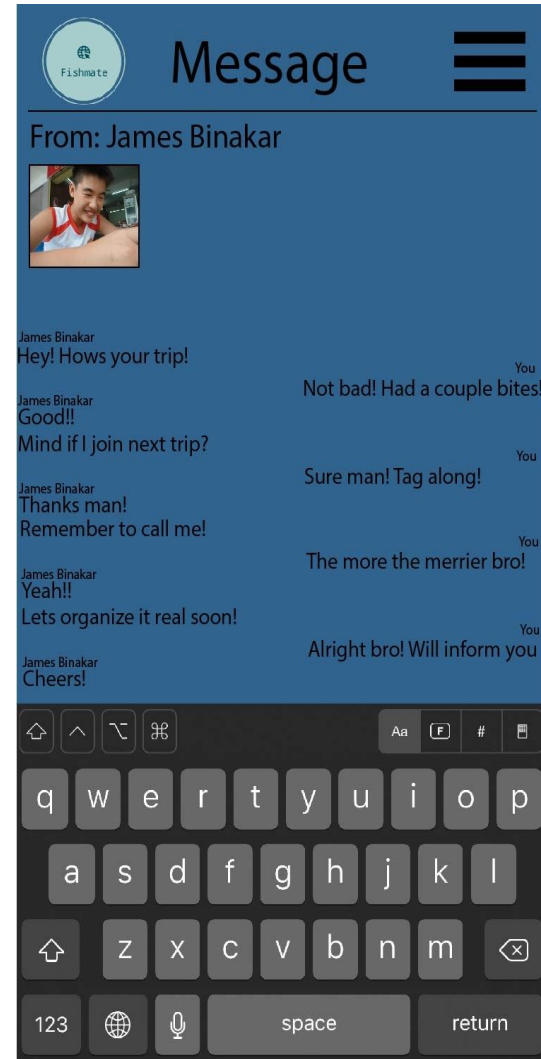
### TRACKING



### ADD FRIEND



### CHAT



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## *Target Audience*

For this application, the main target audience will be adult fishing enthusiasts. People that use this app will be adults as they are independent and can make decisions for themselves whether to go on a trip with their buddies.

Using this application to its fullest potential requires a certain degree of maturity and independence as it enables an individual to host trips, track people, post stories, talk to mates etc.

## *Marketing Strategy/Monetization options*

On Fishmate's initial release, it will be free enabling people to use it without any financial restrictions. This will not constrain Fishmate's publicity and allow it to be used freely which helps upgrading its exposure. Initial monetizing option is to allow companies and businesses to advertise on Fishmate's platform to generate income.

On later upgrades when the application has enough exposure and has built its own brand, Fishmate can be upgraded with extra enticing features for users to use with a simple premium subscription or plan of the application. This will be an alternative for Fishmate to generate income in the future.

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## Work Breakdown Structure

Phase 1	Project and technology research
Week 1	
0-1 Day	Completion of Project Proposal
1-7 Days	Thorough Tech Research, Class Lectures, Sketch Application Flow, GUI sketch
Phase 2	Application Development
Week 1	
0-4 Days	Commence Basic Login/Registration Integration coding
4-7 Days	Implement G-Mail and Facebook login
Week 2	
0-3 Days	Implement Database and Add Friend Function
3-7 Days	Implement Post Content function
Week 3	
0-2 Days	Complete Post Content function and initiate Google maps API for tracking/map function
2-7 Days	Implement Account check function and initiate chatting function
Week 4	
0-7 Days	Conclude Chatting Function, Final

	Features Check
Phase 3	Testing and submission
Week 1	
0-5 Days	Testing, Interviewing and Fixing
5-7 Days	Report Preparation, Submission and presentation

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[illegible]

