

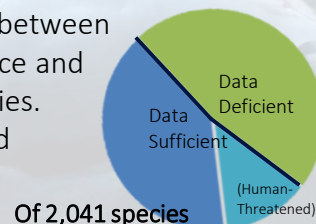


# SHARK SHARE GLOBAL

Heather Moore  
Elizabeth MacCready  
Molly Ostheller

## Problem

A majority of shark and ray species are data deficient. Collaboration and sample sharing between researchers is hampered by distance and lack of communication opportunities. This results in wasted samples, and wasted research opportunities.



## Next Steps

Shark Share will go live for researcher use this summer. Leveraging the sponsor's presence and activity in relevant social media networks, they hope to grow their user base significantly in the next year. The taxonomy will continue to be updated through the interface built to reflect changes in the field. Shark Share will promote the application at a series of conferences throughout the summer.

## Process

Gathering our requirements, we learned that our audience is:

- Comfortable with basic computer functionality
- Storing data in spreadsheet formats
- Not used to online research collaboration and concerned about the sample-sharing process.

We needed to maximize reach, minimize maintenance, and run on low cost.

We needed a low barrier for adoption for both the audience and our sponsor.

We needed to set scope boundaries early to accommodate our small team size.

## Our Sponsor

Shark Share Global was founded by Madi Green and Lauren Meyer for the purpose of fostering global collaboration amongst their fellow shark scientists. Funding for the project was provided by a generous grant from the Save our Seas Foundation.



## Solution

Our solution was to build a web app that allows for collaboration between scientists.

We made sure that attribution of work and samples were at the forefront of the sharing process.

Attribution is agreed upon before using the site, and before negotiating for any particular sample.

We made sure that there was a minimal barrier to entry by mimicking existing processes for researchers, both online and offline.

This included our sample uploading process, which follows how samples are often stored offline.

The site is cloud hosted for global accessibility through Amazon Web Services, and is custom built using MySQL and PHP on a Twitter Bootstrap framework.