Fishcation!

Tagline: Using simple swipe actions, you can go fishing in real-life fishing locations, catch fish that are actually found there, all the while building a "Fishdex" of the fish as you work to catch your "dinner" (alternatively, you may also settle for collecting points and populating a digital aquarium).

More detail: this is a mobile fishing app geared for kids 8+ but with a reach for potentially all ages. While not a direct route to physical food, the app can be a way of having fun while educating yourself more about fish and local fishing spots. It can be used to aid with real fishing, or simply be a game for fun.

I started from the idea of finding a particular type of "food", expanded this into the idea of fishing/hunting, and then expanded this again into more of an app game. Consequently, users who fish in real life can learn more about the fish, as well as perhaps find new fishing locations in the world around them. On the other hand, those just playing the game for fun have the option to simply the "release" the fish or donate them to an aquarium / sanctuary.

While many existing fishing apps are either realistic simulators or completely geared for kids, the aesthetics of this particular app would be the bridge in-between, using realistic fishing locations, while still semi-simulating the act of fishing--though maintaining a focus on fun--and having more cartoony graphics and the option to learn a little about the fish and ecosystem if they want.
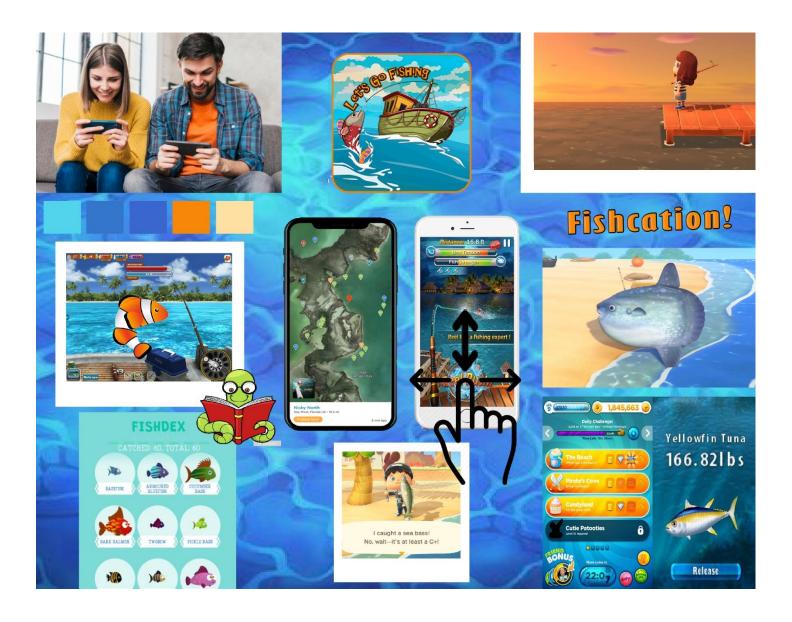
As for the title, I considered "Go fish!" or "Gone fishin'" or simply "Fish Time!" but ended up on "Fishcation", due to the va**cation**-like theme I was coming up with in addition the app potentially providing something of an edu-**cation**. It is also intended as something users might enjoy on their little 15 minute breaks during the day, which are like small vacations in themselves. Users can enjoy local fishing locations, or fish at exotic locations around the world as featured in the mood board.

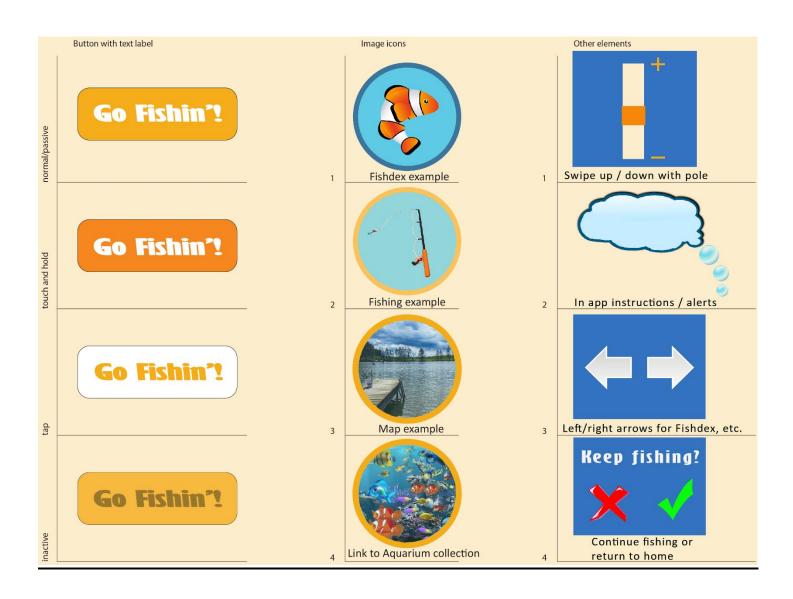**Typefaces**: Main title: *Gill Sans MT Ext Condensed*; Subtitles: *Revie*;
 Pop-up comments: *Mark Pro Bold*

Mood Board

Pattern Library

	Button with text label	Image icons		Other elements	

Button with text label

normal/passive

Go Fishin'!

touch and hold

Go Fishin'!

tap

Go Fishin'!

inactive

Go Fishin'!

Image icons

1 Fishdex example

2 Fishing example

3 Map example

4 Link to Aquarium collection

Other elements

1 Swipe up / down with pole

2 In app instructions / alerts

3 Left/right arrows for Fishdex, etc.

Keep fishing?

4 Continue fishing or return to home

Static Interface

Main / Home Screen

Lower Level Screen