

ANGLERCAST

User Personas



USER PERSONAS

Producing user personas served as a basis for design decisions.

DETAILS

The personas created were based on insights gathered from a combination of user interviews, surveys, and social media research. Three distinct personas were created to represent potential users.

1. **Billy**, the experienced saltwater angler, who is older and seeks more in-depth marine weather forecasts.
2. **Joe**, the hobby freshwater fisher, who is middle-aged and is looking to create memorable fishing trips with his family.
3. **Dan**, the avid novice fisher, who is younger and utilizes the app to check general weather and to learn and connect with a fishing community.



Billy, 68

Skilled Angler, Saltwater

OCCUPATION
Retired Software Engineer

STATUS
Married, Two Adult Children

LOCATION
San Jose, CA

Goals & Needs

- Since he knows what type of weather conditions work best for his type of fishing, he wants to be able to search for locations with his weather preferences and set alerts.
- Weather accuracy is important for ocean fishing, so he needs data from local marine buoys.
- Wants all general weather and fishing related weather in one app, so he doesn't have to look at multiple sites.
- Wants to know the exact location of where the fish are biting.

Motivations

- Knowing when the marine conditions are calmer and safe to enjoy.
- "For me fishing is a game." He enjoys the thrill and excitement of getting the catch.
- Taking a break from babysitting his grandchildren during the week and getting out to enjoy nature.

Frustrations

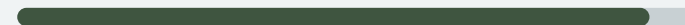
- "Most of the fishermen places, where you can go, are very remote areas without cell phone reception."
- He doesn't trust mobile weather apps for fishing.

Everyday Activities

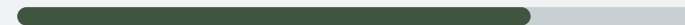
- Typically checks general weather and 7-day forecasts if he is fishing locally. Will monitor marine weather if planning an ocean fishing trip.
- Staying active with an afternoon walk.
- Taking photos of his grandchildren and spending time with family.

Device & Internet Usage

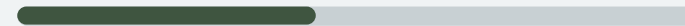
DESKTOP



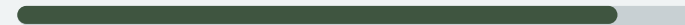
MOBILE



SOCIAL MEDIA



TECHNICAL KNOW-HOW



Notable Quotes

"Sometimes you need to have a period of solitude. To go daydream a little bit."

"You pick the weather condition that you think you can manage."

"My dream fish is a 300lb. yellowfin tuna."



Joe, 42

Hobby Fisher, Freshwater

OCCUPATION

Forest Ranger

STATUS

Married, Father, 3 Kids

LOCATION

Salt Lake City, UT

Goals & Needs

- He wants an app that is region specific to where he lives that includes: the lake names, fish counts, what type of bait, at what temperature, and what depths they are being caught at.
- He doesn't have a lot of time, so he chooses where he wants to fish based on whatever is good fishing within a hour driving distance.
- He likes to check the 10-day air temperature and precipitation forecast and the 24 hour forecast broken down hour-by-hour.

Motivations

- Giving his children the experience of fishing, while also keeping them safe because weather can come and go quickly in Utah.
- Spending quality time with his family and getting to enjoy the outdoors.

Frustrations

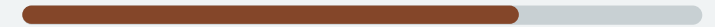
- He feels sometimes fishermen are stingy and don't want to tell you what's working and where.
- He feels the weather apps are not 100% accurate. "You can never completely predict it."

Everyday Activities

- Working long hours and spending the evening with his family.
- Planning outdoor activities with the family for the weekends, to get them out of the house during this pandemic.

Device & Internet Usage

DESKTOP



MOBILE



SOCIAL MEDIA



TECHNICAL KNOW-HOW



Notable Quotes

"I fish for enjoyment ... to lose the world. To get your mind off everything going on."

"My fishing trips are usually like, 'Oh, I haven't been fishing in a long time and I have like a couple hours. I'll just go now.'"



Dani, 28

Avid Novice Fisher

OCCUPATION
Videographer

STATUS
Single, Lives with Roommates

LOCATION
Santa Cruz, CA

Goals & Needs

- She likes to have a general idea of next week's forecasts of her multiple fishing locations and the convenience of saving them as favorites.
- Wants to learn how to read and analyze weather data and how to improve her fishing skills.
- Wants to connect with a fishing community to gain inspiration and local area knowledge.

Motivations

- She enjoys the challenge of fishing. She's new to ocean fishing and has gone out multiple times, but has still yet to catch a fish.
- "Fishing is one way I get outdoors during this pandemic, because I'm not a sit at home type of person."
- The part of fishing she enjoys the most is the social aspect of fishing with friends.

Frustrations

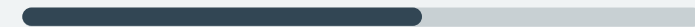
- She doesn't want to open different weather apps while piecing together her trip.
- If she's at a spot for most of the day, she wants to know the info about the location (parking, cell service, bathrooms, amenities, etc.).
- She tries to check the tides, but is not great at remembering to do it all the time.

Everyday Activities

- She has a flexible work schedule and can go fishing at least once a week.
- Browsing social media and chatting with fishing buddies on FB Messenger.
- Getting outside and enjoying her other hobby of golf, where she checks wind speed as well.

Device & Internet Usage

DESKTOP



MOBILE



SOCIAL MEDIA



TECHNICAL KNOW-HOW



Notable Quotes

"If we had service, if we could see what the general forecast was for tide and wind, maybe that would help us know, do we wait this [strong winds and waves] out and push through?"