

Let's Go Fishing!

DECO 7180

Part C: Final Report

Team
pfc02-t08



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Introduction

Purpose



The purpose of the website is to create a web-based application that can provide useful information for people who are looking for an excellent spot to go fishing. In addition to the fishing location, the website is also going to provide weather information and related fish knowledge, as well as the fishing gears and baits that might be helpful to the recreational fishers. We found that other similar websites on the internet did not either provide integrated information or be friendly toward beginners. In this case, we put ourselves in beginner's shoes and dig into the search to see what information is helpful for them; then we try to integrate all that valuable information into one place and show them to the users.

Target Audience

Some surveys show that recreational fishers have little in common with each other, except for the majority who fish as a profession (Copeland et al. 2017; Henry and Lyle, 2001). Anglers can be of almost any age, socioeconomic status, occupation, and geographic location. Therefore, the target audience of our website is mainly anyone interested in fishing or fishing enthusiasts.

For these recreational fishers, leisure, outdoor activities and time spent in the natural environment are the primary motivations for fishing (Copeland et al. 2017; McInnes et al. 2013; Sutton 2006; Henry and Lyle 2003), and fishing for food is the third motivation. Besides, some people believe that friendship and family are also critical in fishing activity. Surprisingly, some fishing enthusiasts also said fishing is for getting away from people (See Copeland et al. 2017; Giri and Hall 2015). Apart from that, one of the popular motivation for fishing was sports. Some people are happy to do fishing as a challenge and an adventure.

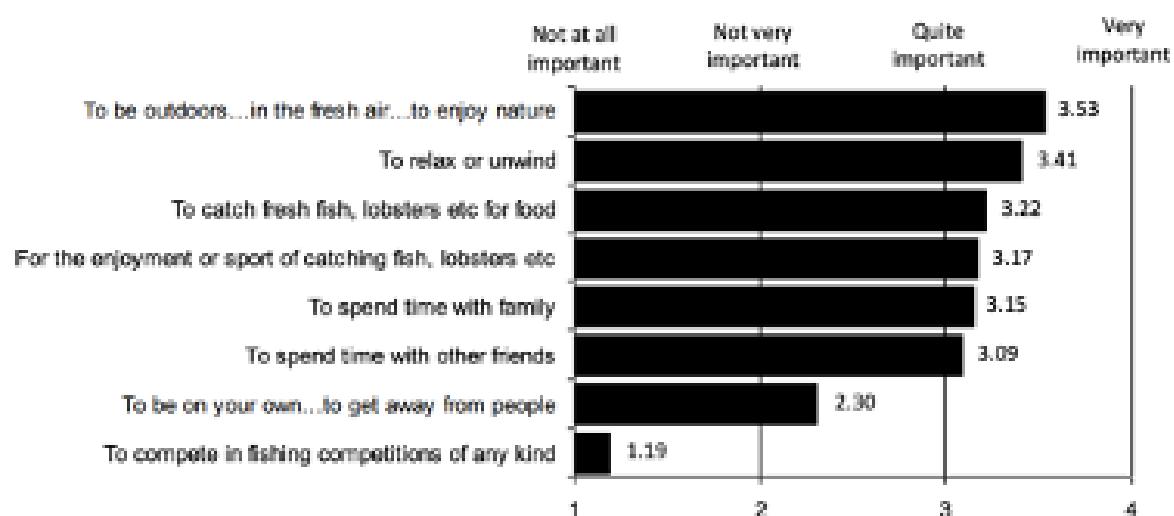


Fig. 2. Mean scores for the importance of eight items as motivational items for recreational fishing. Mean scores for all items were based on responses to the following response categories; 1 = Not at all important, 2 = Not very important, 3 = Quite important, 4 = Very important

The main requirements

Generally, the target user can understand the necessary information about the fishing spot to pick up an ideal fishing spot. The essential info of the fishing location includes assessment, geographic environment and detailed fish information. Users can also filter the conditions of fishing locations through the search box, such as filtering by the best evaluation, the least personnel, and the best geographic environment. For fishing enthusiasts, when considering the ideal fishing location, also think the local weather conditions and the type of fish. Besides, the area also needs to guide the target audience to the fishing spot. Therefore, the site needs to be associated with Google Maps.

Expected

For what they can do on the website, the target audience can mainly see the geographic location of nearby popular fishing spots on the site map. The evaluation criteria for these popular fishing spots are usually divided by reviews, infrastructure, geographical environment and fish. Through these details, fishing enthusiasts can choose their favourite fishing locations. In addition, for those who are not familiar with phishing, the website also provides tips on phishing techniques and equipment.

Personas

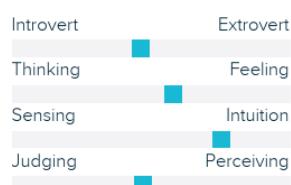
User Persona



"I like to do things with friends."

Age: 23
Work: Students
Family: John, Emily.
Location: Brisbane, Queensland
Character: Mild

Personality

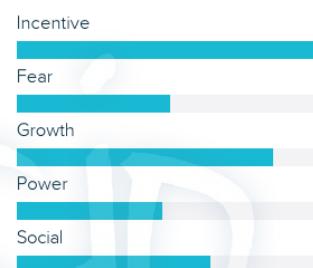


No salary Post-graduate Female

Goals

- I hope to get a particularly good fishing environment, that is natural, quiet, and the air is fresh, the road is clean.
- I hope there will be parking, toilets and other basic services nearby, because I will drive there.
- I hope I have all the props ready before I go, including certain lures, fishing rods, etc
- I don't want it to rain after I come there, or even there is no fish to catch.

Motivation



Frustrations

- The fishing spot environment is very smelly, surrounded by mud, activity area space is very small, many bugs.
- The parking lot was a long way from the fishing spot, so there was still a long way to go. No toilets, no hotel breaks.
- The weather was bad and the wind was particularly strong. I don't want to catch a cold from fishing.
- The props are not suitable for this fishing spot.

Preferred Channels



Bio

Bobby Dawes, 23, is passionate about her studies, especially the arrangements she has been given by her teacher. Dawes has had a lot of success in her programming field, and she is often free to write great website samples.

As a person who is passionate about learning, Dawes also has a lot of study pressure, and often suffers from insomnia due to a lot of homework. And not exercising for a long time and staying in the house. Her body also developed muscle soreness and other problems.

She found that the long-term burden of study eventually undermined her physical condition, leading to depression, poor vision and a decline in memory. Therefore, when she happens to be at the end of the semester or in the middle of the semester, her learning efficiency will be greatly reduced.



FISHING MAP

Personas



NAME

Lachlan Taylor

MARKET SIZE



TYPE

Guardian**Goals**

- Looking for a suitable location to go fishing.
- Purchase some fishing gears in a convenience way.

Demographic

Male 35 years

Australia

Married

\$80,000/year

Engineer

Technology**Channels****Skills**

Patience



Information Search

**Quote**

“

"All men are equal before fish."

- President Herbert Hoover

»

Background

Fishing is a very democratic kind of sport. You don't need to be tall or muscular or agile. It would be best if you were patient instead.

Why think too hard about a simple leisure activity? But this is a metaphor for a good life: do your best, hope for the best, have time to capture something and do nothing, but always be grateful for the sound of the water and the sun in the sky and have the opportunity to cast another scroll.

Spending a day fishing on chilling mountain streams or fishing buoys by the river can free us from the stressful daily environment. In a day of interacting with nature, nothing can bring a feeling of vitality and help rebuild our reserves.

Motivations

Fishing is a relax activity for me, especially when I had a busy week, I could really use some time to go fishing for rest.

Fishing is a pretty good excuse not to do much, which is really what summer should be about.

Frustrations

Individual anglers intensify negative environmental effects of their activities.

In some cases, I forgot to buy some fish hooks and fishing bait, which is a total buzzkill.

Expectations

You put your bait out there; you see what bites; you catch and release, and trust there are other fish in the sea.

Data set

api

```
$document).ready(function() {
  $.ajax({
    url: "https://www.data.qld.gov.au/api/3/action/dataset_search?resource_id=32ef9a35-d4db-41e9-b152-d52689ff6372",
    success: function(data) {
      console.log(data);
    }
  });
}); |
```

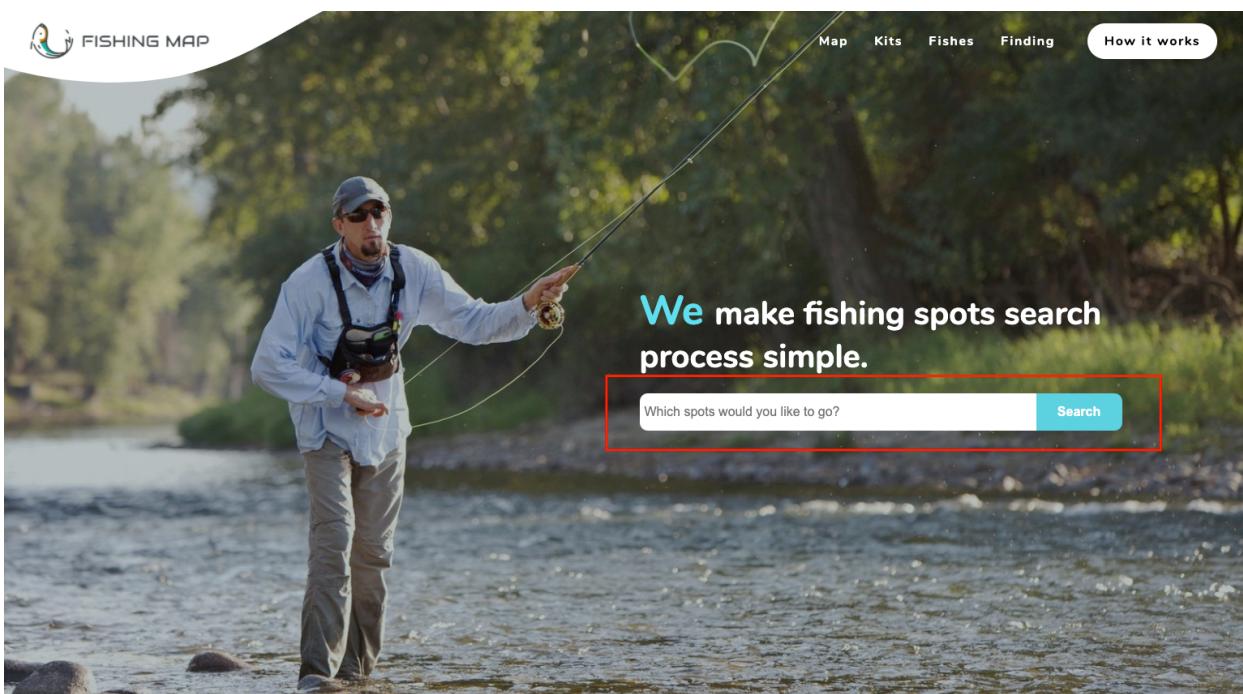
For the map information, we convert the data into the format of geojson.api and present via our web-based application.

```
<div class="l-bodyContent">
  <div class="l-bodyContent__item rare">
    <a target="_blank" href="https://en.wikipedia.org/wiki/Thorntooth_grenadier">
      <div class="l-bodyItem__picture">
        <figure>
          
          <div class="l-bodyItem__pullUp">
            <div class="readMore">
              <span>Read more</span>
              <svg t="1683679377980" class="icon" viewBox="0 0 1824 1824" version="1.1"
                xmlns="http://www.w3.org/2000/svg" p-id="3874" width="200" height="200">
                <path
                  d="M512 64c247.424 0 448 208.576 448 448S759.424 968 512 968 64 759.424 64 512 264.576 64 512
                  fill="#777" p-id="3875"/>
              </svg>
            </div>
          </div>
        </figure>
      </div>
      <div class="l-bodyItem__content">
        <h2>Barred javelin</h2>
        <p>Adults have golden green back, silvery belly with traces of brown vertical bars present only.</p>
        <p><span>Location: Moreton Bay</span></p>
      </div>
    </a>
  </div>
```

All fish data are summarized from the data.gov.au, and more detailed info will direct users to the link of Wikipedia as further reference.

Intended interactivity

Home Page

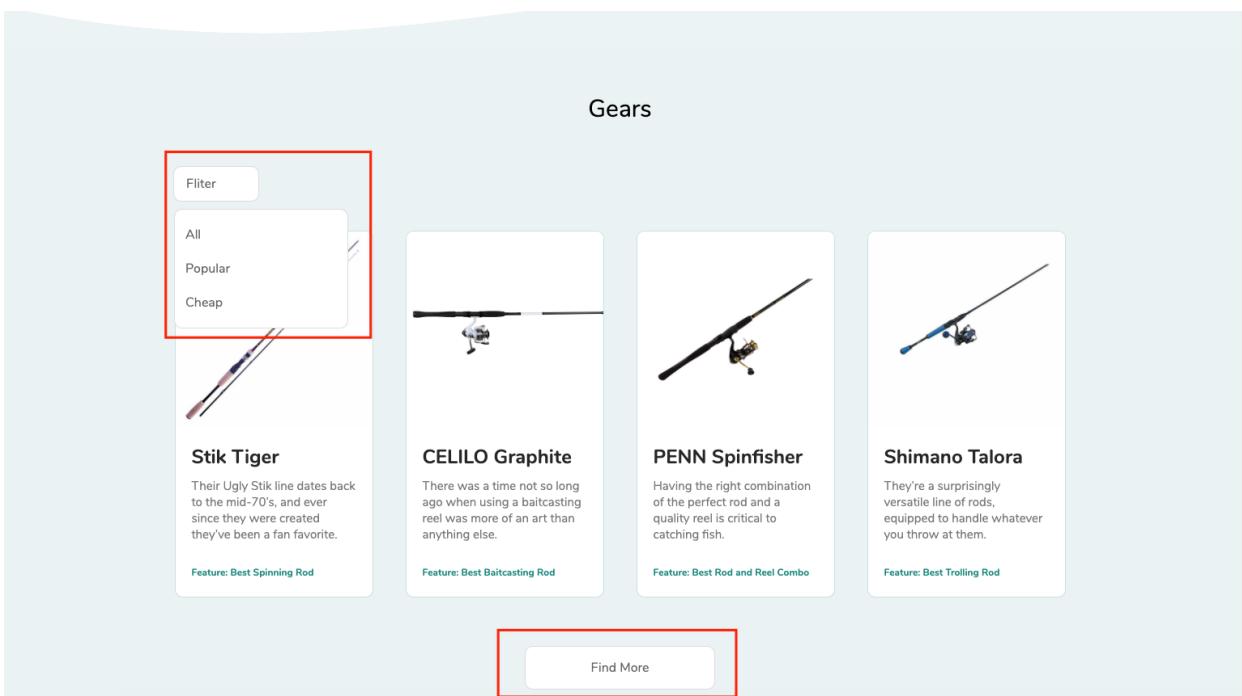


The home page works as the entry of our website, and users can directly search for a specific location to go fishing, or they go the map page and search for fishing spots that are located in Queensland.

The logo locates in the top left corner and the left-footer, which is working as the home button so that users can click the logo to go back to the home page.

Intended interactivity

Kits Page



The screenshot shows a user interface for a 'Gears' section on a 'Kits Page'. On the left, there's a sidebar with a 'Filter' button and three filter options: 'All', 'Popular', and 'Cheap'. A red box highlights this sidebar. Below it is a section for the 'Stik Tiger' rod, featuring a thumbnail image, the product name, a short description, and a 'Feature: Best Spinning Rod' link. To the right are three more rod models: 'CELILO Graphite', 'PENN Spinfisher', and 'Shimano Talora', each with its own thumbnail, name, brief description, and feature link. At the bottom center is a 'Find More' button, also highlighted with a red box.

The kits page will show a catalogue of fishing gears and bait that are popular and easy to get started. We have hand-picked sixteen rods that are suitable for different fishing spots under various conditions, and a filter was provided for users to pick the most popular rods and the cheapest one. As for the bait, we also hand-picked eight types of lures that are used for popular fish.

Intended interactivity

Fish Page

Fishes

Filter

- All
- Common
- Rare



Barred javelin

Adults have golden green back, silvery belly with traces of brown vertical bars present only.

Location: Moreton Bay

Silver javelin

Silvery body with numerous scattered dark brown to blackish spots dark blotches on the dorsal fin juveniles.

Location: Queensland coast

Eel-tailed catfish

Greenish brown mottled skin whitish on the belly large eel like second dorsal fin starting.

Location: Rockhampton

Rockcod

Tan back, shading to whitish belly numerous small brownish orange to reddish brown spots on head.

Location: Queensland coastal

[Find More](#)

The fish page plays a role in providing an in-depth understanding of fish knowledge, such as the location, appearance and much more. When users hover to the picture of a specific fish, a "read more" icon will pop up and users can click the button and will be redirected to the Wikipedia page for further reference.

Intended interactivity

Hot Spots Page

Hotspots

Filter



Burnett River
The Burnett River at Bundaberg has been a fantastic fishery for many years.

[Feature: Hot spot](#)



Rockhampton
Rockhampton, near the coast in central Queensland, is well known as a major cattle centre.

[Feature: Hot spot](#)



Moreton Bay
Moreton Bay is predominantly shallow and sandy area with few fish holding features.

[Feature: Hot spot](#)



Cairns
It's no surprise that Cairns is an angler's paradise & has always held high appeal to anglers worldwide.

[Feature: Hot spot](#)

Find More



About us | Contacts | Privacy | Disclaimer | [Twitter](#) [Facebook](#) [Instagram](#)

For users benefit, we have hand-picked some popular and high-rated fishing spots for beginners or people who are not familiar with the nearby fishing spots. Similar to the fish page, we also provide detailed information on all hot spots. Users can easily access the detailed map by clicking the "read more" button. Besides, the filter sort the fishing spots into the popular and new category.



FISHING MAP

Page 12

Implementation

Fully functional

Brisbane river

Brisbane QLD Weather is Sunny

The Brisbane River is the longest river in southeast Queensland and flows through the state's capital.

Fishes: Threadfin Salmon, Snapper, Bream, Cod, Flathead, Mulloway (jewfish), Squire, Bull Sharks, Catfish

Wind Temp Humid Visibility
4km/h 31°C 52% 10km

Route

Map Kits Fishes Finding How it works

Central Eastern Habitat Protection zone

Choose starting point, or click on the map

147B Alice Street, Brisbane City QLD 4000

DELAYS Heavy traffic in this area

No known road disruptions. Traffic incidents will show up here.

Queensland Parliament Grand 19th-century legislative building

QUT Chaplaincy - Gardens Point

QUT Gardens Point Campus

QUT Law Library

Botanic Bar

Subway Fast Food + S

Riverstage

The Domain

Mangrove Walk

QUT Gardens Point

QUT Gardens Theatre

The Gardens Club

Church, Kangaroo Point

Evolution Training QLD Kangaroo Point

State park

Kangaroo Point Cliffs Park 4P

Picnic Area

River Terrace

River Terrace Apartments

Royal Australasian College of Surgeons

Quinton

Ozcare - Corporate Office

The Cliff House

Paton St

Thomas St

Exclusive Photography Brisbane Breeze Lodge

City Star Lodge

IGA X press Kangaroo Point

Brisbane Australia Temple

Baines St

Gabba Car S

KFC K Fast Fo

Princess St

Satellite

Google

Implementation

Fully functional

As shown above, users can either type in a specific fishing location or choose a spot shown on the map. After users have picked his/her favourite place to go fishing, then he/she can click the "route" button, which will direct users to the google map to get navigation.

Okuma CELILO Graphite Rod

Best Baitcasting Rod

There was a time not so long ago when using a baitcasting reel was more of an art than anything else. But now modern reels have magnetic brakes and anti-reverse features that make casting easier than ever.

A great baitcasting reel isn't enough, you need to have an outstanding rod to go with it. The best on the market is the Okuma CELILO Graphite Rod.

Okuma CELILO Graphite Rods are made especially for tournament pros but they're priced for everyone. They are designed to be able to throw heavy baits and catch big bass.

1. These rods are engineered to hit the sweet spot between power and feel, optimizing the length of your cast while still providing the responsiveness you need to feel every nibble.
2. They are marine-rated, making use of stainless steel and ceramic composites so you can use them whether you're standing on the surf or fishing at the lake.

[amazon](#)

[ebay](#)

↶



For the gears page, set a rod page for an example, users can view the detail introduction of a rod, and we also provide the eBay and Amazon links for this specific rod. We add the external link to shopping websites so that our users can easily purchase suitable fishing gears and save their time to get the right pieces of equipment.

Implementation

Fully functional

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[amazon](#)

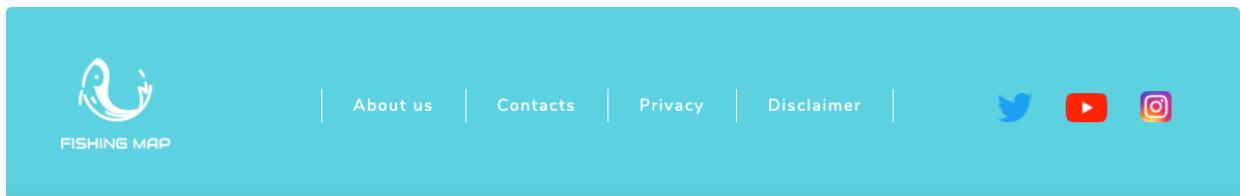
[ebay](#)



For the gears page, set a rod page for an example, users can view the detail introduction of a rod, and we also provide the eBay and Amazon links for this specific rod. We add the external link to shopping websites so that our users can easily purchase suitable fishing gears and save their time to get the right pieces of equipment.

Intended interactivity

Simulated



We leave an Easter egg in the footer, though we have made up professional footer pages, such as Contacts, Privacy and Disclaimer. We use the about us page to introduce our team members and also created a fake Twitter account.



Third party libraries/frameworks/code

leaflet map

```
<div id="map"></div>

<script src="jquery/jquery-3.5.1.js"></script>
<script src="https://cdnjs.cloudflare.com/ajax/libs/font-awesome/5.15.1/js/all.min.js"
    integrity="sha512-F5QTLBqZlvuBEs9LQPocliZv2UMxclXezbHzonz56Df4HZMClge/8+gXrKw2fL5ydk4rWjR8vK57NNkfymaBQ==" crossorigin="anonymous"></script>

<script src="https://unpkg.com/leaflet@1.3.1/dist/leaflet.js"></script>
<script src="leaflet/leaflet-search.js"></script>
<script src="https://cdnjs.cloudflare.com/ajax/libs/fuse.js/1.2.2/fuse.min.js"></script>
<script src="dataset/fishingspots.geojson.js"></script>
<script>
    var map = L.map('map', {
        zoom: 8,
        center: new L.LatLng(-27.473, 153.027),
        layers: L.tileLayer('http://{s}.tile.openstreetmap.org/{z}/{x}/{y}.png')
    });

```

The leaflet map is embedded in the website(map function), which enables our website to have specific map data.

```
// Loading
class Loading {
    constructor() {
        this.header_loaded = document.querySelector('header')
    }

    showLogo() {
        this.header_loaded.classList.add('is-load')
    }
}

const loadHeader = new Loading();

window.addEventListener('load', () => {
    loadHeader.showLogo()
})

// PullDown
$('.l-headerMenu__item').mouseover(function () {
    $(this).addClass('open')
})
$('.l-headerMenu__item').mouseout(function () {
    $(this).removeClass('open')
})

```

The animation effect of the logo and button is achieved by using the JavaScript.

Link of the website

<https://deco7180teams-pfc02t08.uqcloud.net/index.html>

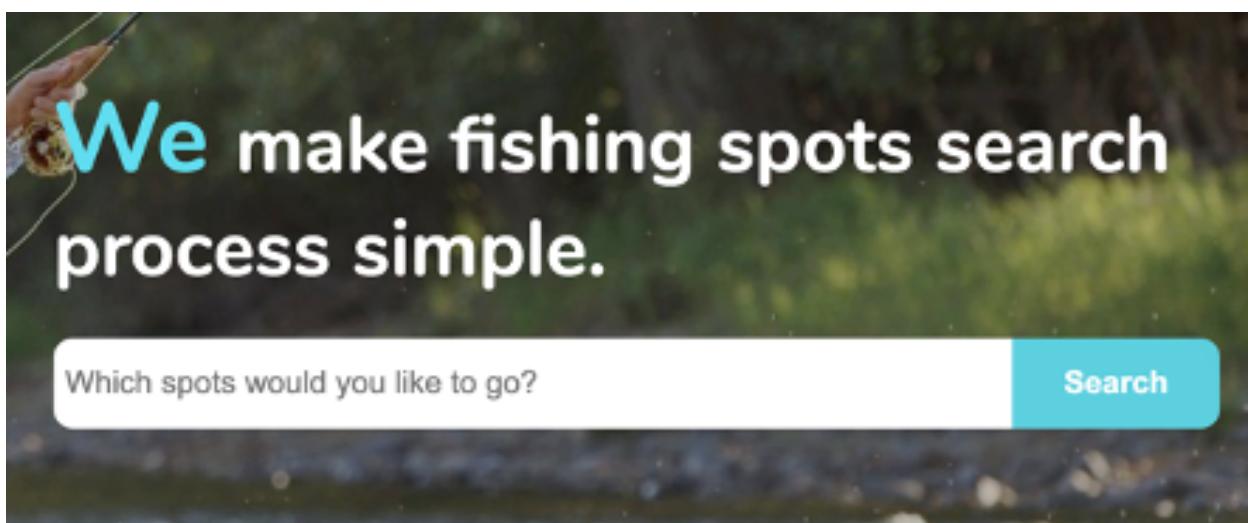
Necessary instructions for users

The search bar of the home page is case sensitive, and only the fishing spots can be identified. In this case, it is recommended to go to the map page if you cannot find a specific location.



DISCUSSION OF PROCESS

Search Bar



In our website, the search bar is essential. It is a necessary part for users to search for a specific fishing spot and information related to a different type of fish. After that, users could look useful information quickly to reach their aim. That is, how to decide where to go and when to go fishing.

Issues and Major Challenges

Search Bar

It is a big challenge for our team to represent a great search bar for users. There are many problems when we develop a search bar. At first, we had no idea about implementing the search bar. In other words, nobody in our team knows how to build a search bar through a programming language. What's more, aesthetic issues also a problem when it comes to search bar. That means how to make people who are enthusiastic in fishing feel the website is suitable and beautiful when they use the fishing website. Finally, it cannot be denied that data integration takes an essential part in the search bar. Because there are many data, need to be shown after we use the search bar to find things like weather prediction in specific fishing spots.

However, everybody in our team tried our best to solve the problems we had faced. Firstly, we do further study, including look documentary from the website and ask for tutor's help, to know how to achieve a search bar. And we found a way to coding by CSS. Finally, a student in our team who are more familiar with coding write code related to a search bar. It is the first step to present a better website to the audience. After that, we had more confidence in delivering a great search bar. Secondly, we look at many search bar. It is helpful for us to improve the shape and colour of our search bar. After our study and design by our team members, we finally do a search bar as a picture shown above. Thirdly, data integrity cannot be ignored since users could not use search bar without the support of plentiful and useful data. So we do further study, like watch videos from Youtube, then we could deal with the problems in an effective way. And it will be explicitly shown in the following part.

Data Integration

When we develop a fishing website, it is of significantly crucial that data is essential for website implementation. If we cannot offer relevant data when we present a fishing website, that means, the website cannot run. There are some problems we faced when we deal with data. Firstly, we have to find official data which are useful and convinced. However, some data is not enough at the very begin. What's more, it is not easy to organize all the data. Because the type of data is too much, and it is easy to do something wrong when we deal with the data. However, we finally overcome difficulties related to data. To guarantee data officiality, we find data from data.gov.au, which is a data website set by the Australia government. To solve the data integrity problem of effective integrity, we learn some excellent coding online. And finally, we achieve a great website which has effective data integrity to make users use functions convenience. And the examples of data integrity coding can be shown as follows.

```

<div class="l-bodyContent">
  <div class="l-bodyContent__item popular cheap">
    <a href="/subpage/sharkspecies.html">
      <div class="l-bodyItem__picture">
        
      </div>
      <div class="l-bodyItem__text">
        <div class="readMore">
          <a href="#">Read more</a>
          <img alt="600x379px" class="icon" viewBox="0 0 600 379" version="1.1"
            xmlns="http://www.w3.org/2000/svg" width="300" height="280" />
          <span>
            d=1932 64x247,424 0 448 286,276 448 448x759,424 968 512 968 04 759,424 04 512 364,376 64 512
            f=1932 64x247,424 0 448 286,276 448 448x759,424 968 512 968 04 759,424 04 512 364,376 64 512
            file="gear81.jpg" p=12>0819</span>
        </div>
      </div>
    </div>
  </div>
  <div class="l-bodyItem__content">
    <b>Giant Tiger shark
    <p>Their Ugly Stik fins dates back to the mid-70's,
      and ever since they were created they've been a fan favorite.</p>
    <span>Featured Gear Spinning Reel</span>
  </div>
</div>

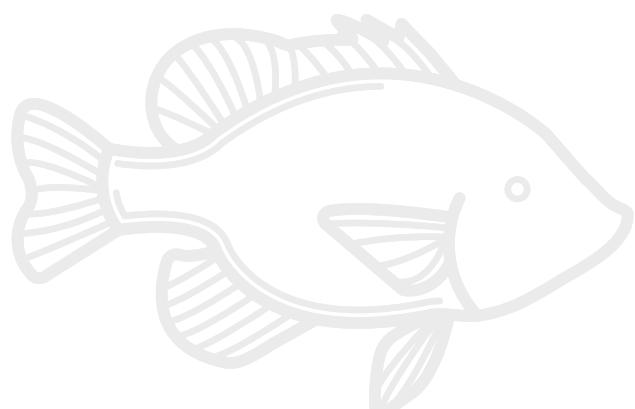
```

(code for gears data integration)

Data Integration (Cont.)

```
"type": "Feature",
"properties": {
  // Wind change start
  "CloudTemp": "Images/scenes/Cloud/Cloud-png",
  "CloudWind": "Images/scenes/Cloud/CloudWind-png",
  "CloudWindUp": "Images/scenes/Cloud/CloudWindUp-png",
  "CloudWindDown": "Images/scenes/Cloud/CloudWindDown-png",
  "WindDir": "Wind/Wind",
  "Temperature": "Temperature/Temperature + 11",
  "Humidity": "Humid + 70",
  "Visibility": "Visibility + 100",
  // Wind change end
  // Weather Change start
  "Clouds": "Clouds",
  "Landscape": "Cloudy Qld",
  "Weather": "Cloudy",
  "Picture": "Images/scenes/Clouds-Qld-png",
  "Ranking": "Top 100%",
  "Bottom": "It's no surprise that Coffs is an angler's paradise & has always held high appeal to anglers worldwide. Fishes: Whiting, Snapper, Australian salmon, Yellowtail Kingfish, Mackerel, Tuna",
  "Coordinates": "https://maps.google.com/maps?ll=-26.88862,145.70555",
  // Weather Change End
},
"geometry": {
  "type": "Point",
  "coordinates": [
    145.70555,
    -26.88862
  ]
}
```

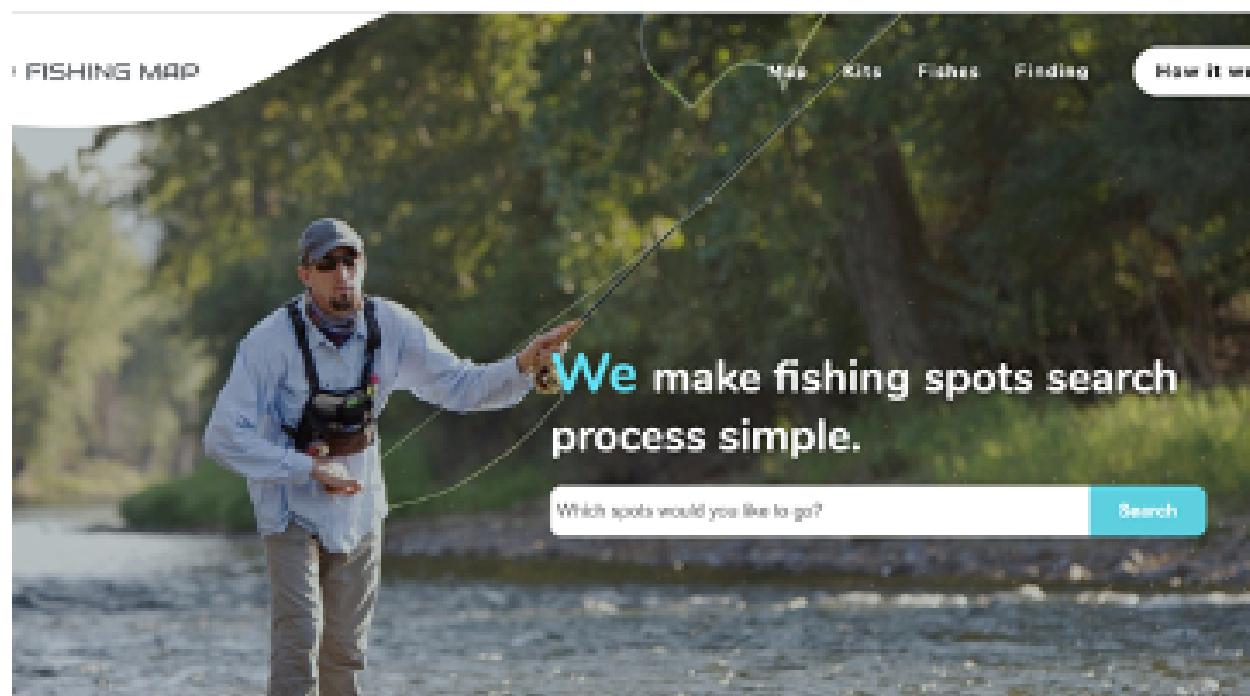
(code for fishing spots data integration)



Discussion of changes made to the original concept

Reducing the background brightness of the homepage image

Before our adjust, the brightness of the homepage image is about 100%. However, from the feedback after the demo show, to make users look all information more convenience. We change the data from 100% to 70%. Because reducing the brightness of the homepage image means the brightness of literature could be improved relatively. Obviously, after that, people could read and reflect information more quickly in their brain. The second reason for this change is aesthetic design. That means the change could make the website looks more beautiful. And in this progress, we examine many excellent websites to find balanced brightness data.

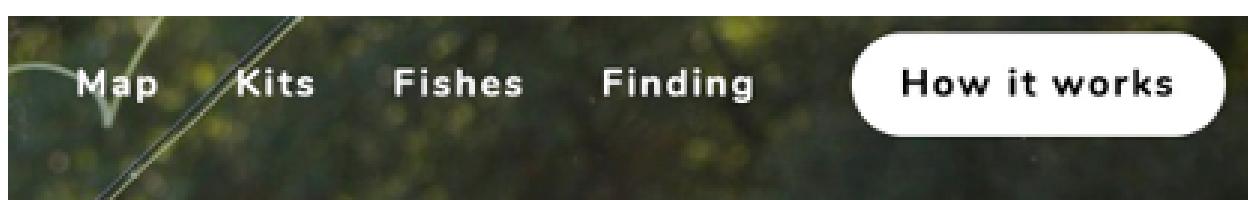


Discussion of changes made to the original concept

Align the text and change some text name of navigation bar

The second change in the homepage website is change layout of text in navigation bar. In the demo, the text is clear, but some audience suggests us it is better to change the structure of the test, precisely, making the text aligns to each other, also, from an aesthetic point of view. It looks more coordinated for the whole website page to align text.

Besides, we change some text content in the navigation bar. At the beginning of our website design, the wiki can be shown in the navigation bar; however, it is not easy to understand what information can be displayed specifically for users. After that, we change wiki to fishes. That means it is the reason for this change is to present a better and more useful navigation bar for users to find the information they needed. That is the primary function of our fishing website.



Discussion of changes made to the original concept

Change gears function

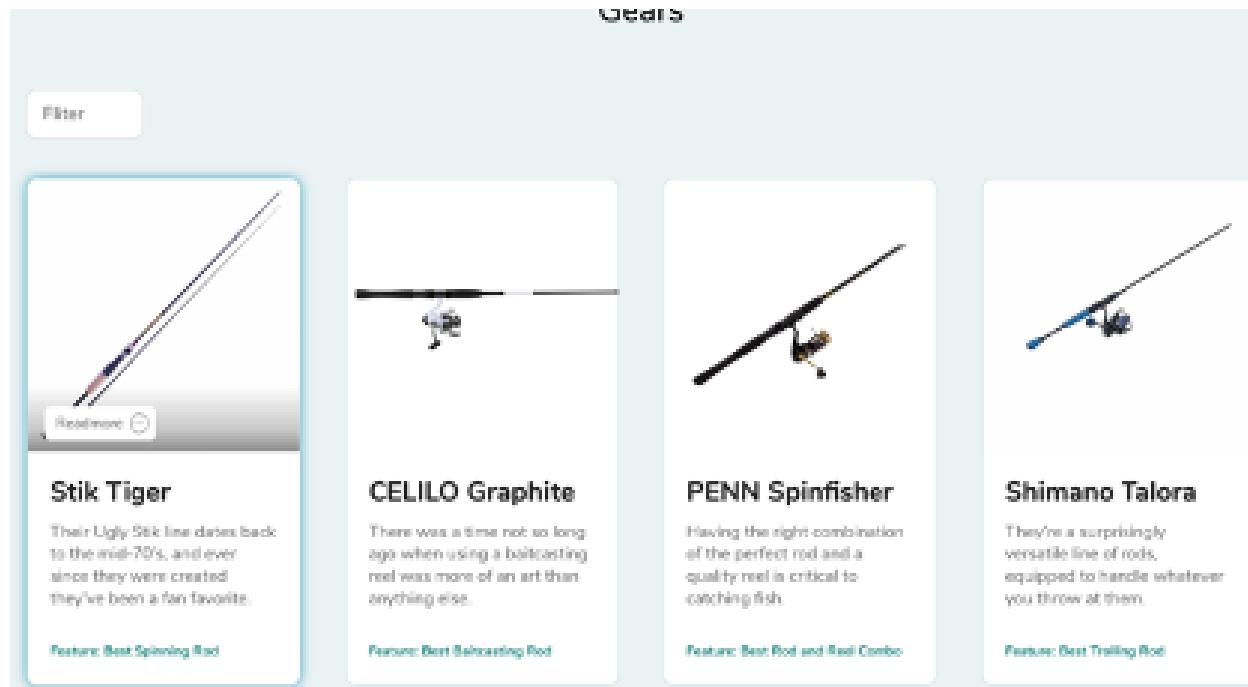
Change is not only on the homepage but also in other pages. When we do the web design in part A, and even in the demo in part B, we planed that users can shop gears when they click kits to function. Because at that time, we all thought it is a great way to help users do adequate preparation before they go fishing.

However, after reading feedback and many group discussions, we decide to change the shopping function to introduction function of gears, which is under kits function. The reasons can be listed as follows. Firstly, it is more useful in our fishing website to present gears introduction information to users. Because there are many gears of a physical store around us nowadays, and it is convenient to buy such things from Amazon website. However, some people who started fishing do not understand which gears are better for their fishing trip. And the information related to some kits, like a different type of fishing rod, cannot be showed altogether in the shopping page since merchants tend to promote their products.

Discussion of changes made to the original concept

Change gears function(Cont.)

In conclusion, gears introduction is more meaningful than gears shopping function. The second reason for this change is implementation difficulty. The most enemy in our teamwork progress is time. We should present an excellent website to users in limit time. That means we should do every effect to make it simple. After some research, we do think gears introduction function is more accessible to present than gears shopping function. Time management is vital to teamwork. As a result, we can only keep tasks which are more helpful and easy to achieve. In other words, we choose to give users gears introduction instead of shopping function.



The screenshot shows a user interface for comparing fishing rods. At the top, there's a navigation bar with a magnifying glass icon and the word "Gears". Below the navigation, there's a "Filter" button. The main area displays four cards, each featuring a different rod model:

- Stik Tiger**: An image of a long, thin rod. Description: "Their Ugly Stik line dates back to the mid-70's, and ever since they were created they've been a fan favorite." Feature: Best Spinning Rod.
- CELILO Graphite**: An image of a long, thin rod. Description: "There was a time not so long ago when using a baitcasting rod was more of an art than anything else." Feature: Best Baitcasting Rod.
- PENN Spinfisher**: An image of a long, thin rod. Description: "Having the right combination of the perfect rod and a quality reel is critical to catching fish." Feature: Best Rod and Reel Combo.
- Shimano Talora**: An image of a long, thin rod. Description: "They're a surprisingly versatile line of rods, equipped to handle whatever you throw at them." Feature: Best Trolling Rod.

Response to the Feedback

The structure of the website has been kept after the Part B demonstration, as peer reviews did not show any concerns in regards to the site map, and all team members are satisfied with what we have. The Kits page was changed from the internal shop function to the external shop links, because of the critique regarding the structure flow. Therefore, we decided only to keep the main part of the website, that is search for the fishing spots and provide external shopping links in regards to the fishing kits.

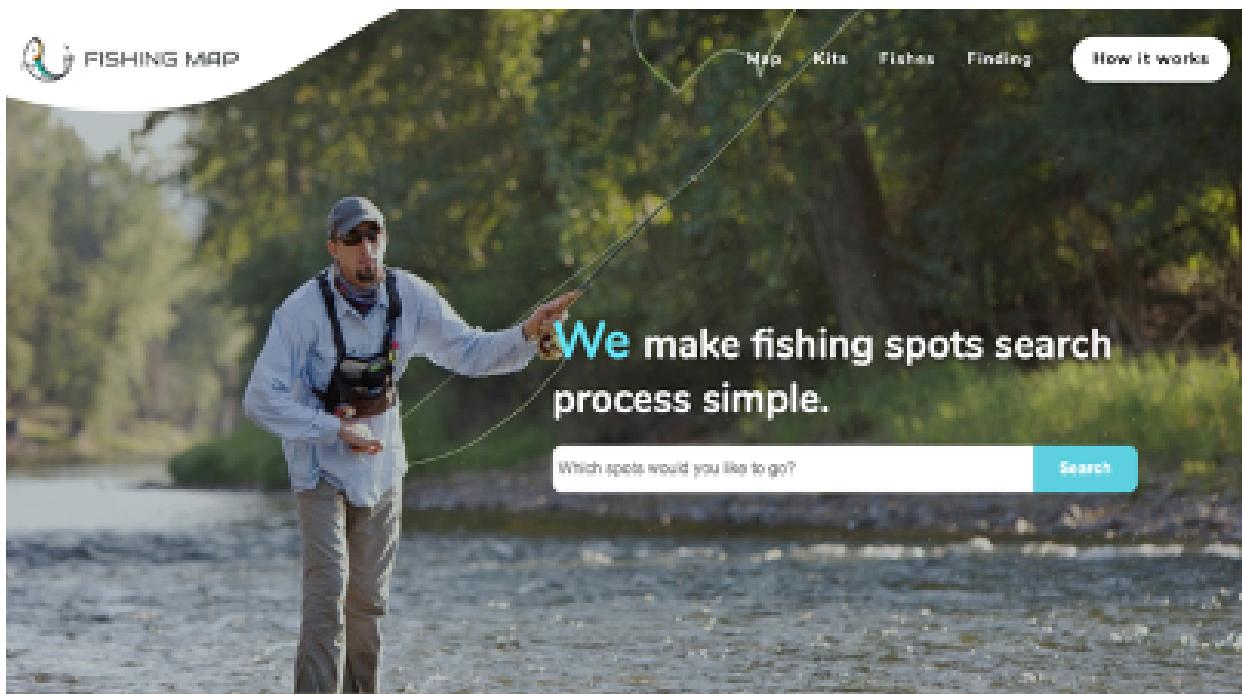
Some peer reviews indicated that our application is not user-friendly to new users so that we add a button called "how it works" and give a brief

introduction of the website. In the beginning, we started with the mobile application. We decided to turn to the form of a website from the perspective of the users, as users usually decide where to go before they leave home.



REFLECTION

Application likes and dislikes



When we finish the fishing website, there are both advantages and disadvantages to our website. After our final presentation of the fishing website, we collect several comments to the website, including peer review, and self-evaluation of our team members. In general, the colour and layout of the website are loved by everyone, which is improved in the final presentation, since some classmates advised us to change colours on the homepage. After further study and discussion, we choose different shades of blue to create an atmosphere of sea fishing, which also makes users feel relaxed.

REFLECTION

Application likes and dislikes(Cont.)

Besides, people are satisfied with the functions of our website. As the homepage showed above, we have major operations, including map, gears, wiki, and review. The map is rated as everyone's favourite function in fishing map website. The reason is that people could check weather prediction and useful fishing area information by click specific location. Most people said it is intuitive and convenient.

What's more, search bar helps users a lot. People said they are satisfied with the data they could find in this function. In our design progress, we tried to imagine what kind of information we need to get when we use the searching function. After that, we do data integration here, including scientific fish information, and location information related to specific fishing spots.

However, there are some points people dislike. Some people said it is better to shopping online through this website. Our team members are agreed with that. At first, we design to do that part. However, the time is limit, and we found that more than half of the angler is not satisfied with the basic knowledge of fishing gears. Then we decided to show useful information on kits.

REFLECTION

Successful and unsuccessful aspects

After the efforts of each team members, we are pleased with the outcomes of our fishing map website. Objectively speaking, there are both successful and unsuccessful aspects of the website.

The advantages of our website could be summarized as follows. Firstly, the design concept of the website is excellent. It's about fishing along the ocean. We noticed that people pay more and more attention to how to do meaningful things in their daily life, there are a large number of people choose to go fishing, since it is an excellent opportunity to appreciate the scenery of nature. People could have a sense of accomplishment at the same time. Secondly, the layout is one of the significant advantages of the website. We choose a picture to describe a person is enjoying fishing as the homepage background, and adjust appropriate transparency of it. We put a search bar in the middle of the page and put significant functions at the top of the page. Then users can find the information they need quickly. From an aesthetic point of view, the layout of each page can be reasonable, convenience, and good-looking. Thirdly, it is worth mentioning that function realization is excellent, as people could use the map function to check weather prediction and information related to fishing spots they want to go, use kits function to know more about how to choose different gears and baits when it comes to other fish specials and fishing spots.

REFLECTION

Successful and unsuccessful aspects(Cont.)

People could also click fishes buttons to learn encyclopedia knowledge about several types of fish. Then it is helpful to decide where to go fishing, and at the same time, people could know more background to improve themselves. Finally, finding parts shown as below pictures. People could look hot spots according to different criteria, such as Burnett river, Rockhampton, etc.

On the other side, the disadvantages of a fishing map website can not be ignored. At the very begin, we designed to present gears function to make people could shopping from our website, however, after investigation and discussion, we find that introduction of gears is more helpful than gears shopping function. Considering the limit time and implementation complexity, we choose to reduce part of kits shopping function and show basic knowledge of gears to uses in gear function.

Hotspots

Filter



Burnett River

The Burnett River at Bundaberg has been a fantastic fishery for many years.

[Feature this spot](#)



Rockhampton

Rockhampton, near the coast in central Queensland, is well known as a major cattle centre.

[Feature this spot](#)



Moreton Bay

Moreton Bay is predominantly shallow and sandy area with few fish holding features.

[Feature this spot](#)



Cairns

It's no surprise that Cairns is an angler's paradise & has always held high appeal to anglers worldwide.

[Feature this spot](#)

<https://drive.google.com/file/d/0BzOeHmVphQDfZUxhLw9tMjJkZGc/view?usp=sharing>

REFLECTION

Improvements

Suppose there is more time for us to present a fishing map website. We want to make some improvements in the future regarding unlike parts and disadvantages mentioned above. Firstly, we would upgrade the gear function. In the final presentation, gear is for users to learn some basic knowledge about fishing tools. However, from the feedback of the audience, it is better to have a shopping function here. For most new users, they have no gears to go fishing. And if there are gears shopping function, preparation can be gorgeous. Besides, it is a chance for the website to make money. In other words., if people buy things here, owners of the website could get some profit as Amazon, and eBay does. After that, owners can develop and upgrade website functions to convenient users and attract more people to use this website.

We could build our shopping function if we can do further study. It is convenient to combine the introduction of knowledge and shopping link. Besides, the update is easy because it will not rely on other website builders. However, it needs many coders, designers, and even professional e-commerce workers to support the run of the whole website. Another effective way is quote Amazon link when update shopping function. It is easier than build a shopping website part by ourselves, but there are many limit things we should consider. Like timing to a contract constraint, and update maybe not quick enough to catch the fishing gears update.

REFLECTION

Improvements(Cont.)

As a result, it is not easy to update the gears function. In the future, we should study more, including entering classes, do some practice, learn from some excellent website, and discussion with others in daily life. It would be interesting that people could shop on our website at that time. The website is not only about information introduction to fishing, but also including gears preparation sale. In other words, people could go fishing from the fishing map website to finish every preparation.



REFLECTION

unable to implement

The team has successfully present a fishing map website to people, which including many useful and helpful functions from the website. People could search for information related to fishing spots they wanted, including fishing introduction, weather prediction, gears introduction, review about the fishing experience and so on. However, we do gears introduction instead of gear shopping function. The reasons can be concluded as follows. Firstly, team members find that most people are not familiar with fishing gears, not to mention go fishing. So we need to offer basic knowledge about how to use kits to people since it is an effective way to earn new users. Secondly, time is not unlimited; as a result, we could only achieve significant parts which are more meaningful to our website. Thirdly, technology is another problem to show the audience a perfect shopping website.

However, it also makes sense if we offer users both gears introduction and shopping function. Reasons can be explained as follows. Firstly, people always go shopping after they understand and recognize some gears. And it is convenient for people to know and buy things in the same place. Secondly, from the perspective of economic benefits, if there is a shopping page on the website. Website owners can make money to improve the performance of the website. As a result, a more excellent website could be shown to users.

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