

**USER EXPERIENCE METHODS DESIGN**

# What The Fish

[www.fishingbuddy.com.sg](http://www.fishingbuddy.com.sg)

# Project Background

← → ⌂ ⌂ https://www.fishingbuddy.com.sg

▶ !!! WARNING !!! - D... 📄 'Danger of nurses q... 🎨 'They have been lyi... 🔍 11 Essential Skills t... 🔍 20Hz to 20kHz (Hu... 🎨 3 Easy Steps for yo... 🎨 3 Room HDB Flat Tr...

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The global pandemic has severely impacted transportation and delivery service worldwide. Please expect delays for international shipments. Free shipping for local order above SGD80.00 & overseas order above SGD1000.00 (however, due to the Global pandemic, the standard mail use for the overseas free shipping may not allow for some countries at the current situation.)

[Sign in](#) or [Create an Account](#)

Search all products...   CART  SGD

HOME SHOP ALL RODS ▾ REELS ▾ LURES ▾ JIGS ▾ LINES ▾ ACCESSORIES ▾ TERMINAL TACKLE ▾ MORE ▾

Share 

NEW  
2020 MODEL  
Graphiteleader Protone MJ  
Micro Jigging Rod



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# Project Background

## **1. Brief Introduction:**

- Fish & Tackle e-commerce web sites in Singapore.
- For the fishing enthusiast, who frequently shouts “What the fish!” when fishing.

## **2. Business Goal:**

- These web sites focus solely at providing fishing equipment, & nothing else.

## **3. Problem Definition:**

- As such, User experience is secondary here.
  - Inconsistent functional features / flow.
  - Users may find it difficult to quickly complete their purchases.

# Project Background

## **4. Context of Use:**

- Users usually just visit website, buy items & leave.

## **5. User's Expectations:**

- Easy to make cheap discounted purchases,
- Any new products?

# Market Research

Competitor Analysis: (1) <https://www.lurehaven.com.sg/>

## 1. Introduction, Target Audience, Unique Selling Point:

- Exactly the same as [www.fishingbuddy.com.sg/](http://www.fishingbuddy.com.sg/)

## 2. Key Strengths:

- Header section is SMALLER.
- Smaller banner pictures that do NOT go beyond viewport.
- Has "Favourites" icon, (❤).
- "Use coupon code" appears EARLY at start of shopping cart page, instead of at final payment page.
- "Add to cart" button NEXT to every products in "Product item" page.

# Market Research

Competitor Analysis: (1) <https://www.lurehaven.com.sg/>

## 2. Key Strengths: (continue)

- Provides ADDITIONAL filter choices to mitigate the long list of products (category, brands, product type, sort by).
- Navigation header bar REMAINS at the top of every web page.
- Explains PURPOSE of registering with website; shop faster, updates on orders made, track previous orders.

## 3. Key Weaknesses:

- Favourites & cart icon doesn't update item counts in REAL TIME, updates only when click on that icon.
- Carousel banner is NOT SELECTABLE, so is purely for advertisement purposes only.

# Market Research

Competitor Analysis: (2) <https://www.eastackle.com/>

## 1. Introduction, Target Audience, Unique Selling Point:

- Exactly the same as [www.fishingbuddy.com.sg/](http://www.fishingbuddy.com.sg/)

## 2. Key Strengths:

- BIG colourful pictures of categories to entice Users.
- "Add to cart" button NEXT to every products in "Product item" page.
- Displays "Related products" at the bottom of "Product item details" page.
- Other customer TESTIMONIALS in footer.

# Market Research

Competitor Analysis: (2) <https://www.eastackle.com/>

## 3. Key Weaknesses:

- Small fonts used everywhere.
- Lots of unused white empty background on webpages.

# Market Research

**Competitor Analysis: (3) <https://redtackle.com/>**

## 1. Introduction, Target Audience, Unique Selling Point:

- Exactly the same as [www.fishingbuddy.com.sg/](http://www.fishingbuddy.com.sg/)

## 2. Key Strengths:

- Dynamic menu bar on left hand side of web page, gives a DIFFERENT look & feel.
- “Product item details” page includes links to Youtube videos, adds a STORY, instead of just plain selling of items.

# Market Research

Competitor Analysis: (3) <https://redtackle.com/>

## 3. Key Weaknesses:

- Header / navigation bar do NOT remain at the top of every web page.
- Carousel banner is NOT SELECTABLE, so is purely for advertisement purpose only.
- Product item pictures are TOO BIG, causing User to scroll down webpage a lot to see the products.
- Checkout page looks almost the same as checkout page from fishingbuddy.com.sg, who COPIED who?

# Market Research

## Competitor Analysis:

### Insights:

- Competitors makes good use of appropriately sized pictures, easily available navigation bars. (attentive INFORMATION ARCHITECTURE)
- Has convenient (INTUITIVE & FUNCTIONAL NAVIGATION) “Add to cart” buttons next to product items, so Users can quickly purchase products & leave.
- Includes User testimonials & Story (related Youtube video links) to PERSONALIZE a bland e-commerce web site.
- Includes “Related products” to ENTICE Users to buy more.
- Includes additional product display filters (Sort-by), that helps to manage selective viewing of many products on the web page. This improves overall User experience.

# User Research Analysis

## Name:

Mr Goh Trendy  
Small business owner

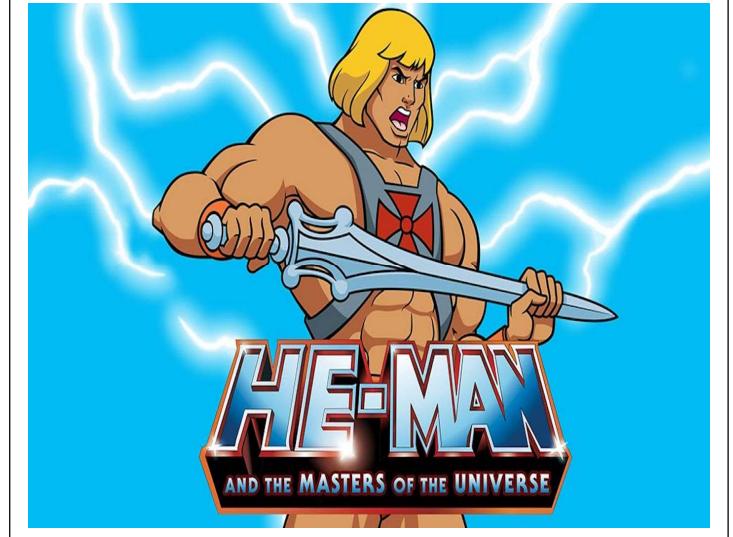
"Who wants to see my prized catch?"  
The thrill of catching prizes like rare fish & gf  
Middle income salary man, monthly paycheque slave

## Demographics:

30 years old  
Male  
More than sufficient disposable monthly income  
Married

## Goals & Concerns:

1. To show off prized trophies to friends.
2. Not enough new products in website; only update once a month.
3. Likes to see what other customers buy also.
4. Prefers to see a professional page, without the funny text at the top of the webpages.
5. Need to press many buttons, jump from page to page, then can finally see all the items.
6. Likes to save money, with discounts.



## How we can help:

1. Provide quality fishing equipment, to ensure reliable catch of fish, helps to ensure caught fish don't jump back into the sea.
2. Suggest to Business owner to source for new products regularly.
3. To record history of customers purchases.  
Based on what this customer selects,  
to display what other customers bought together with this selection, as a recommendation eg. "Products related to this item".
4. Remove/hide google tracking text at top of web pages, for a professional look.
5. Provide drop down list to show "number of items per page".
6. Allow customer to enter discount coupon codes in Cart page.

# User Research Analysis

<u>User Story: Goh Trendy</u>			<u>User Scenario</u>
As a ...	I want to ...	So that ...	Scenario 1
Middle income salary man	Share with my friends, all my trophies	They can see how successful I am	After having worked so hard, climbing the corporate ladder, earning lots of money, now I want to show my friends how successful I am. Previously I managed to catch big, rare fish on our fishing boat trips, but several of my prized fish jumped back into the sea. All because of my lousy fishing equipment. I need reliable, good quality fishing equipment to help me hang on to my trophies. So that I can show off to my wonderful friends. Nothing but the best equipment that my money can buy, for me.

## User Journey: Goh Trendy **(BEFORE)**

Happiness					
Touch points	Web pages has funny text on top	New arrivals page, displays a few items at a time	Select item to buy	Add to Cart page	Checkout page
Pain points	Looks unprofessional	Have to click many buttons to see all the new arrival items	Single item picture can be bigger	Small fonts, lots of white background space, Cart pop up window exceeds screen page for just 2 items selected	What to select? Enter contact info / continue to shipping / 1 of the above payment services
Support	To hide "google tracking" text	To provide drop down list to allow more display choices "number of items per page"	To increase single picture size to use up more of the empty page	To increase font size, minimize white empty background of Cart page	To simplify layout

# User Research Analysis

## Name:

Mr Relax Joe (Design persona)

Retiree

Wants to hang out with friends, reminisce about old times,  
looks for bargain equipment, but value for money also

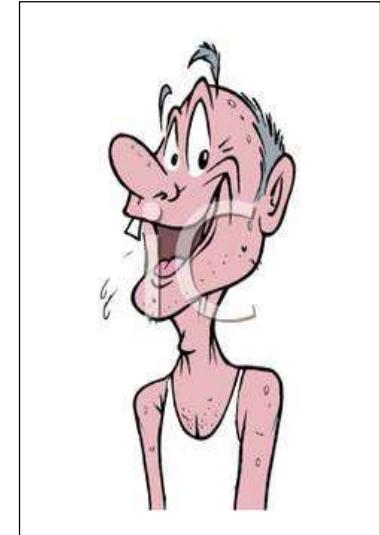
## Demographics:

55 years old

Male

Has more than sufficient retirement funds

Married



## Goals & Concerns:

1. Values bonding time with friends without spouse.
2. Navigation menu bar not easily accessible.
3. Banner too big, occupy beyond screen page.
4. The number boxes (at the bottom of the page) to go to different product pages are quite small; difficult to point with finger.
5. Great if can pay online & collect items at retail store.
6. Would like to see what others catch (social media).

## How we can help:

1. Provide reliable quality fishing equipment that doesn't breakdown so he can focus on bonding sessions.  
Introduce friends to spouse as distraction.
2. To fix navigation bar at the top of every web page that customer visits.
3. Reduce banner size to half screen page.
4. Increase size of page number selection boxes.
5. To include "self-collect" option in shopping cart page.
6. Advise customer to go see social media websites instead; this is an e-commerce website.

# User Research Analysis

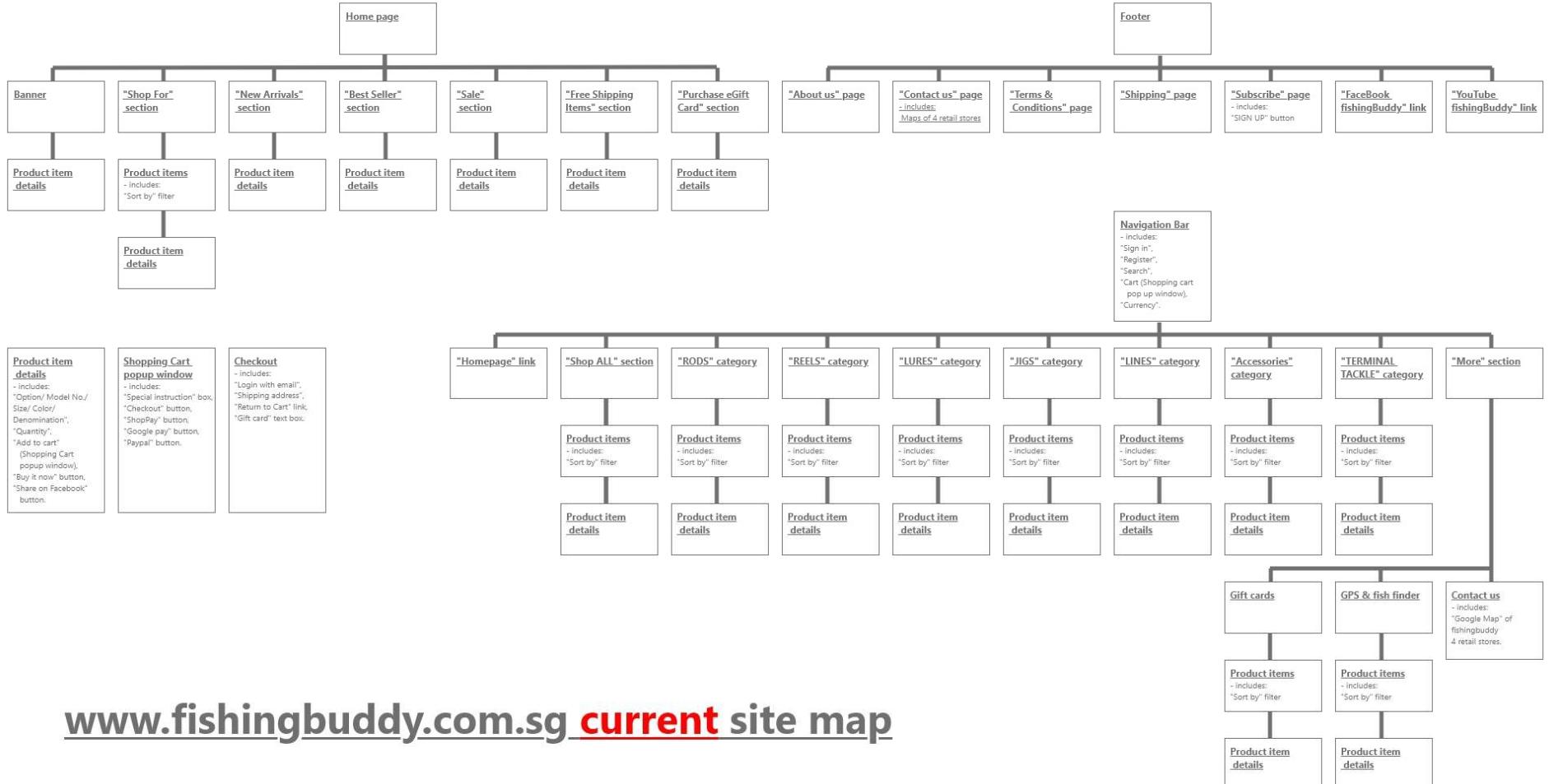
<u>User Story: Relax Joe</u>			<u>User Scenario</u>
As a ...	I want to ...	So that ...	Scenario 2
Retiree	Spend time with my old friends	We can laugh together of our happy days	My friends & I grew up together, fishing from the small drains, till now, where we fish out in the open sea together. Finding cheap & good, reputable, fishing equipment stores is difficult nowadays. I heard of <a href="http://www.fishingbuddy.com.sg">www.fishing buddy.com.sg</a> from my friends. I decided to look see & found their prices quite reasonable.

## User Journey: Relax Joe (BEFORE)

Happiness					
Touch points	Difficult to go to different web pages	Banner too big, occupy beyond screen page	Difficult to click on small page number buttons	No option to pay online, but collect at retail store	Like to see what others catch using <a href="http://fishingbuddy.com.sg">fishingbuddy.com.sg</a> equipment
Pain points	Need to scroll all the way up to top of very long page, then can select to change page	Need to scroll down to see more items	Page number buttons too small	Not able to reserve item conveniently from home, & then collect from store	Just curious
Support	To fix Nav bar to top of every page	To reduce banner size to half of screen page	To increase “page number” buttons size	To provide option for self-collect at retail store after online payment	Optional future feature, depends on business owner

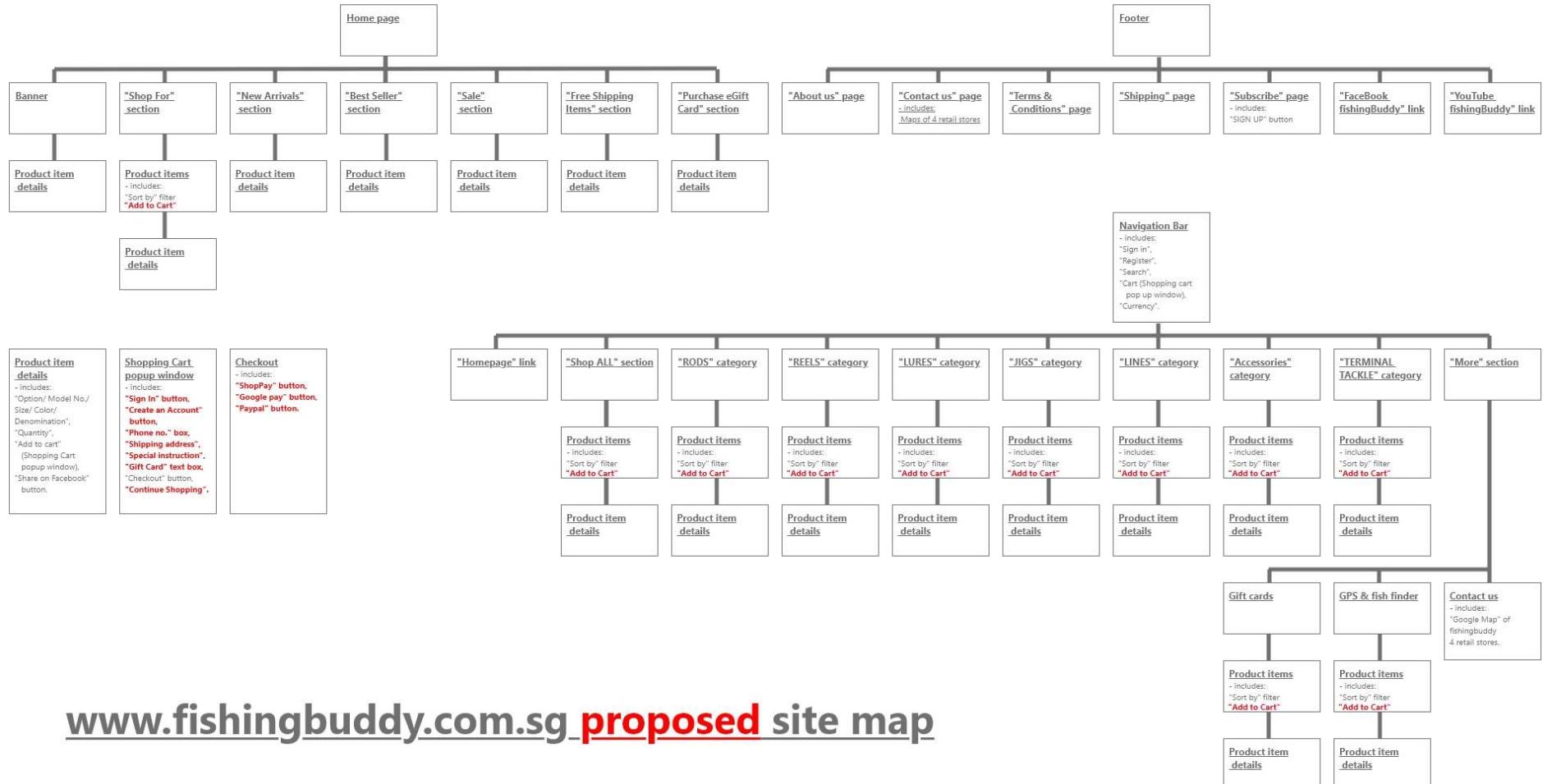
# Information Architecture

[www.fishingbuddy.com.sg](http://www.fishingbuddy.com.sg) current site map



[www.fishingbuddy.com.sg](http://www.fishingbuddy.com.sg) [current](#) [site map](#)

# Information Architecture



# Idea Development

Problems	Web pages has unnecessary Google text shown on top	Displays only a few items at a time. Have to click many buttons to see all the new arrival items	Product item details picture is too small, can be bigger	The Add to Cart page. Small fonts, lots of white background space, Cart pop up window exceeds screen page for just 2 items selected	Checkout page. Too crowded. Enter contact info / continue to shipping / 1 of the above payment services first?
Solutions	To hide “google tracking” text	To provide option in drop down list, to allow more display choices “number of items per page	To increase picture size to use up more of the empty page	To increase font size, minimize use of white empty background of Cart page	To simplify layout

Problems	Difficult to go to different web pages, Navigation bar is not easily available	Banner too big, occupy beyond screen page	Difficult to click on small page number buttons	No option to pay online, but collect at retail store	Like to see what others catch using fishingbuddy.com.sg equipment
Solutions	To fix Nav bar to top of every page	To reduce banner size to half of screen page	To increase “page number” buttons size	To provide option for self-collect at retail store after online payment	To include verbal testimonials from Users

# Idea Development

## Revised User Journey: Goh Trend **(AFTER)**

Happiness					
Touch points	No more funny text at top of pages	New arrivals page, able to choose how many items to display at a time	Product description page picture size increased	Cart page, optimized font size & background empty space, changed layout, emphasis on items to pay, instead of contact info	Checkout page, simpler layout, just make payment only
Pain points	None	None	None	None	None
Support	None	None	None	None	None

## Revised User Journey: Relax Joe **(AFTER)**

Happiness					
Touch points	Easily accessible Nav bar at top of every page	Able to see more items with smaller banner picture	Bigger "page number" buttons for selection	Self-collect at retail store option provided	Like to see what others catch using fishingbuddy.com.sg equipment
Pain points	None	None	None	None	None
Support	None	None	None	None	None

# Prototype Design

COMPANY LOGO

Navigation Bar

Search all Products  CART SGD Sign in or Create an Account

HOME SHOP ALL RODS REELS LURES JIGS LINES ACCESSORIES TERMINAL TACKLE MORE

*This is Home Page*

Carousel banner

Commercial Advertisement

Categories

Category 1 Category 2 Category 3 Category 4 Category 5 Category 6 Category 7 Category 8 Category 9 Category 10 More

New Arrivals

Product 1 Price  Product 2 Price  Product 3 Price  Product 4 Price  Product 5 Price  Product 6 Price  Product 7 Price  Product 8 Price  Product 9 Price  Product 10 Price  More

Best Seller

Product 1 Price  Product 2 Price  Product 3 Price  Product 4 Price  Product 5 Price  Product 6 Price  Product 7 Price  Product 8 Price  Product 9 Price  Product 10 Price  More

Sale

Product 1 Price  Product 2 Price  Product 3 Price  Product 4 Price  Product 5 Price  Product 6 Price  Product 7 Price  Product 8 Price  Product 9 Price  Product 10 Price  More

Free Shipping Items

Product 1 Price  Product 2 Price  Product 3 Price  Product 4 Price  Product 5 Price  Product 6 Price  Product 7 Price  Product 8 Price  Product 9 Price  Product 10 Price  More

 Purchase a Gift Card

## Footer

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# Prototype Design

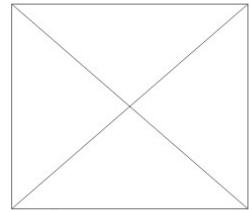


Home > Category 1

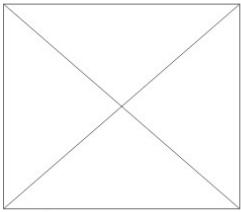
This is Product Item Page

## Category Description

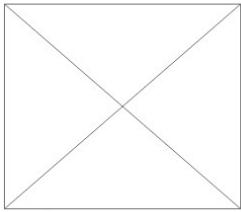
Sort By | Drop Down List



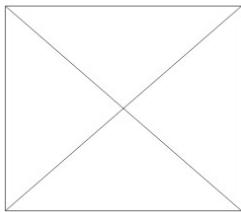
Product 1  
Price



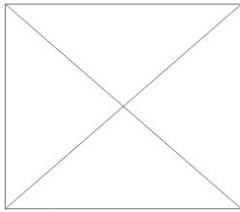
Product 2  
Price



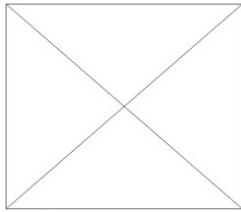
Product 3  
Price



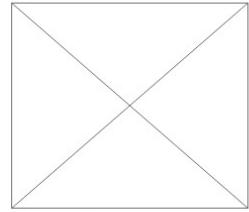
Product 4  
Price



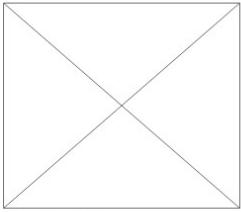
Product 5  
Price



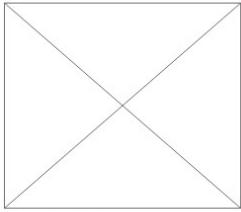
Product 6  
Price



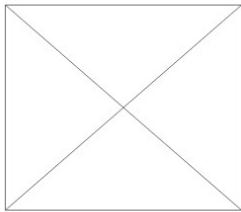
Product 1  
Price



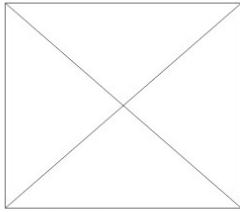
Product 2  
Price



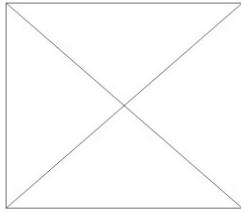
Product 3  
Price



Product 4  
Price



Product 5  
Price



Product 6  
Price

< 1 2 3 >

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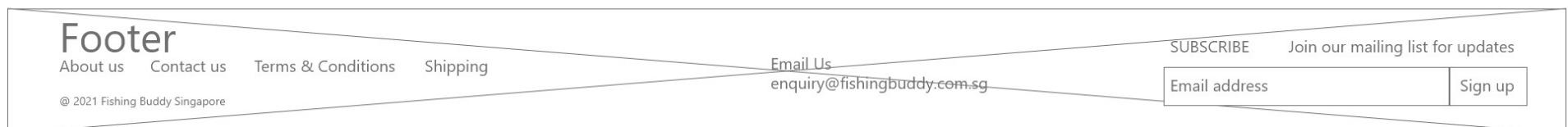
# Prototype Design



Home > Category 1 > Product Item

This is Product Item Details Page

A wireframe diagram of a product item details page. On the left is a large triangular placeholder for an image. To its right are fields for 'Product Title', 'Product Description', and 'Price'. Below these are dropdown menus for 'Model' (labeled 'Selection here') and 'Quantity' (with buttons for '<', '1', and '>'). A large 'ADD TO CART' button is below the quantity controls. A large rectangular area below is labeled 'Description here'.



# Prototype Design



## Shopping Cart

This is Shopping Cart Pop Up Window



	Product Title Product Description	Quantity	Amount	
	Product Title Product Description	Quantity	Amount	

[Sign In](#) or [Create an Account](#)

[Gift Card or Discount Coupons](#) [Apply](#)

Phone number:

Total: Amount

Shipping Address:

Any Special instructions to seller  
eg. self collect at our retail stores?

**CHECKOUT**

[or Continue Shopping](#)

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# Prototype Design



This is Checkout Page



## Checkout

Total Amount:      Amount

shop pay

G pay

Pay Pal

or Continue Shopping

## Footer

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Terms & Conditions

Shipping

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Email Us

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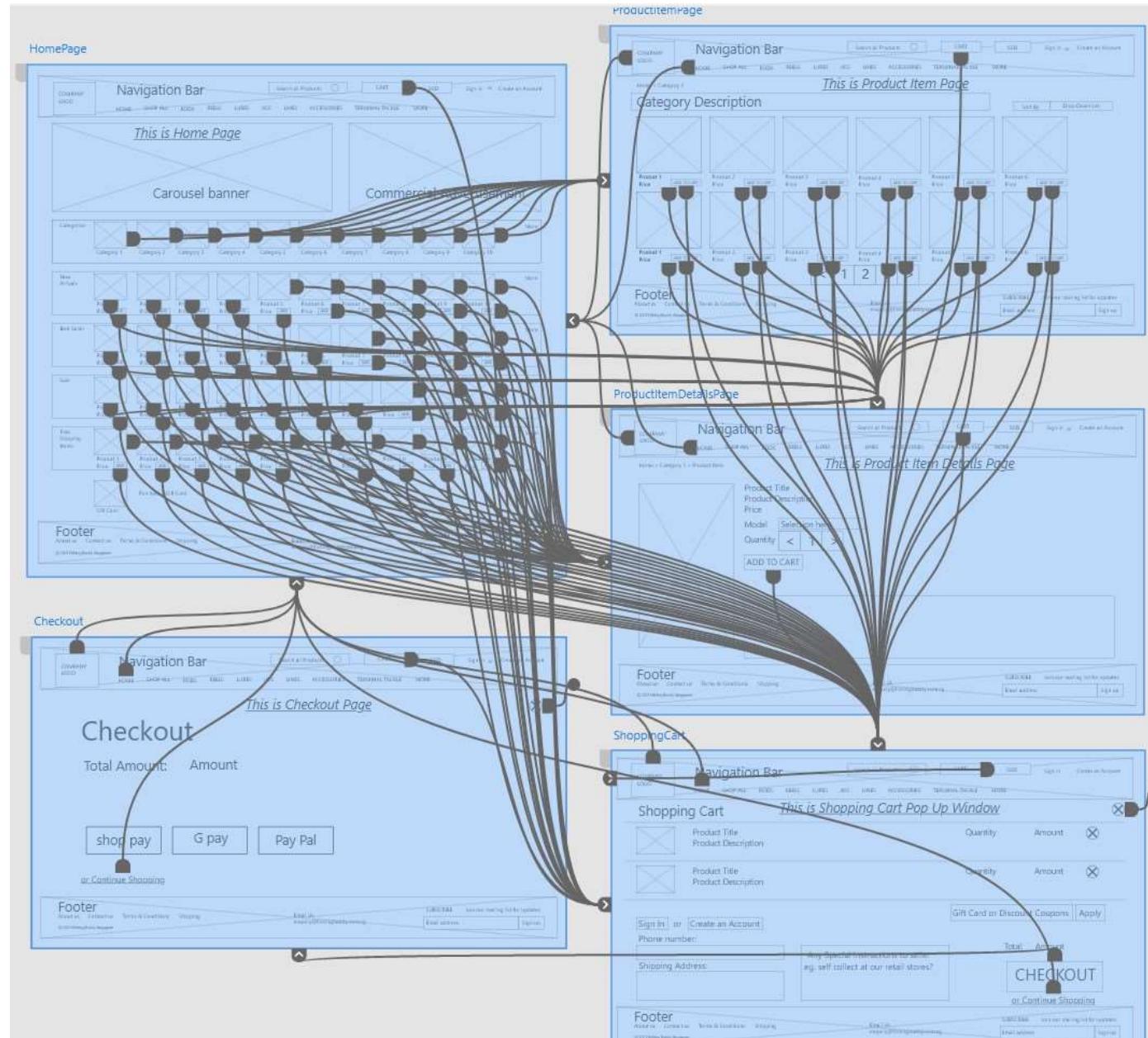
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# Prototype Design



# Prototype Design

Wireframe Prototype of revamped  
[www.fishingbuddy.com.sg](http://www.fishingbuddy.com.sg) web site:

File:///d:/[vincentPrototypeDemo.mp4](#)

(1 minute video recording)

Demonstrating User clicking on

- Category
- Product items page
- Product item details page
- Shopping Cart page
- Checkout page & back.

## References



The End

USER EXPERIENCE METHODS DESIGN

# What The Fish

dreamstime.com

[www.fishingbuddy.com.sg](http://www.fishingbuddy.com.sg)

# References

Persona: **Goh Trendy**

Interviewees: RohdeeJon(20+), Jon(30-50), LimAhBay(30-50)

## **Mr Rohdee Jon Bin Ahmad interview/ survey questions:**

1. Who are you?
  - a. Age group: 20 - 30 years,
  - b. What do you do for a living? eg. clerical, executive, management, home maker.  
Administrative work.
2. Have you gone fishing before? Yes.
3. When do you usually go fishing? eg. weekends, holidays.  
I try to make it once a month.
4. Who do you go fishing with usually? eg. family, friends, alone.  
Friends.
5. Where do you usually buy fishing equipment & stuff from? eg. retail stores, online, name.  
online. [www.fishingbuddy.com.sg](http://www.fishingbuddy.com.sg)
6. How often do you shop online?  
eg. everyday, once a week, once a month, whenever i feel like it.  
Usually about the middle of every month.
7. What do you like/NOT like about shopping at [www.fishingbuddy.com.sg](http://www.fishingbuddy.com.sg)?  
They have many different fishing lures. I like to try different types just for the fun of it.
8. Is there any improvement that you would like to see at [www.fishingbuddy.com.sg](http://www.fishingbuddy.com.sg)?  
New products come in not fast enough, sometimes only 1 new product a month.
9. What would you like to see or buy from [www.fishingbuddy.com.sg](http://www.fishingbuddy.com.sg)?  
If the website can show me what other people buy also, maybe I can follow & learn something from other customers also.

# References

Persona: **Goh Trendy**

Interviewees: RohdeeJon(20+), Jon(30-50), LimAhBay(30-50)

## Mr Jon Tan interview/ survey questions:

1. Who are you?
  - a. Age group: 31 - 49 years,
  - b. What do you do for a living? eg. clerical, executive, management, home maker. salesman.
2. Have you gone fishing before? yes
3. When do you usually go fishing? eg. weekends, holidays.  
About every quarter, take annual leave.
4. Who do you go fishing with usually? eg. family, friends, alone.  
Friends.
5. Where do you usually buy fishing equipment & stuff from? eg. retail stores, online, name.  
online, at [www.fishingbuddy.com.sg](http://www.fishingbuddy.com.sg).
6. How often do you shop online?  
eg. everyday, once a week, once a month, whenever i feel like it.  
Weekly.
7. What do you like/NOT like about shopping at [www.fishingbuddy.com.sg](http://www.fishingbuddy.com.sg)?  
They have a wide variety of fishing products.
8. Is there any improvement that you would like to see at [www.fishingbuddy.com.sg](http://www.fishingbuddy.com.sg)?  
They have funny words at the top of the website. Makes me feel like they are tracking me or something.
9. What would you like to see or buy from [www.fishingbuddy.com.sg](http://www.fishingbuddy.com.sg)?  
Fishing clothes.

# References

Persona: **Goh Trendy**

Interviewees: RohdeeJon(20+), Jon(30-50), LimAhBay(30-50)

Mr Lim Ah Bay interview/ survey questions:

1. Who are you?
  - a. Age group: 31 - 49 years,
  - b. What do you do for a living? eg. clerical, executive, management, home maker.  
Business owner.

2. Have you gone fishing before? Yes.

3. When do you usually go fishing? eg. weekends, holidays:

Once a year.

4. Who do you go fishing with usually? eg. family, friends, alone.

Friends.

5. Where do you usually buy fishing equipment & stuff from? eg. retail stores, online, name.

Online, [www.fishingbuddy.com.sg](http://www.fishingbuddy.com.sg).

6. How often do you shop online?

eg. everyday, once a week, once a month, whenever i feel like it.

Maybe 3 or 4 times a year.

7. What do you like/NOT like about shopping at [www.fishingbuddy.com.sg](http://www.fishingbuddy.com.sg)?

Easy to see the pictures, choose & pay.

8. Is there any improvement that you would like to see at [www.fishingbuddy.com.sg](http://www.fishingbuddy.com.sg)?

Have to open many pages to see all the items. Best, if can let me choose, say i want to see 100 items, all at the same time, in 1 page, then I don't need to open page after page.

9. What would you like to see or buy from [www.fishingbuddy.com.sg](http://www.fishingbuddy.com.sg)?

Discounts. Can save more money.

# References

Persona: **Relax Joe**

Interviewees: Raymond (50+) & TanYimChi

Mr Raymond Goh interview/ survey questions:

1. Who are you?
  - a. Age group: above 50 years.
  - b. What do you do for a living? eg. clerical, executive, management, home maker.  
Retiree.
2. Have you gone fishing before? Yes.
3. When do you usually go fishing? eg. weekends, holidays.  
Usually weekends.
4. Who do you go fishing with usually? eg. family, friends, alone.  
Friends.
5. Where do you usually buy fishing equipment & stuff from? eg. retail stores, online, name.  
Both retail & online from [www.fishingbuddy.com.sg](http://www.fishingbuddy.com.sg).
6. How often do you shop online?  
eg. everyday, once a week, once a month, whenever i feel like it.  
Whenever I feel like it, sometimes everyday.
7. What do you like/NOT like about shopping at [www.fishingbuddy.com.sg](http://www.fishingbuddy.com.sg)?  
They have very beautiful & colourful pictures in here.
8. Is there any improvement that you would like to see at [www.fishingbuddy.com.sg](http://www.fishingbuddy.com.sg)?  
The number boxes (at the bottom of the page) to go to different product pages are quite small. Difficult to point with finger.  
Moving from page to page is not easy, need to go back all the way to the top of the page  
then can go to other pages.
9. What would you like to see or buy from [www.fishingbuddy.com.sg](http://www.fishingbuddy.com.sg)?  
If other customers can post what they catch, using what things (equipment), then will be more interesting.

# References

Persona: **Relax Joe**

Interviewees: Raymond (50+) & TanYimChi

Mdm Tan Yim Chi interview/ survey questions:

1. Who are you?
  - a. Age group: above 50 years.
  - b. What do you do for a living? eg. clerical, executive, management, home maker.  
House wife. Tai-Tai, because husband already earn a lot of money.
2. Have you gone fishing before? Yes.
3. When do you usually go fishing? eg. weekends, holidays.  
Sometimes 3 times a year.
4. Who do you go fishing with usually? eg. family, friends, alone.  
Friends. Get away from husband.
5. Where do you usually buy fishing equipment & stuff from? eg. retail stores, online, name.  
Both retail & online at [www.fishingbuddy.com.sg](http://www.fishingbuddy.com.sg).
6. How often do you shop online?  
eg. everyday, once a week, once a month, whenever I feel like it.  
Everyday, very free at home.
7. What do you like/NOT like about shopping at [www.fishingbuddy.com.sg](http://www.fishingbuddy.com.sg)?  
Reasonable prices, local company, they also have retail store, so won't cheat our money.
8. Is there any improvement that you would like to see at [www.fishingbuddy.com.sg](http://www.fishingbuddy.com.sg)?  
The main page picture is so big, every time I need to scroll down the screen just to see the items.
9. What would you like to see or buy from [www.fishingbuddy.com.sg](http://www.fishingbuddy.com.sg)?  
Good if I can order online, pay online, they reserve for me, then I go collect from their retail store.  
So I no need to register my details online; troublesome.

# References

The [www.fishingbuddy.com.sg](https://www.fishingbuddy.com.sg) website has changed since I started working on revamping it.

This is a snapshot of the original website:

The screenshot shows the homepage of the original Fishing Buddy website. At the top, there's a navigation bar with links like 'HOME', 'SHOP ALL', 'RODS', 'REELS', 'LURES', 'JIGS', 'LINES', 'ACCESSORIES', 'TERMINAL TACKLE', and 'MORE'. Below the navigation is a large banner for the 'Graphiteleader Protone MJ Micro Jigging Rod'. To the left of the banner is a 'Share' button with a green background and white text. On the right side of the banner are two photos of a man fishing, holding up a red fish and a yellowtail. Above the banner, there's a search bar with placeholder text 'Search all products...' and a magnifying glass icon. To the right of the search bar are buttons for 'CART' and 'SGD'. A note about shipping delays due to the global pandemic is displayed above the login/account creation links. The overall layout is clean and professional.

# References

The screenshot shows a web browser interface for a fishing tackle store. The URL in the address bar is <https://www.fishingbuddy.com.sg>. The page content is a product listing for a Yo-Zuri lure. On the left, there's a 'Share' button. In the center, a woman is smiling while holding a large fish and a fishing rod. To her left is the product packaging, which is red and blue with Japanese text and the number '25'. On the right, there's a large red oval logo for 'YO-ZURI FISH THE BEST'. A 'Chat with us' button with a green icon is located at the bottom right. The top navigation bar includes links for HOME, SHOP ALL, RODS, REELS, LURES, JIGS, LINES, ACCESSORIES, TERMINAL TACKLE, and MORE.

# References

← → ⌂ ⌂ https://www.fishingbuddy.com.sg

YouTube video thumbnails: !!! WARNING !!! - D...; 'Danger of nurses q...; 'They have been lyi...; 11 Essential Skills t...; 20Hz to 20kHz (Hu...; 3 Easy Steps for yo...; 3 Room HDB Flat Tr...

Shop For

More categories >

FISHING REELS

Fishing Reels

TACKLE BOXES & CASES

Tackle Boxes & Cases

CAST MAN

Fishing Lines

FISHING LURES

Fishing Lures

FISHING ACCESSORIES

Fishing Accessories

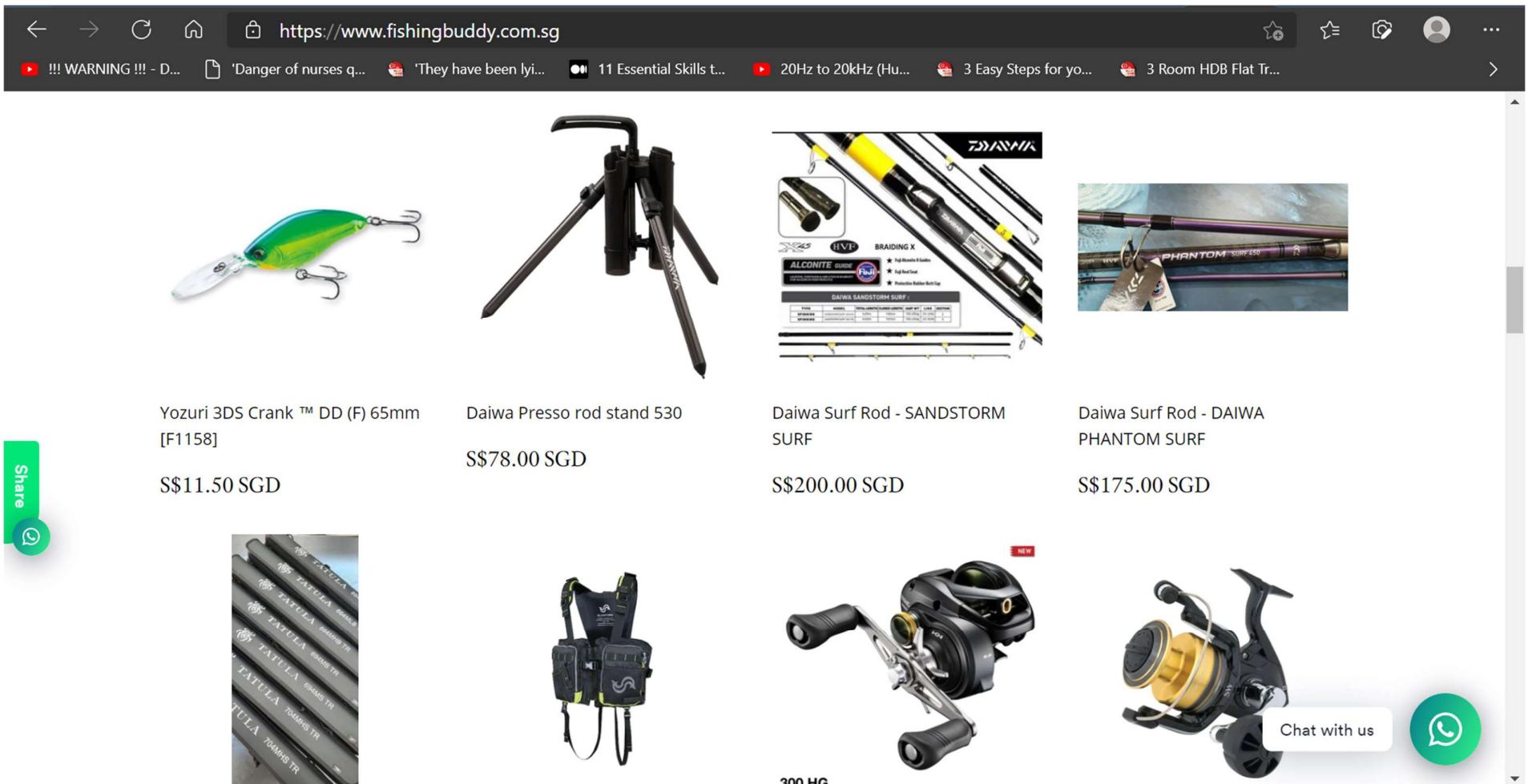
Share

NEW ARRIVALS

More new products >

Chat with us

# References



Vincent Page 36

# References

Daiwa Rod - Daiwa Tatula Travel Rod	Life jacket ~ Bluestorm BSJ-28RS S\$100.00 SGD	Shimano Reel - Shimano 2020 Curado S\$183.00 SGD - S\$208.00 SGD	Shimano Reel - Shimano SOCORRO SW S\$145.00 SGD - S\$150.00 SGD
<hr/>			
<h2>BEST SELLER</h2>	<a href="#">More best seller &gt;</a>		
		 <b>500</b>	

# References

S\$265.00 SGD			
 <b>BitArts Miniature Dax</b> New Bit Arts Miniature Dachshund	 <b>Palms Shoregun EVOLV</b>	 <b>Shimano Curado DC</b>	 <b>Vanfook Super Strong 4X Split Ring</b>
Palms BitArts Miniature Dax	Palms Shoregun EVOLV	Shimano Curado DC	Vanfook Super Strong 4X Split Ring
S\$5.80 SGD - S\$7.50 SGD	S\$215.00 SGD - S\$400.00 SGD	S\$235.00 SGD	S\$3.80 SGD

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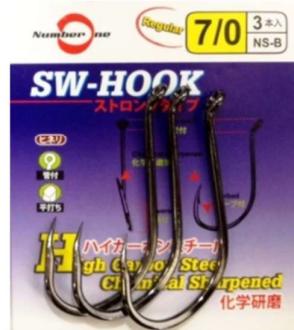
# References

Shimano Calcutta Conquest 2014 S\$440.00 SGD <small>S\$542.00 SGD</small>	Shimano Ocea Calcutta 2013 S\$260.00 SGD <small>S\$350.00 SGD</small>	2013 Shimano Stella SW S\$790.00 SGD - S\$1,100.00 SGD <small>S\$913.00 SGD</small>	2014 Shimano Scorpion S\$180.00 SGD <small>S\$223.00 SGD</small>
<b>SAVE S\$102.00 SGD</b>	<b>SAVE S\$90.00 SGD</b>	<b>SAVE S\$123.00 SGD</b>	<b>SAVE S\$43.00 SGD</b>
	 <i>Scorpion DC7</i>	 <b>SHIMANO Scorpion DC</b>	 <b>SHIMANO CAENAN™</b>
2009 Shimano Aldebaran Mg S\$238.00 SGD <small>S\$365.00 SGD</small>	2011 Shimano Scorpion DC7 S\$240.00 SGD <small>S\$367.00 SGD</small>	2011 Shimano Scorpion DC S\$240.00 SGD <small>S\$367.00 SGD</small>	Shimano Caenan 100 S\$75.00 SGD <small>S\$100.00 SGD</small>
<b>SAVE S\$127.00 SGD</b>	<b>SAVE S\$127.00 SGD</b>	<b>SAVE S\$127.00 SGD</b>	<b>SAVE S\$25.00 SGD</b>

# References

## FREE SHIPPING ITEMS

[More free shipping items >](#)



## Number One SW-Hook (Regular Pack)

S\$1.70 SGD - S\$20.00 SGD



## Number One SW-Hook (Bulk Pack)

S\$11.60 SGD - S\$38.40 SGD



Gamakatsu No.66499 Assist 59  
Light

S\$5.10 SGD - S\$19.50 SGD



Vanfook Jigen Short Twin JST-44

S\$7.50 SGD - S\$22.50 SGD



Chat with us



# References

← → ⌂ ⌂ https://www.fishingbuddy.com.sg

YouTube !!! WARNING !!! - D... Document 'Danger of nurses q... YouTube 'They have been lyi... YouTube 11 Essential Skills t... YouTube 20Hz to 20kHz (Hu... YouTube 3 Easy Steps for yo... YouTube 3 Room HDB Flat Tr... >

<p>S\$1.70 SGD - S\$20.00 SGD</p>  <p>Vanfook Jigen Light Twin Hook JL-45 #1/0</p> <p>S\$7.00 SGD - S\$21.00 SGD</p> <p><b>SAVE S\$2.40 SGD</b></p>	<p>S\$11.60 SGD - S\$38.40 SGD</p>  <p>Yo-zuri Surface Cruiser (F) 150mm R1172</p> <p>S\$22.30 SGD - S\$66.90 SGD S\$24.70 SGD</p> <p><b>SAVE S\$2.90 SGD</b></p>	<p>S\$5.10 SGD - S\$19.50 SGD</p>  <p>Shimano Blue Splash Jig</p> <p>S\$6.90 SGD - S\$23.70 SGD S\$9.80 SGD</p> <p><b>30% off</b></p>	<p>S\$7.50 SGD - S\$22.50 SGD</p>  <p>Xtrada METAL JACKER</p> <p>Lumica Xtrada Metal Jacker</p> <p>S\$9.60 SGD - S\$33.00 SGD</p>
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**Share** 

 Chat with us

# References

A GIFT FOR ANY OCCASION.

Shopping for someone else but not sure what to give them? Give them the gift of choice with Fishing Buddy E-Gift card. Our E-Gift cards are delivered instantly by email. Simply forward them to your loved ones with easy-to-follow instructions on how to redeem them at checkout.

PURCHASE E-GIFT CARD

Share

Chat with us



# References

The screenshot shows a web browser displaying the Fishing Buddy Singapore website at <https://www.fishingbuddy.com.sg>. The page features a large banner for "Gift Cards" with a blue button labeled "PURCHASE E-GIFT CARD". Below the banner, there's a "Quick links" section with links to About us, Contact us, Terms & Conditions, and Shipping. The "Get in touch" section includes an email address [enquiry@fishingbuddy.com.sg](mailto:enquiry@fishingbuddy.com.sg). A "SUBSCRIBE" section with a "SIGN UP" button is also present. At the bottom, there are social media icons for Facebook and YouTube, and a row of payment method logos including Amex, Apple Pay, Google Pay, Mastercard, D-Pay, and Visa. A "Chat with us" button and a WhatsApp icon are located in the bottom right corner.

Quick links

About us

Contact us

Terms & Conditions

Shipping

Get in touch

For any further enquiries, please drop us an e-mail at:  
[enquiry@fishingbuddy.com.sg](mailto:enquiry@fishingbuddy.com.sg)

SUBSCRIBE

Join our mailing list for updates

Email Address

SIGN UP

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AMEX

Apple Pay

Google Pay

Mastercard

D-Pay

VISA

Chat with us

WhatsApp

# References