ReCAST Final Presentation

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Stakeholder Analysis

Stakeholders

- Manufacturers
- Anglers
- Sustainability Groups
- Seafood Industry
- Boating Industry
- Swimmers/Divers
Sustainability Research

Kalamazoo River Watershed Council
The Kalamazoo Nature Center
Asylum Lake Preservation Association
Hope for Creation

Advocate long-term solutions for a safer and cleaner environment
Host community clean-up events
Implement ecological enhancement projects
Offer certain ecological services
Promote wise stewardship
Work to prevent pollution
### User Persona

**NAME**  
Jordan

**LOCATION**  
Roundhead, OH, Midwest

**GENDER**  
Male

**AGE**  
33

**INTEREST**  
Bass

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**BIO**  
I love the outdoors. I’ve been fishing since my father took me on my first outing when I was 8 years old. Ever since then I fell in love with the outdoors and the sport of fishing. I usually go on fishing outings around 40 times a year. I love the beauty of nature, however, it’s unfortunate that trash mucks up the environment we all use. I’m always finding discarded lures on the bank, in the trees, the water, and all over the surrounding land. I try to pick up all my broken lines while I’m fishing, and I usually throw them in the trash.

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### Fishing Habbits

<table>
<thead>
<tr>
<th>LURES</th>
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<tbody>
<tr>
<td>Soft Baits</td>
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<tr>
<td>Live Baits</td>
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<tr>
<td>Crank Baits</td>
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<tr>
<td>Jigs</td>
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### Lure Switching

- **Every 11-30 min**
- **Every 31-59 min**
- **Every 1-2 hrs**

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### Discarding Lures

- Leave them where they are
- Throw them away
- Recycle them
**Soft Bait Journeymap**

**Purchase**
- Traditional Soft Bait: Found in almost all sports stores and even in most convenience stores.
- Biodegradable Soft Bait: Sold in packs, typically found for $6 - $8.

**Set-up**
- Traditional Soft Bait: Same as for both traditional and biodegradable baits.
- Biodegradable Soft Bait: Slightly more expensive if any at all.

**Biodegradable Soft Bait**: One of the leading-edge biodegradable soft bait companies sells a 8-pack of tube baits for $6.

**First Cast**
- Traditional Soft Bait: Upon first cast, the soft bait begins a lifecycle in the body of waters ecological system, this point, the risk of displacement from the hook or line changes of being ripped apart is ever-growing the more time it is in the water.
- Biodegradable Soft Bait: Much like traditional baits, the first cast makes the biodegradable lifecycle in the ecosystem. The opponent role of fishing the bait to rip off or coming off altogether are still there, but there is a contrasting factor that it is less off a risk to our bodies of water.

**Later Life**
- Traditional Soft Bait: Most commonly, anglers will take their old baits that have not fallen in the water and melt them down to mold new ones.
- Biodegradable Soft Bait: The biodegradable soft baits will decompose, and all non-adhesive parts will naturally break down.

**Impact on Environment**
- Traditional Fishing: Biodegradable fishing has no impact on the environment.
- Biodegradable Fishing: Biodegradable fishing lines can be recycled or eventually biodegrade in time to the environment.

**Life cycles of traditional and biodegradable fishing line**
How Might We

Promote the recycling of traditional fishing gear, and inspire the use of sustainable alternatives
04 Hook Bait

Hook Bait Incentives

Incentive Progress Tracker

Journal & Social
Map
Home

Fishing Journal

NEW REWARD! CLOTH
5/5
13 items to find rewards

6/19/21
Loc: Big Bass Lake, WI
Length: 2

APP BREAKDOWN
Rewards

- Recycle lures and fishing lines at recycling centers
- Record what you recycled by scanning your QR code to link amount recycled to your account
- Get rewards after reaching each milestone (all rewards are eco-friendly fishing supplies chosen based on your selected fishing style)
- Track your progress and view past and future rewards
Posts

• Make posts viewable by friends
• Include information such as pictures, fish caught, lures used, date, and your location (all of this info is optional)
• View your own posts, your feed, or your direct messages
Fishing Journal

• Keep log of your fishing expeditions
• Location, number of fish, type of fish, lures used, date and time of day
• You can keep this private or let friends view it
Map

- View what's being caught, what lures are working, and where in real time on a map feature
- This is based on your friends' posts
Questions or Comments?
Thank You