Psychology of Design

1. Еmpathize

We have a topic about sport and because it is too broad we specified it to sport fishing. We have created a persona which meets the criteria for this kind of app. It will be really innovative because there is no such an app so far.

1. Define

Are you one of the almost 40 million people around the world who practice fishing whether as a hobby or professionally? If you are, you probably like taking pictures of the fish you catch and also weighing it to get a better idea about the size of the catch. If only there was an app that could save all this information as well as the location of the user when the fish was caught.