

Benjamin
Roth

CarpSpot

The Problem

Asian Carp are an invasive species of fish. They are not native to the North American waterways that they currently inhabit.

These fish out-eat and out-breed most other organisms present in the bodies of water they inhabit.

They are gradually swimming north along the Mississippi River, poised to enter the Great Lakes waterways.

The consequences of their arrival in the Great Lakes would be devastating, not only for the wildlife present but for the maintenance of ecological balance within the largest body of fresh water in the world.

All attempts at preventing their northward movement have failed.

The Goal

Assuming that the Carp find their way into the Great Lakes, we have only one true option: mass harvesting

How should we encourage mass harvesting?

1. Building upon the fishing communities that already exist in the places the fish are invading
2. A sustained effort to encourage the consumption of the fish (they're delicious, but Americans don't realize this)
3. Public-Private partnerships, with relevant organizations acting together to encourage harvest. This includes bounties, subsidies, and information campaigns.

Tool/System

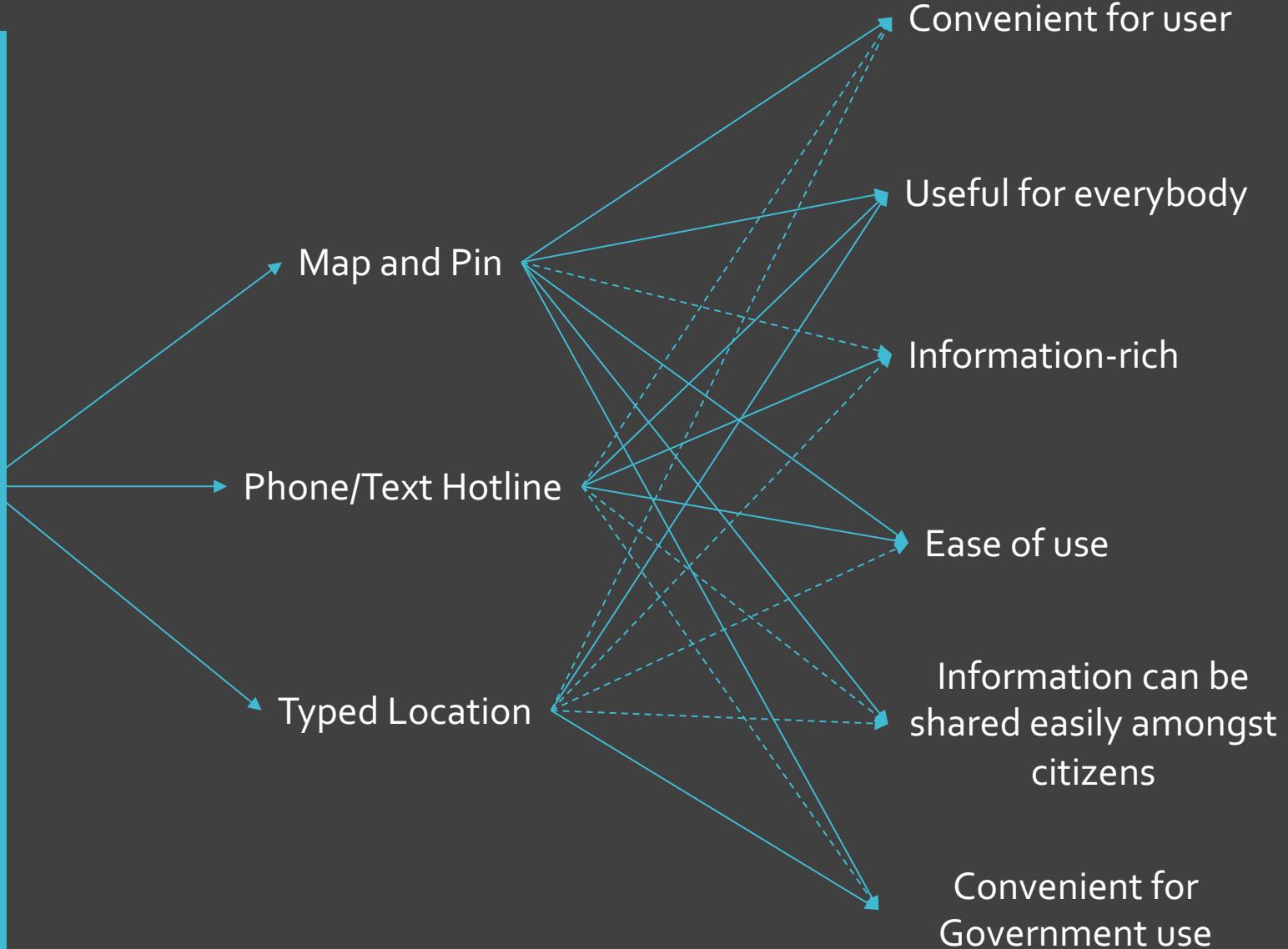
An application which generates important location data, sharing it with relevant entities within the aforementioned public-private partnerships.

A social network where users are able to post updates, ask questions, and share images of their experiences with the fish.

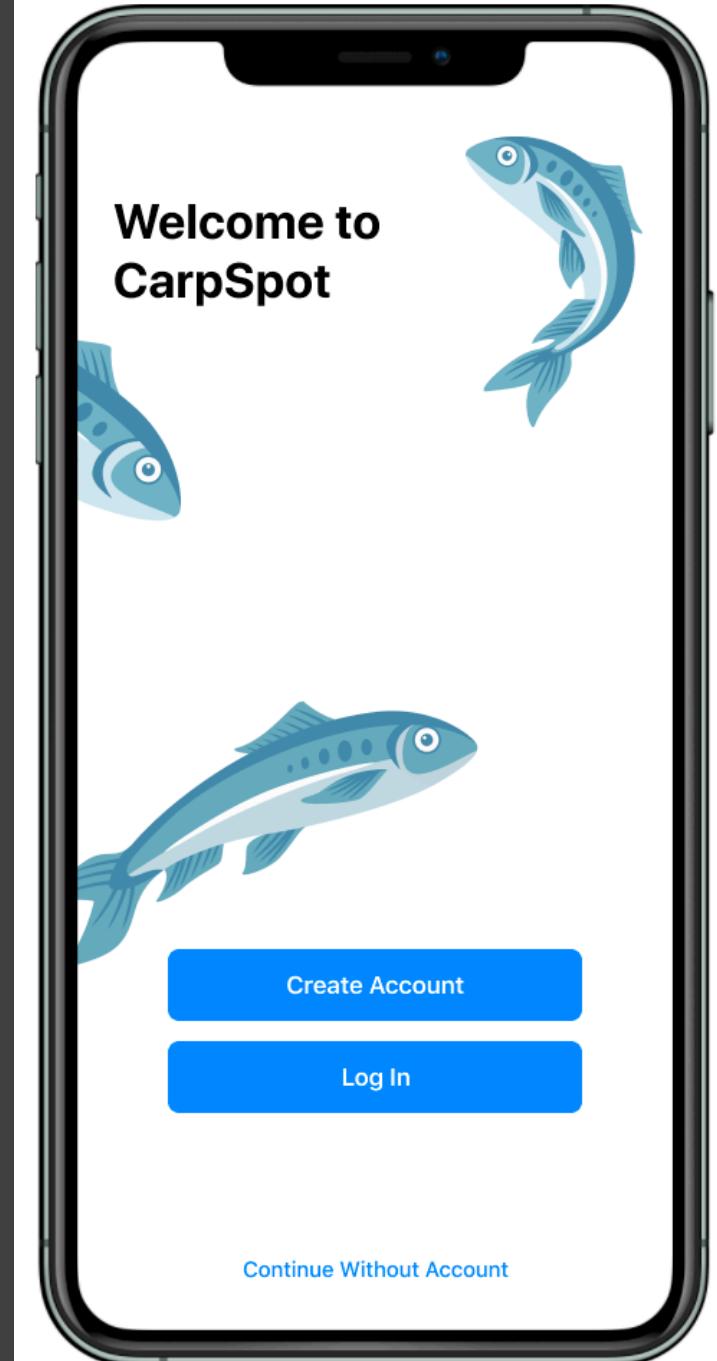
A recipe catalogue, complete with recipes curated by CarpSpot as well as user-submitted content.

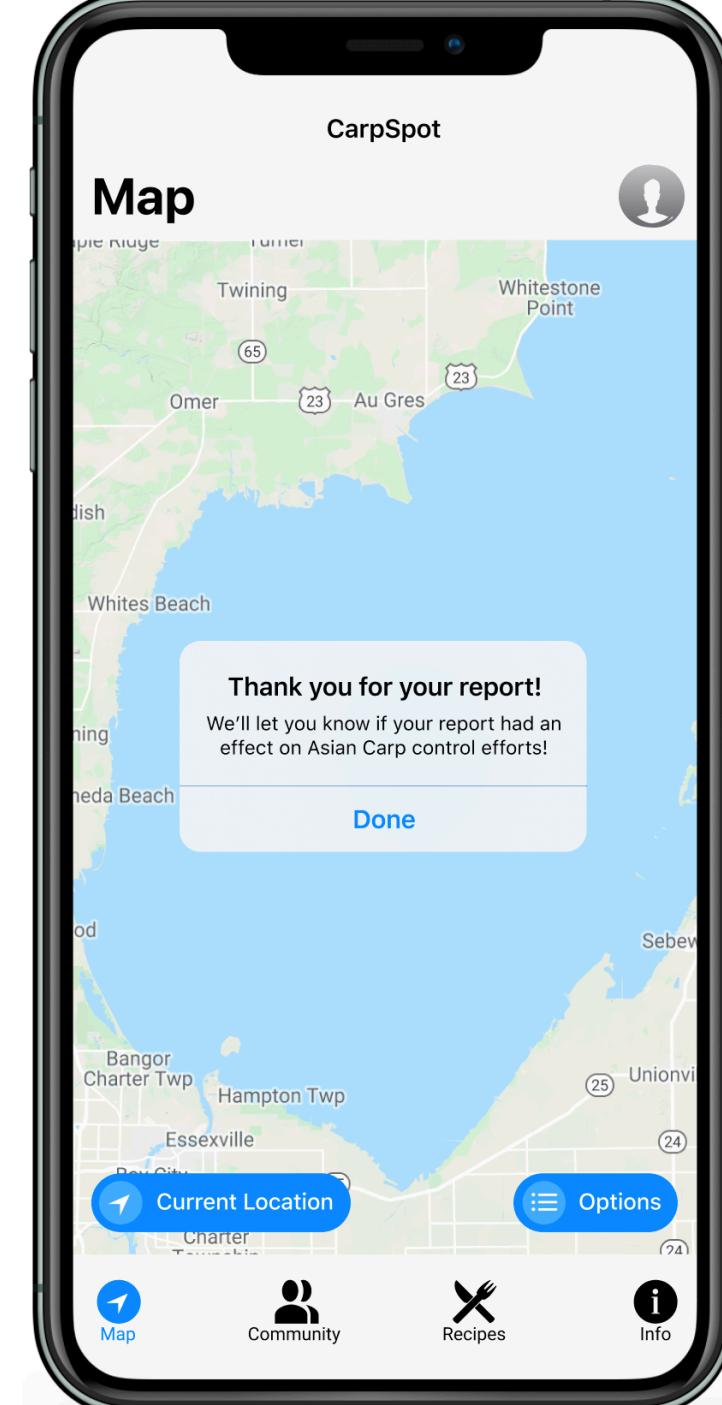
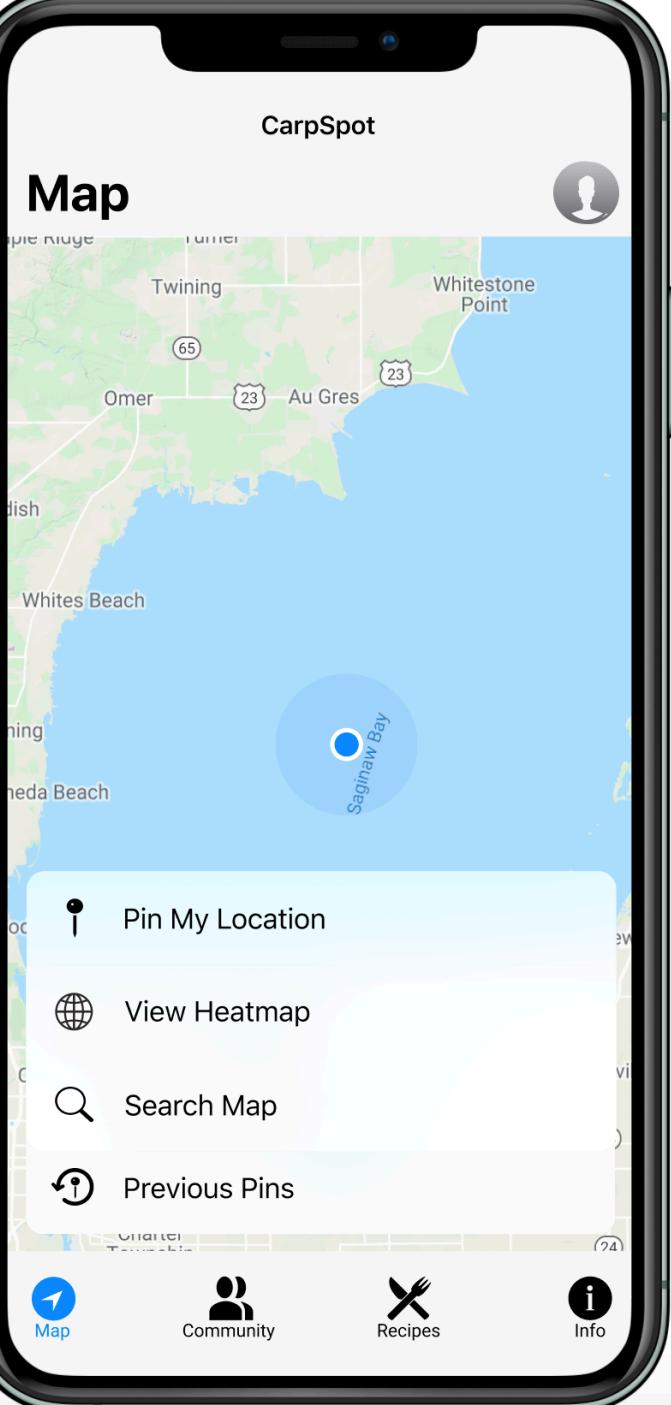
Information about Asian Carp, including why they are dangerous to the ecosystems they inhabit, how to catch them, and how to prepare them.

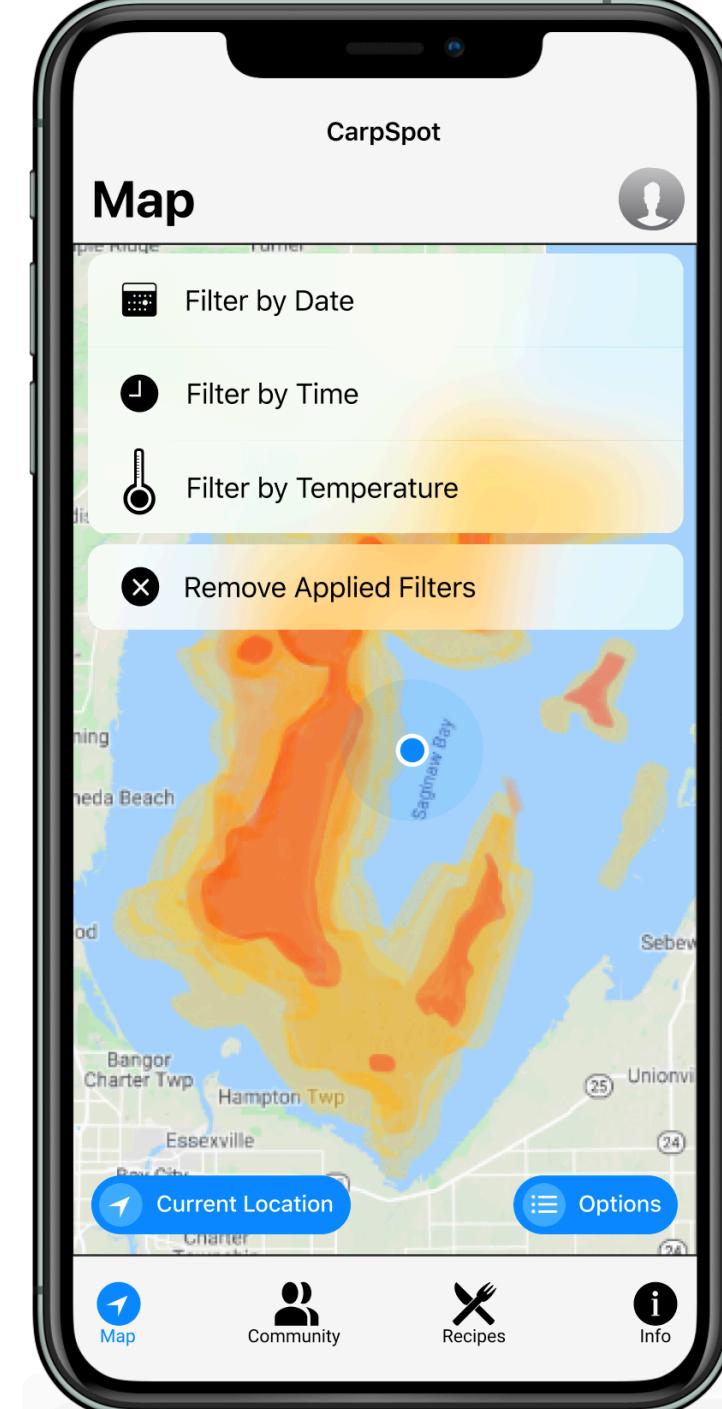
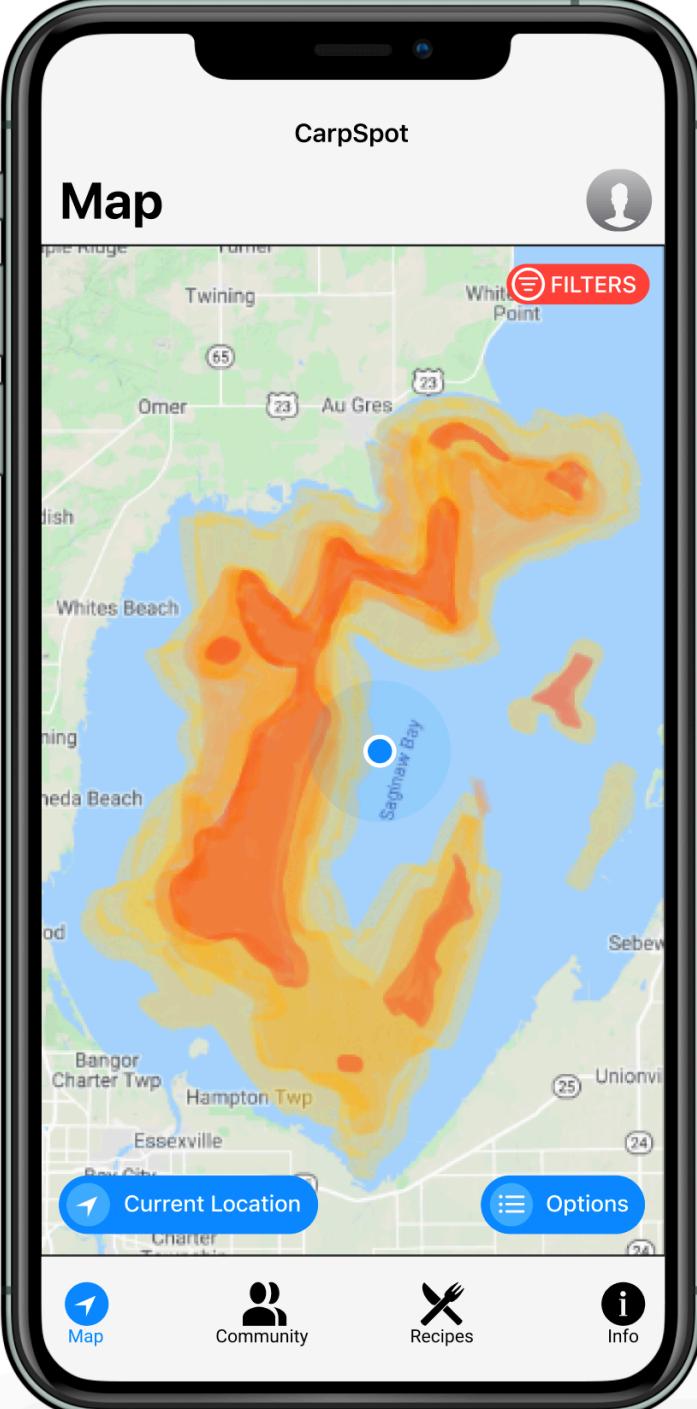
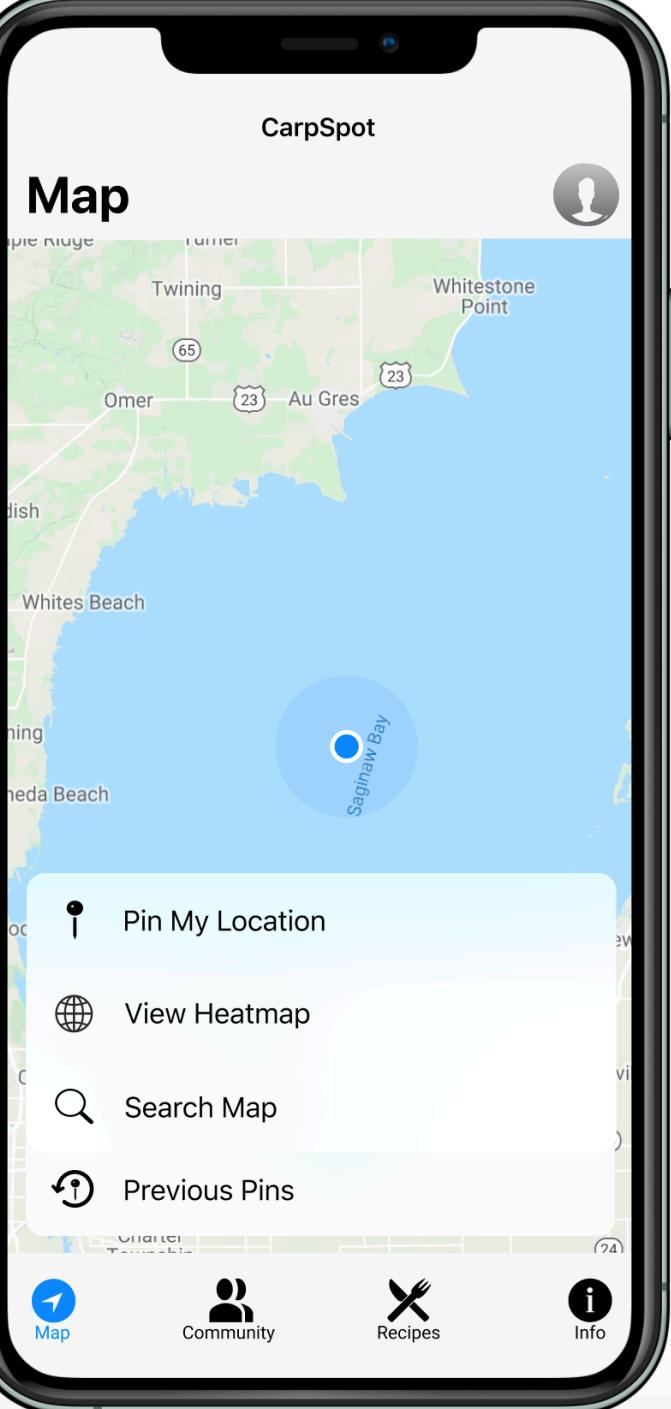
How to report Asian Carp sightings?

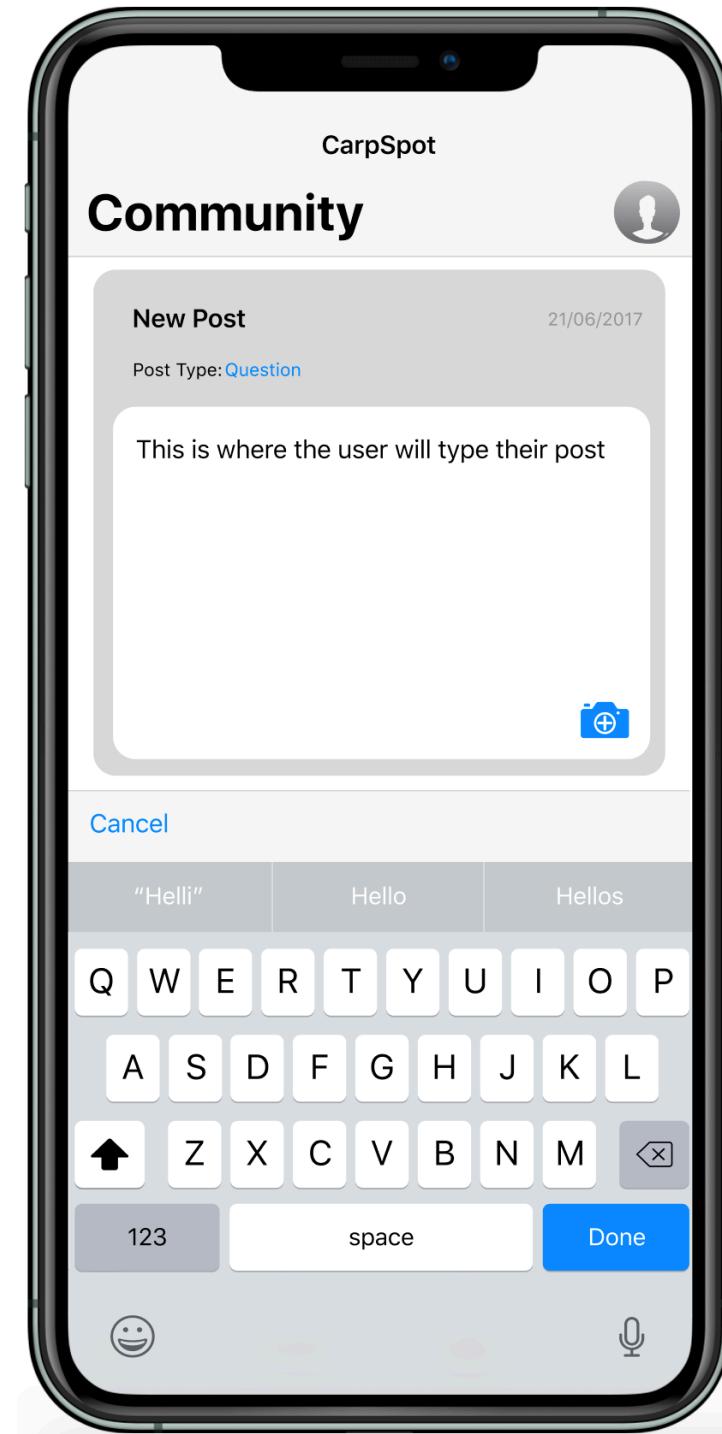
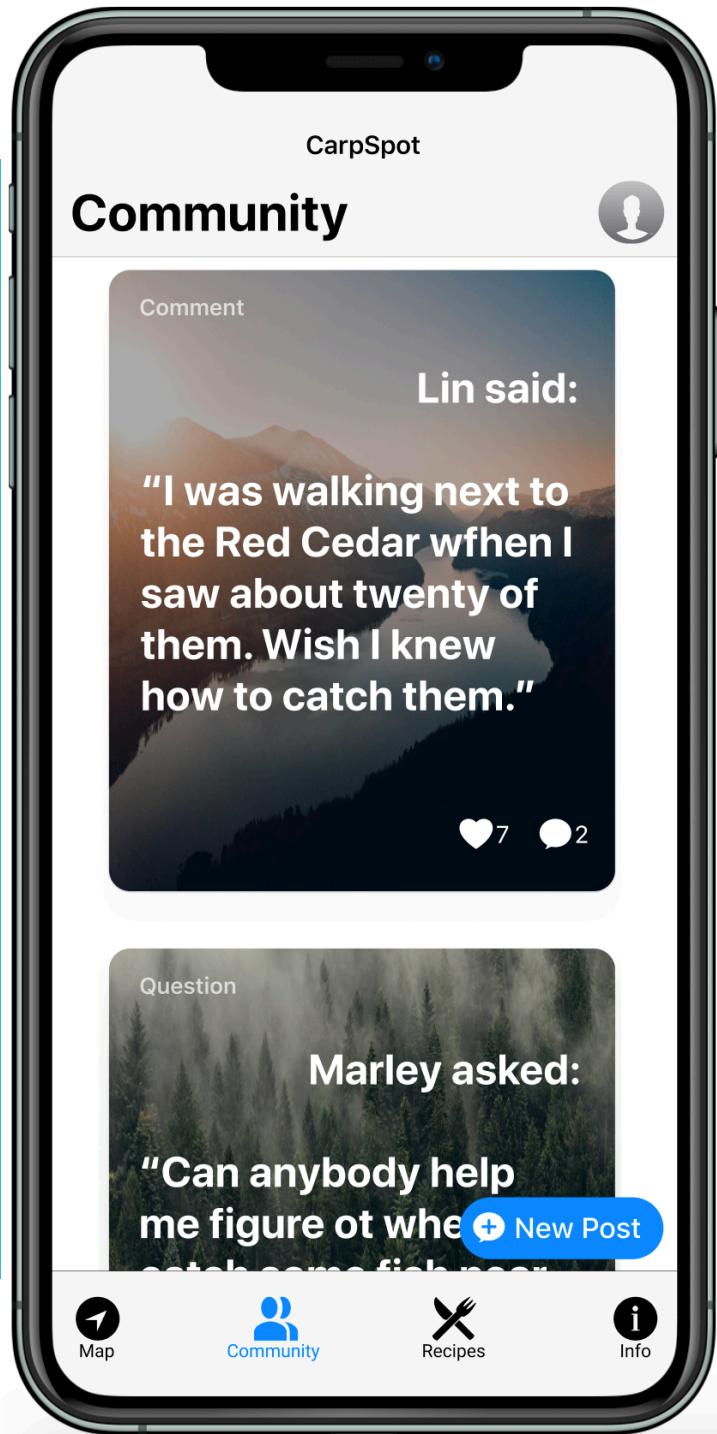


My Solution









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Recipes

Posted by Lin 

Sichuan Boiled Fish with Scallion Pancake



Shared by CarpSpot 

Chengdu-Style Fried Carp Hot Pot



+ Post a Recipe  Search  Info

Map Community Recipes



Sichuan Boiled Fish with Scallion Pancake



This is the description of the dish where we discuss the history, the cultural significance, the flavors, and the procedures.

Below is where you can find the full recipe.

Cooktime: 45 minutes
Serves: 4 people

Ingredients:

- Two de-boned carp filets
- Four green onions
- One bunch of fresh cilantro
- One package of semi-firm tofu
- Quarter-pound of Sichuan chiles

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Recipes

Recipe Title

Recipe Description

Ingredients

 De-Boned Carp Filets	2 Filets
 Fresh Cilantro	1 Bunch

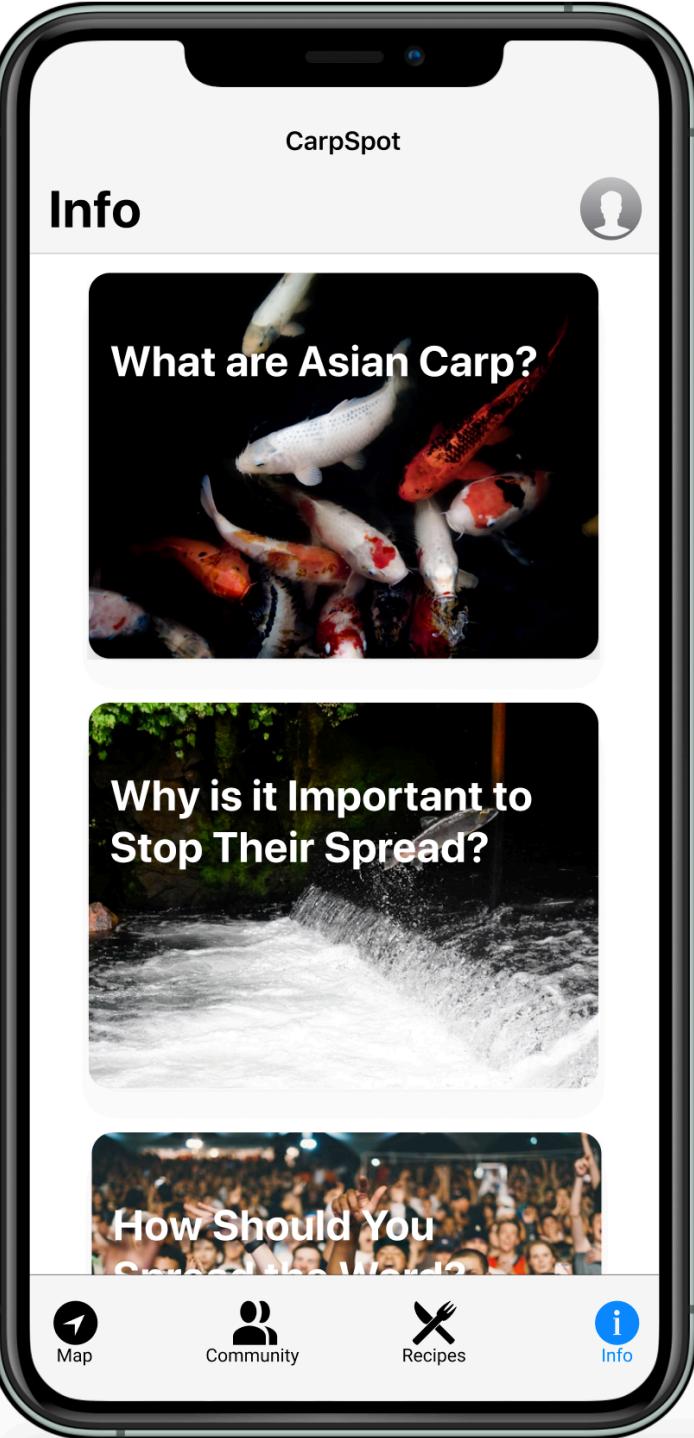
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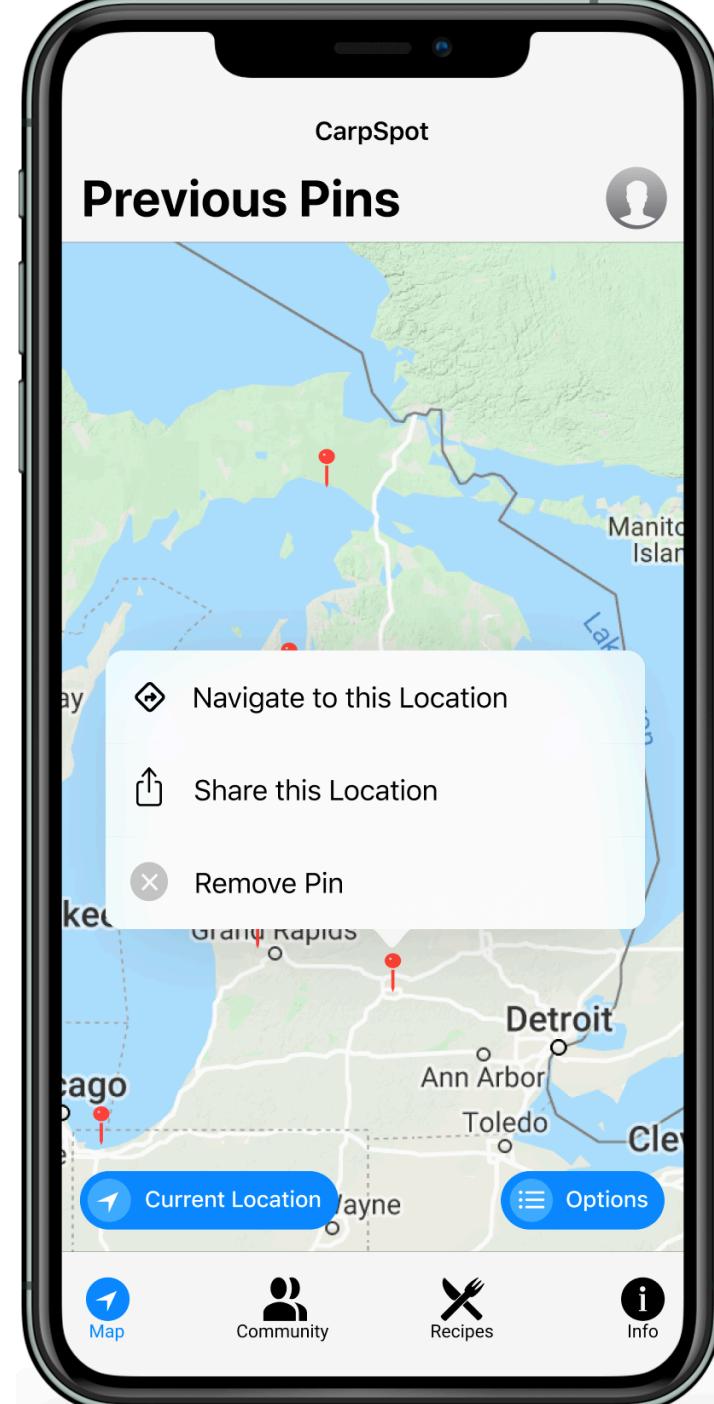
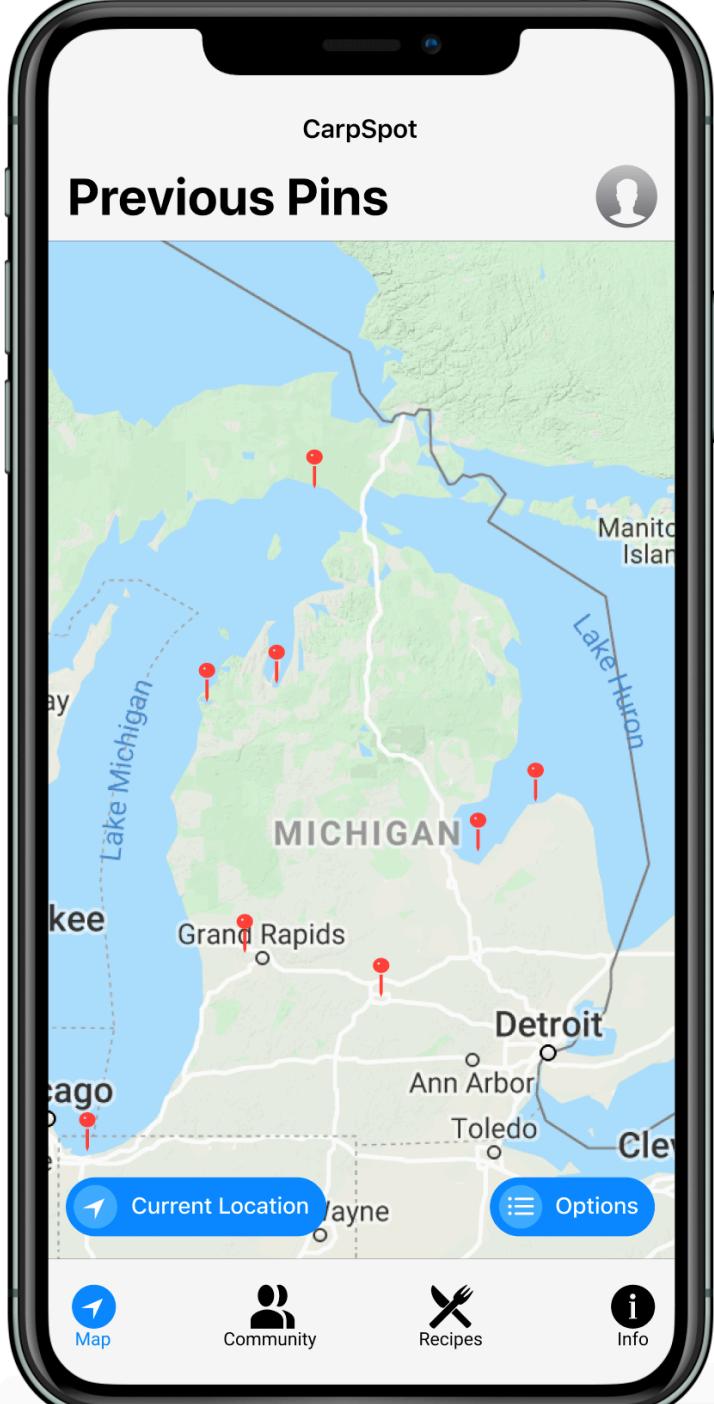
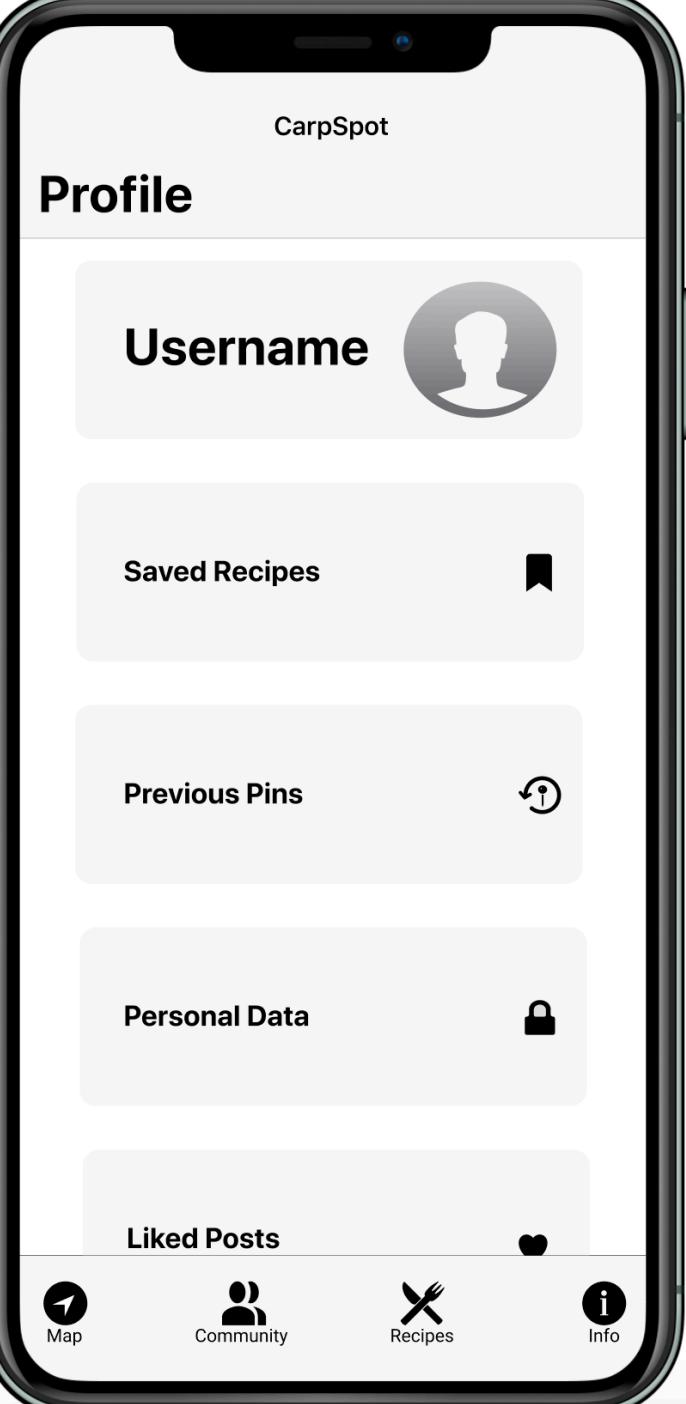
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"Helli" Hello Hellos

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123 space Done
Done

Map Community Recipes





WWDRS?

Good Design

- Is Understandable
 - Simple and clear, all options are laid out in front of you
- Is Unobtrusive
 - Clear options for the user, with many options for any related task
- Is Honest
 - No manipulation. All options are clear to the user.
- Is Environmentally friendly
 - 😎

Challenges

- Narrowing down the problem
- Understanding the market
 - Scope
- Indirect/unconscious manipulation
- Going from nothing to something
- Utilizing prototyping software

I liked



The brainstorming process



The interviews



The ideating process



User testing

I wish



We could spend more time on the theory behind design



I had a better understanding of the ways my design would manipulate people's actions

What if



Similar to 501, we were put into groups and delegated to assist in design problems for local organizations?

Resources

- InVision Studio
- Figma
- <https://iosdesignkit.io/ios-12-gui/>
- <https://iconify.design>