JERICK EVANS

UX Designer

Bass Pro Shops®

June 2025 Strategic UX & Research

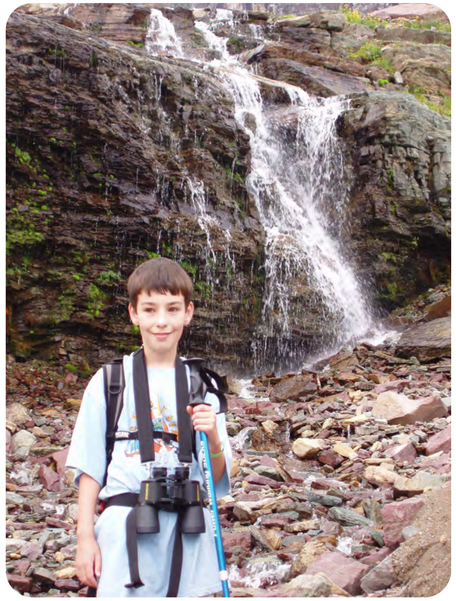
Hooked

The 21st-century pier-to-pier pirate map app

UX / UI Design | Interaction Design | Wireframing | Website Design | Developer Management

Duration: 4 Months **My Role:** UX/UI Designer, Project Manager, Researcher

ABOUT



Hooked App: Connecting Fishing Communities

Bottom Line: Led the complete UX design of a two-sided marketplace that launched successfully with 3,988 downloads in 14 weeks.

Project

Client: Fishing enthusiasts Luis Delgado and Tim Kruschik
Environment: IdeaPros agile startup accelerator

- **Challenge**
  - Private lakes offer the best fishing but remain inaccessible to 1-in-6 Americans who fish recreationally.
- **Solution**
  - Mobile-first marketplace connecting anglers with private water owners via:
    - GPS-powered location discovery with privacy protection
    - Secure booking & payment processing
    - User research-driven feature prioritization (64% wanted practical amenities vs. 25% social features)
- **Business Impact**
  - Market Validation: 85.59% of surveyed anglers confirmed need
  - Successful Launch: 5,000+ early access signups, 3,988 total downloads
  - Revenue Model: Scalable marketplace with national expansion potential

My Leadership and Expertise

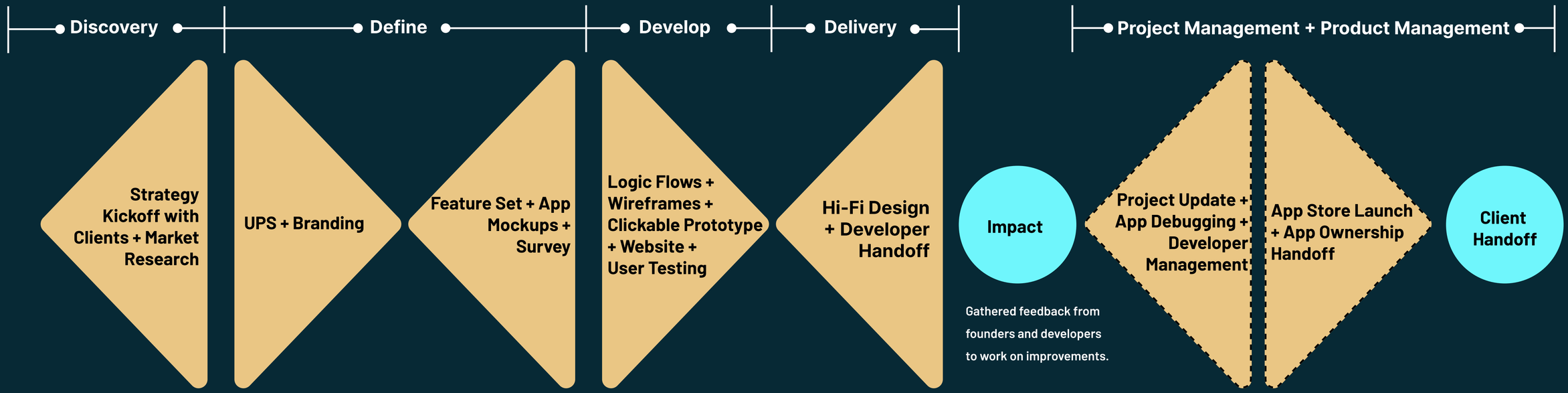
✓ Managed complete 16-week product lifecycle from user research through app store launch
✓ Built using reusable component libraries from previous app projects, ensuring scalable, consistent UX

Why This Matters for Bass Pro Shops

✓ Mobile-first design for outdoor recreation customers
✓ Complex user journeys with payment processing
✓ Data-driven decisions from user research
✓ Full product lifecycle leadership

PROCESS OVERVIEW

MVP User Centered Design



Weeks 1–2

- Project Start
- Initial Research

IBISWorld

Week 3

- Unique Positioning
- Logo Creation

Ai ILLUSTRATOR

Weeks 4–5

- Potential Product Solutions

Microsoft Word

Xd ADOBE XD

Weeks 6–12

- Refining Product Solution

Sketch

inVISION

WordPress

Weeks 13-16

- Product Handoff

GitHub

Weeks 17-48

- Continuous Project and Product Management

teamwork.

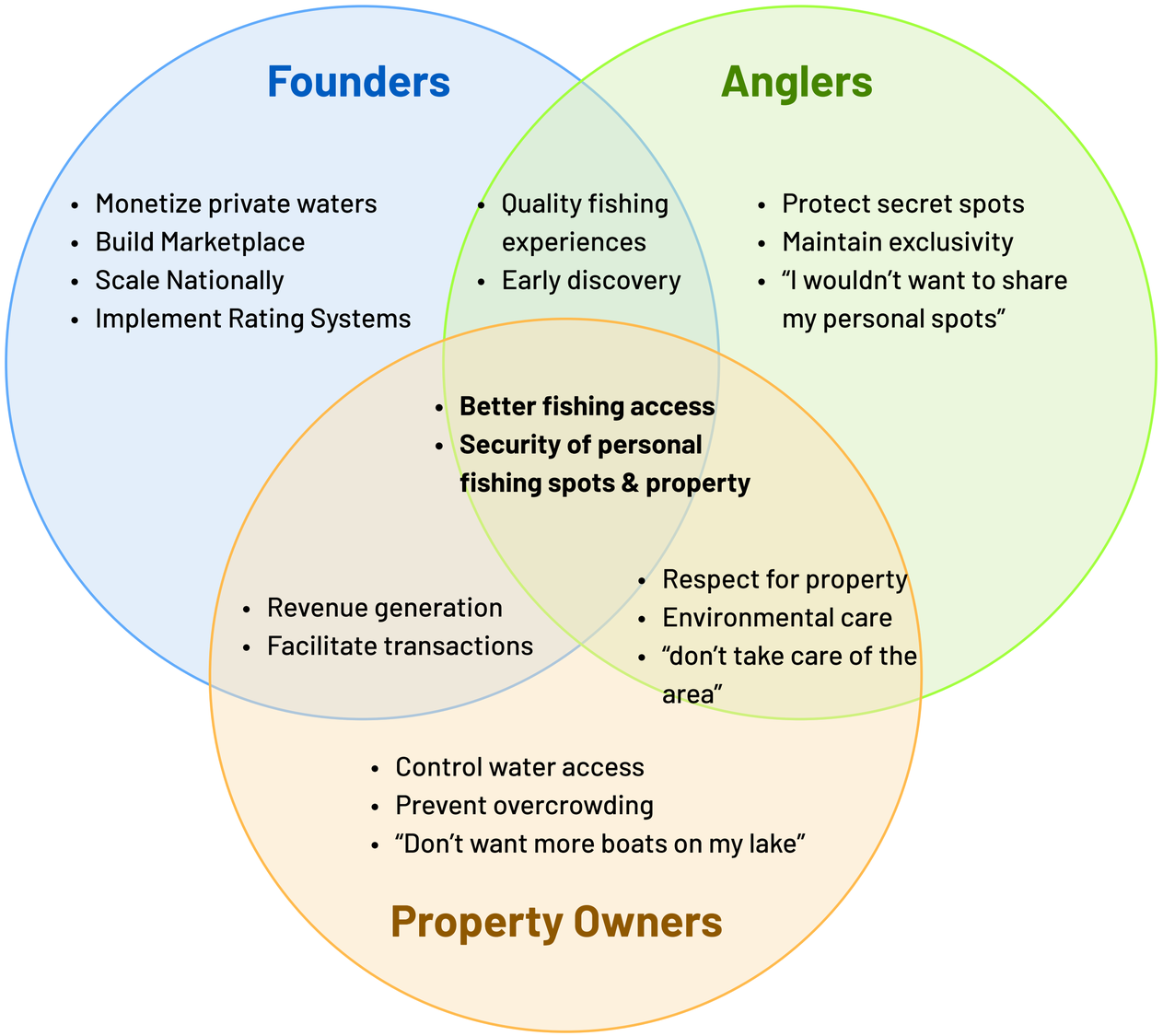
App Store + ANDROID

How might we help fishermen find private fishing spots while making sure both the fishermen and property owners feel safe and happy with the arrangement?

A fishing enthusiast wanted an app to create a marketplace of private fishing spots across the US.

The founders wanted fishermen to share their favorite spots with strangers, but fishermen wanted to keep those spots to themselves - revealing an opportunity to design a solution that could satisfy all fishing enthusiasts.

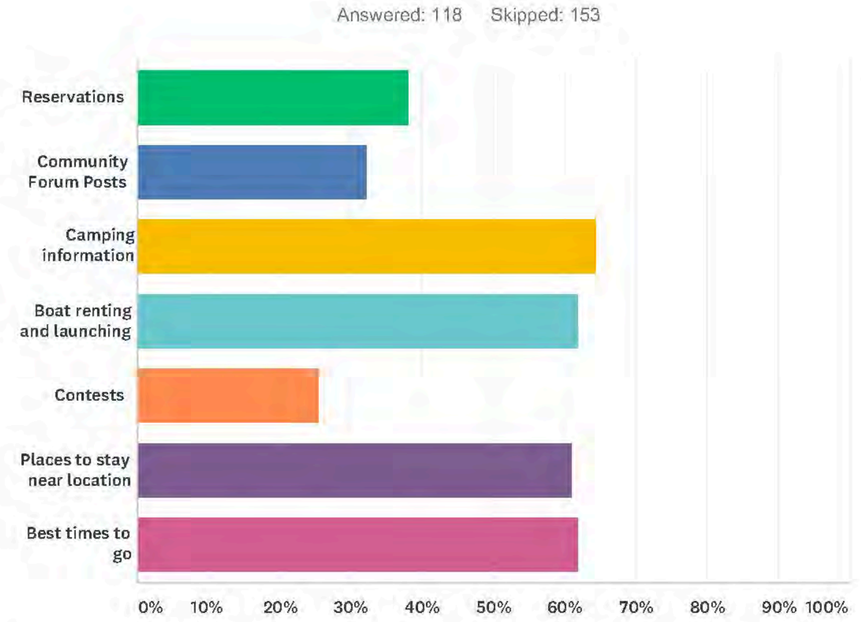
Stakeholder Concerns



To understand user priorities, I surveyed potential users using my app mockup frames and found they valued practical features like:

- **Camping info (64%)**
- **Boat services (62%)**
- **Social contests (25%)**
- **Forums (32%).**

Which of these additional features do you think we should consider? Pick as many as you like.



ANSWER CHOICES	RESPONSES	
Reservations	38.14%	45
Community Forum Posts	32.20%	38
Camping information	64.41%	76
Boat renting and launching	61.86%	73
Contests	25.42%	30
Places to stay near location	61.02%	72
Best times to go	61.86%	73
Total Respondents: 118		

Based on the survey results, I reframed the problem to solve:

How might we create a trusted marketplace that gives anglers access to exclusive fishing spots while ensuring property owners maintain control, privacy, and peace of mind about who visits their waters?

The Dedicated Angler
Mark, 34 - Software Engineer

Goals:
- Access high-quality private fishing spots
- Get reliable information about amenities and fish species

Pain Points:
- Limited access to uncrowded, productive waters
- Uncertainty about spot quality and available services

Motivations:
- Willing to pay for guaranteed access to quality spots
- Values practical information over social features

"Bodies of water that would not otherwise be known about!" **- Response #62**

"You can find spots you might have thought were not good" **- Response #57**

The Protective Property Owner
Linda, 58 - Retired Teacher

Goals:
- Generate income from their lake property
- Maintain control over who accesses their land

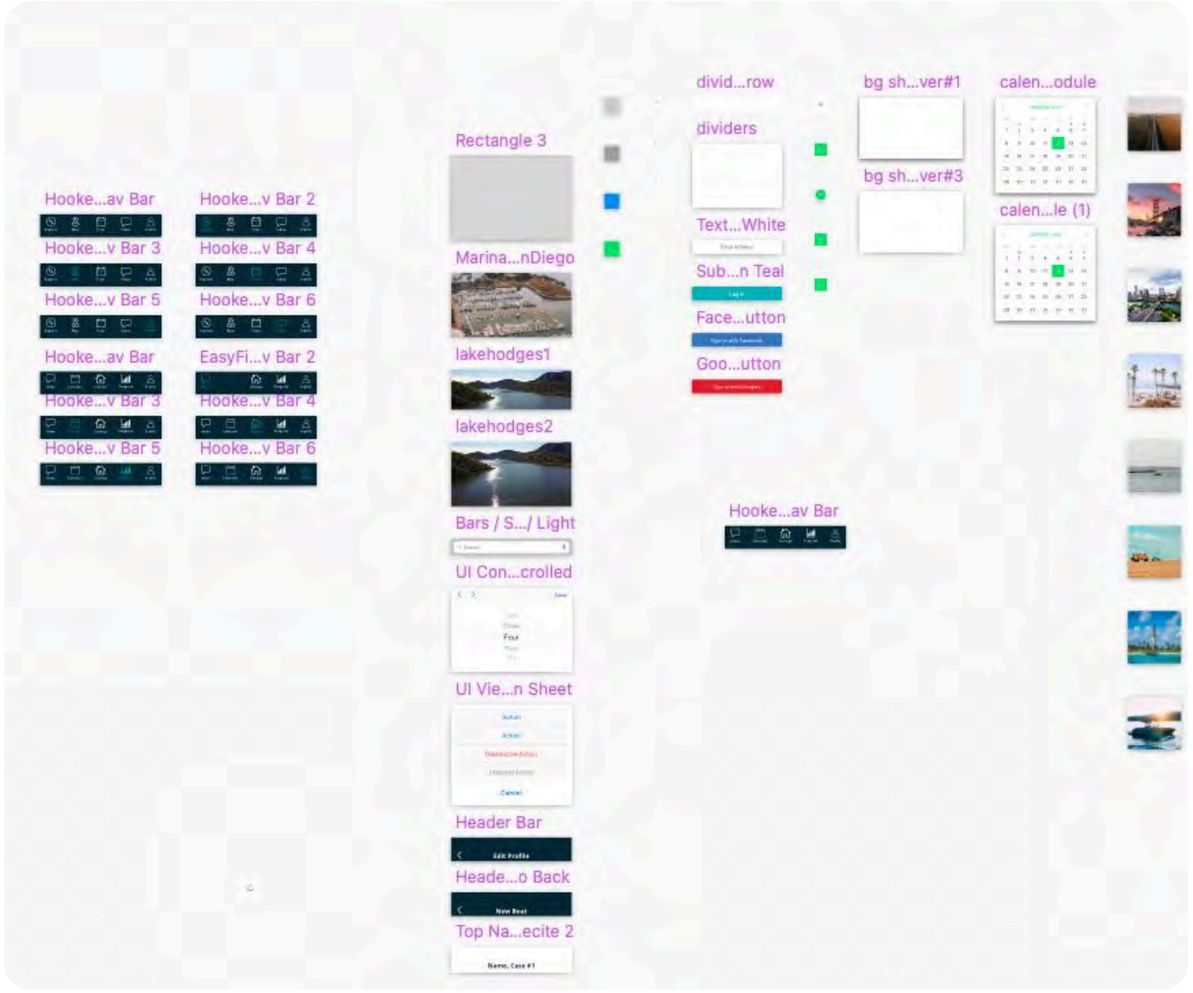
Pain Points:
- Concerns about property damage and disrespectful visitors
- Fear of losing privacy and overcrowding

Motivations:
- Wants to monetize property while protecting it
- Needs visitor verification and clear usage rules

"as a waterfront property owner the idea of MORE boats on our lake is not a welcome one" **- Survey Taker #27**

"yeah - i don't want more boats on my lake!" **- Survey Taker #43**

Following persona development, I leveraged reusable components from prior app projects to expedite development while maintaining consistent UX standards.



I created a clickable prototype in InVision and conducted remote usability testing with 6 users to validate the app's core functionality and identify usability barriers before launch.

Testing Approach:

- Built interactive InVision prototype with realistic user interactions
- Recruited 6 participants (anglers and property owners) for 1-hour remote sessions
- Tested key flows: discovery, filtering, booking, and listing creation

Key Findings:

83%
completed booking flow without assistance

33%
Transportation filters caused confusion

50%
Privacy controls needed clearer guidance

Link to Clickable Prototype

https://invis.io/RXONV0V8HD3

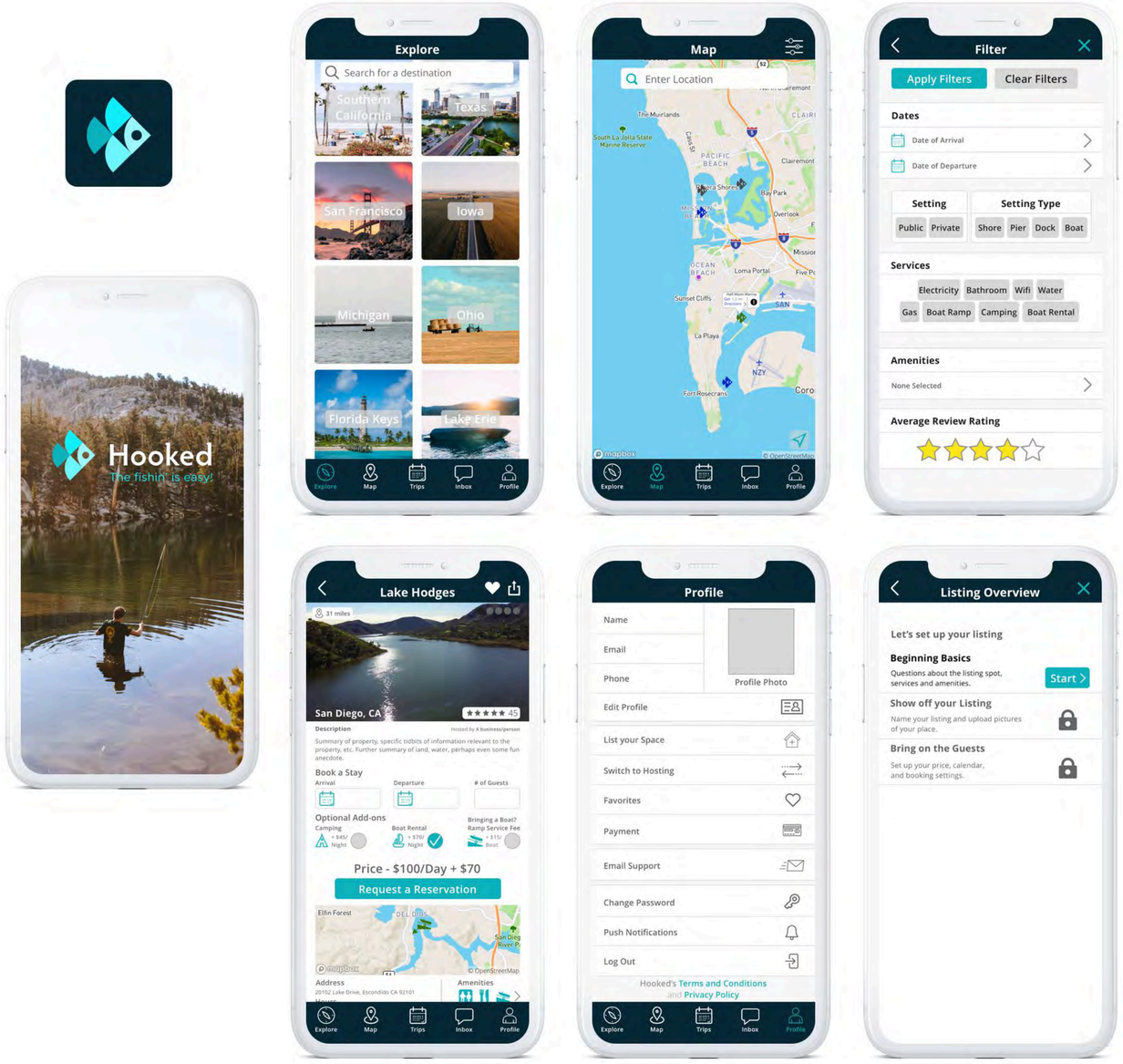
User Feedback:"*FYI, there is no reason why you would have sail as an option for fishing. Just not something in 99.9% of situations.***" - InVision Tester**

Critical Adjustments:

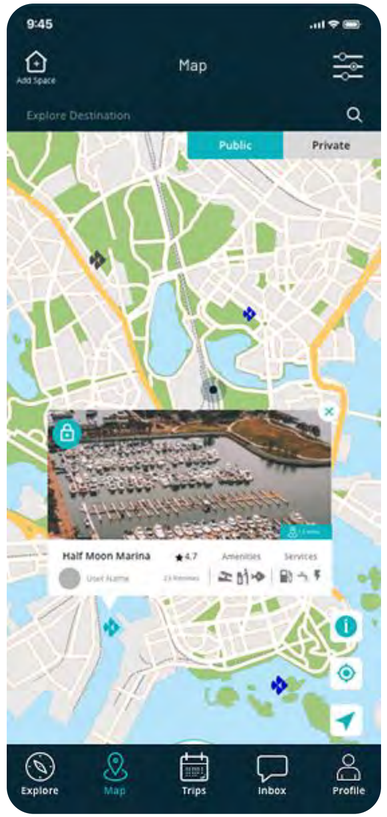
- Removed irrelevant sailing option from filters
- Simplified privacy control interface
- Enhanced guest verification onboarding
- Refined location hiding workflow

Introducing the Hooked App, a two-sided platform where anglers discover and book fishing spots while property owners monetize their private waters.

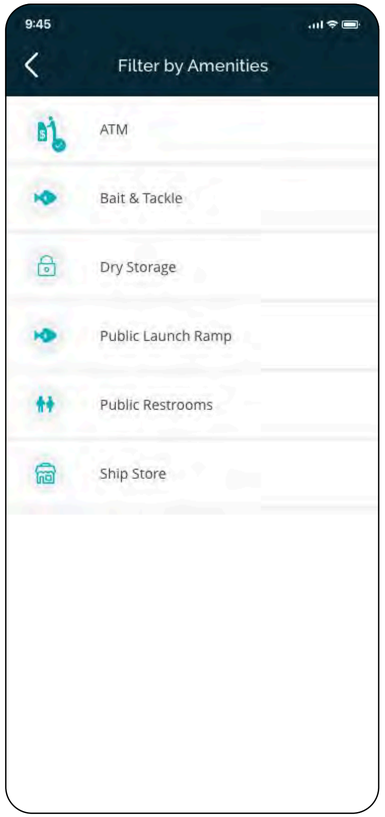
Discovering that anglers wanted mapping while property owners wanted privacy and safety led me to focus the app on location and security features instead of social sharing.



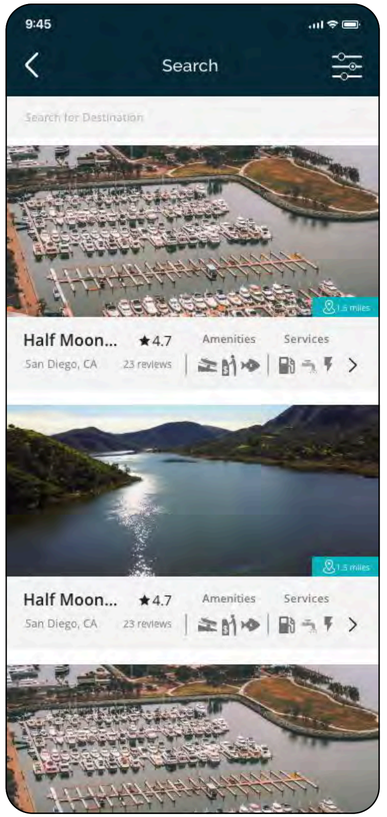
Anglers can search maps, filter by amenities, and book fishing and boating spots that fit their needs.



Find fishing spots



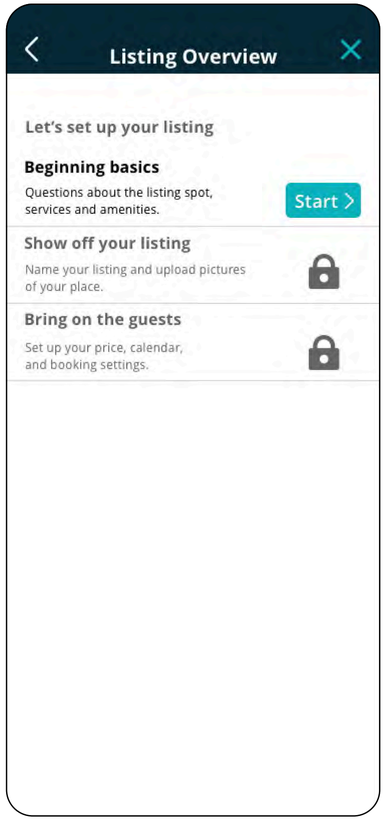
Filter by amenities and services



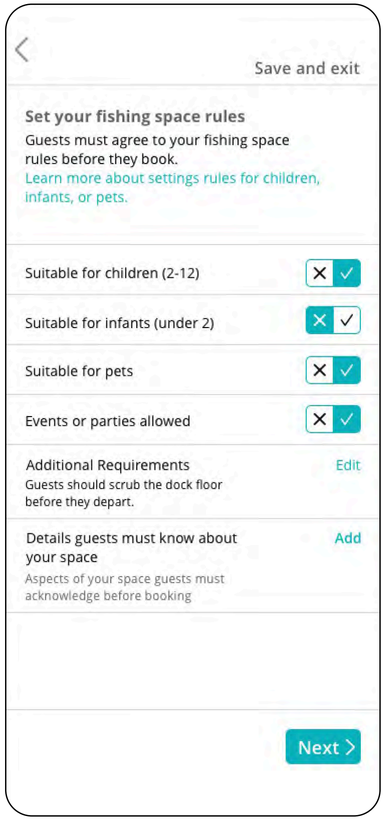
Browse filtered spots

View spot details and reserve

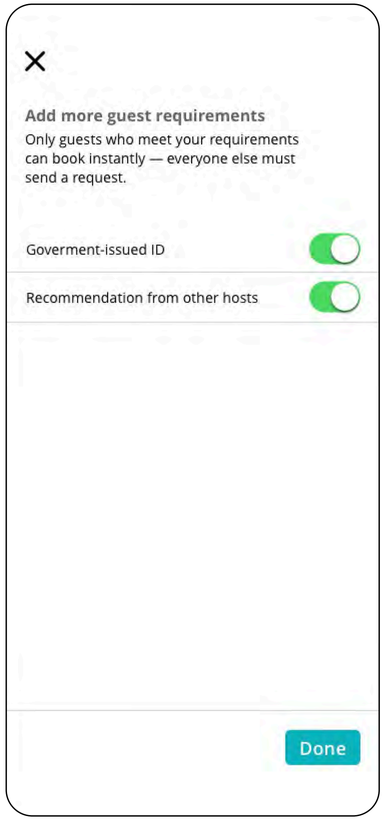
Property owners can create secure listings with hidden locations, customizable rules, and guest verification to prevent unauthorized poaching while ensuring only respectful, vetted visitors access their waters.



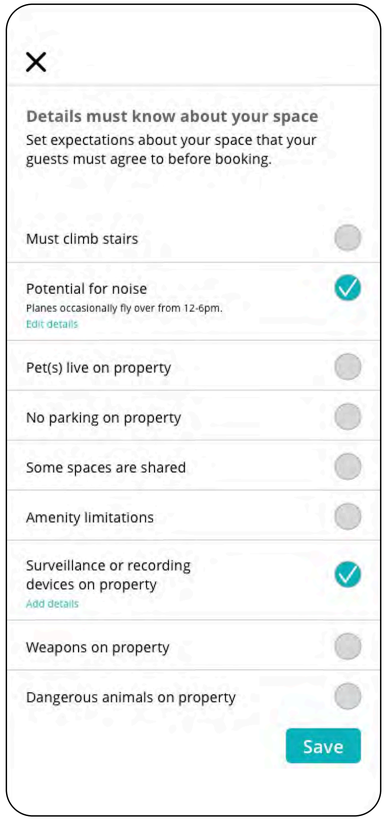
Create listing



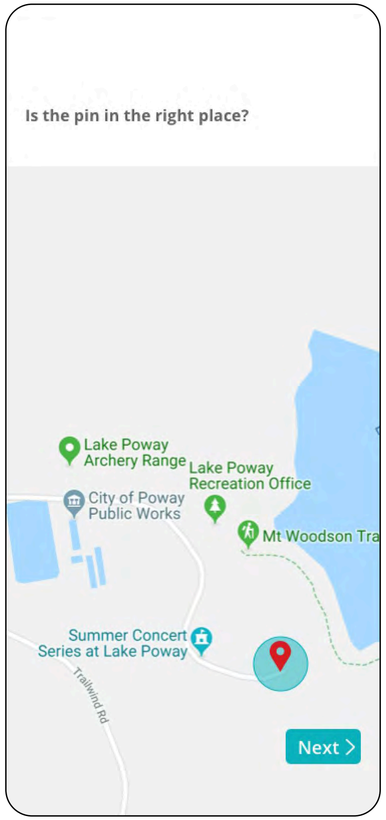
Set rules



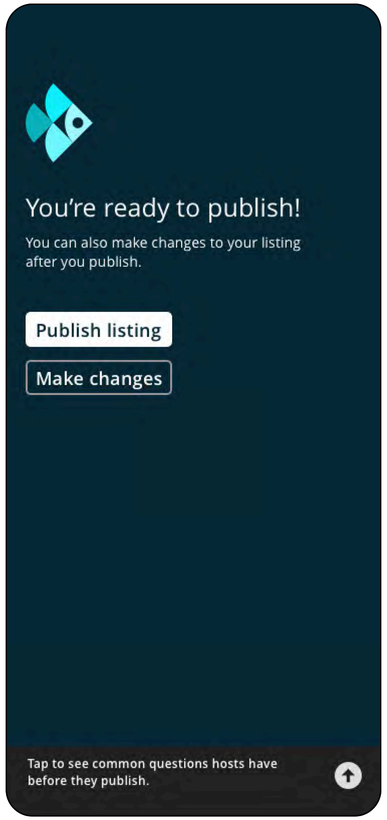
Require ID verification



Define guest expectations

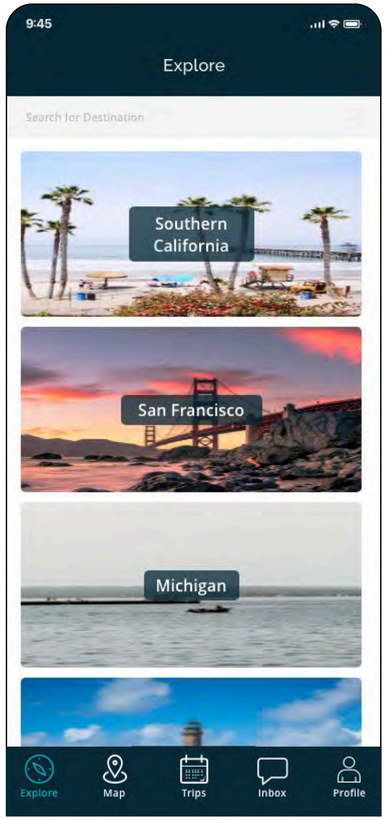


Hide location until booking

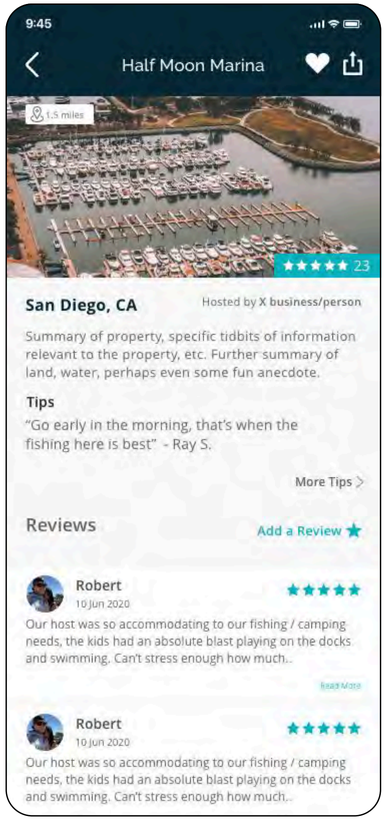


Publish listing

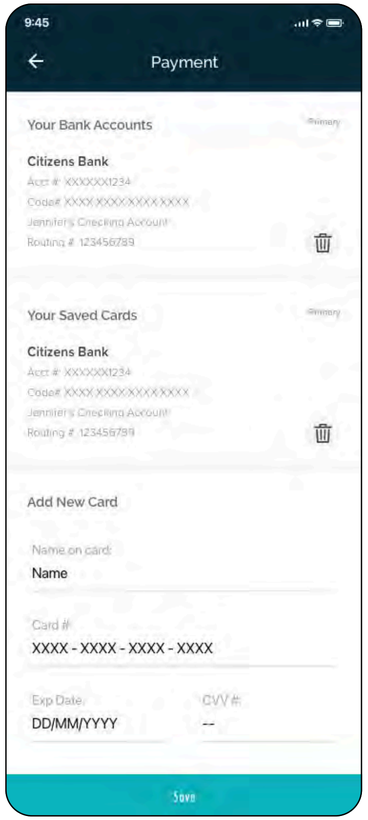
My design satisfied the founders' vision by creating a profitable fishing marketplace with a national database, ratings system, secure payment processing, and flexible pricing controls that unlocked private water access.



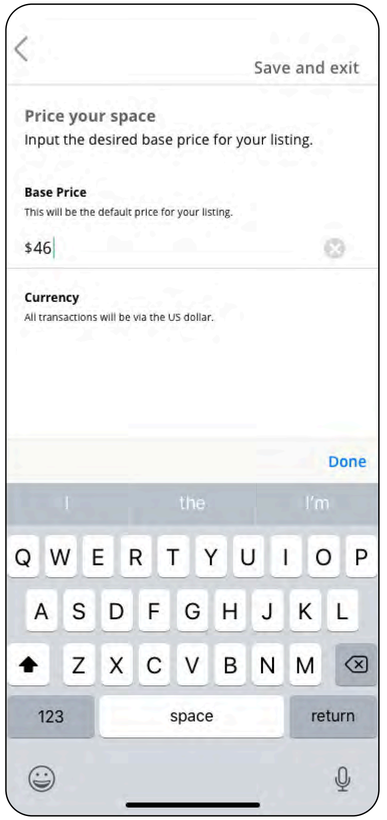
National database



Rating systems

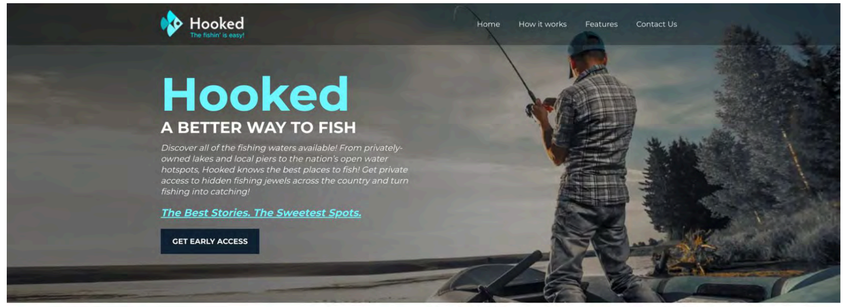


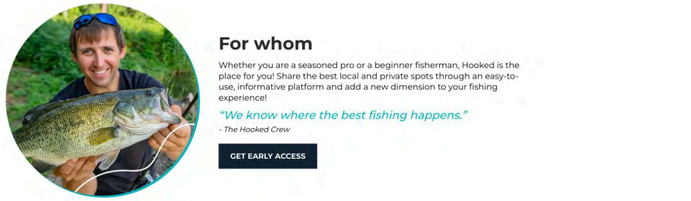
Payment processing

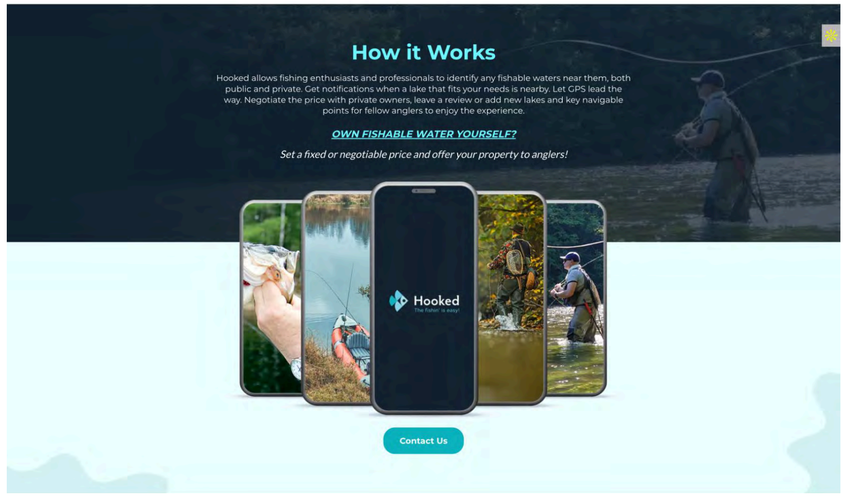


Pricing controls

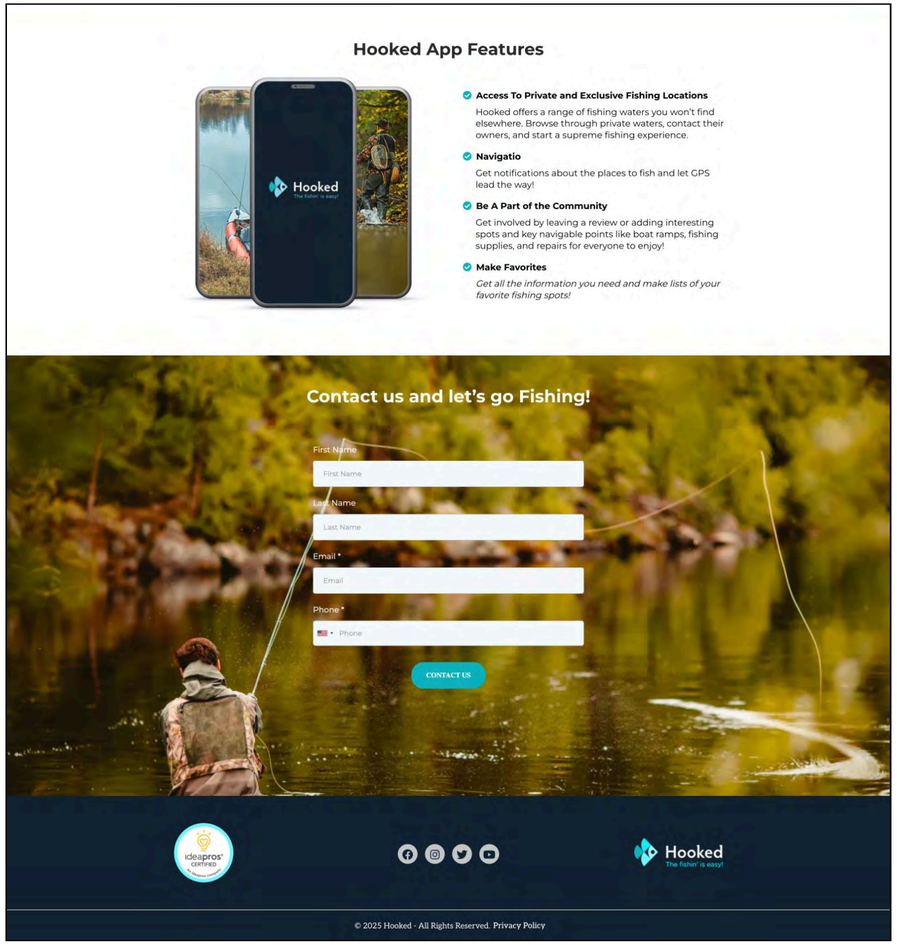
I developed a landing page that continues to collect users for their database to this day.

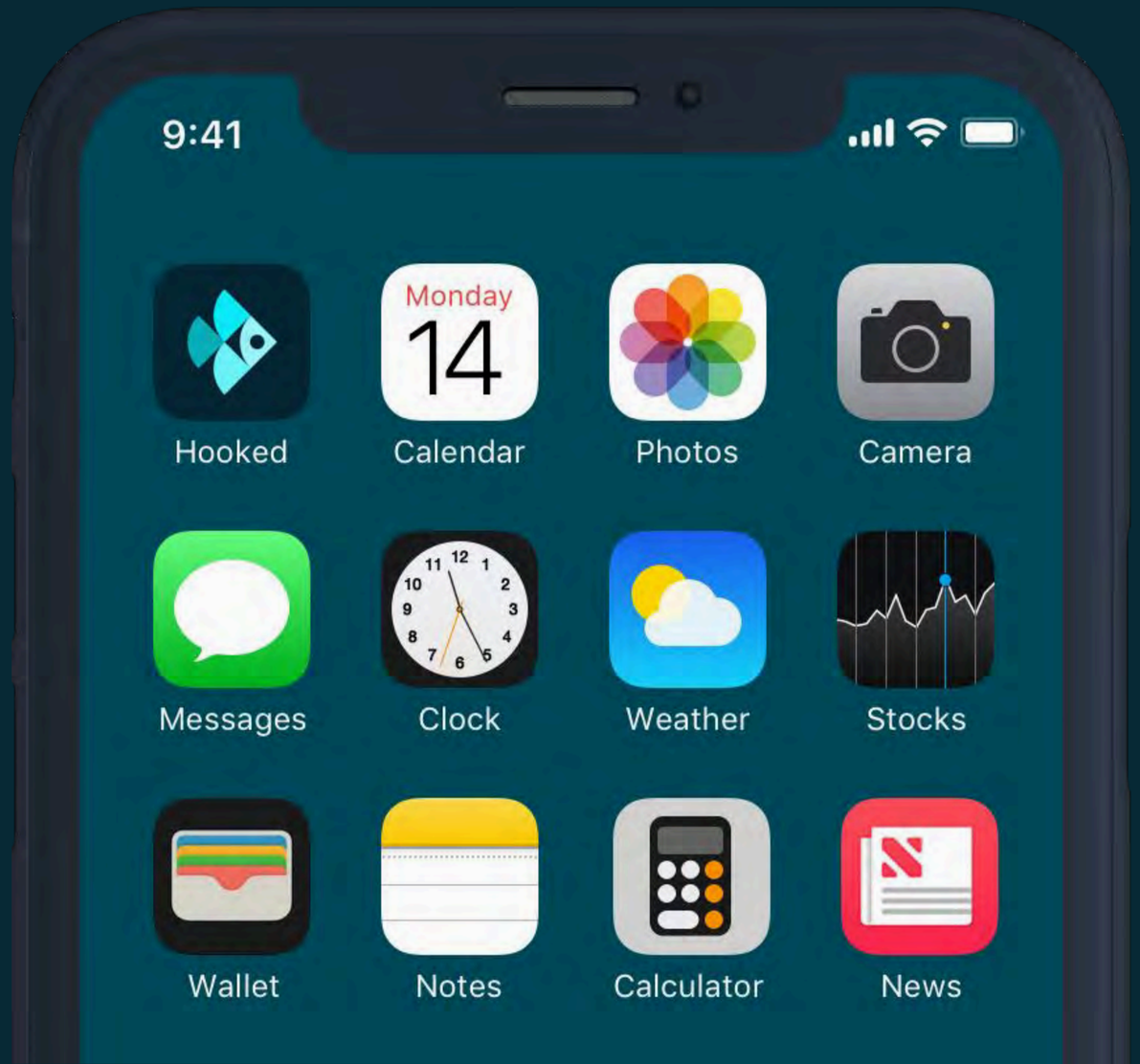






www.tryhooked.com





"It's social, even for a sport with a solitary connotation. **It feels like Airbnb for fishermen.**" – App Reviewer

5,000 fishing enthusiasts signed up for early access through the landing page

3,988 total downloads across both platforms during the 14-week launch period.

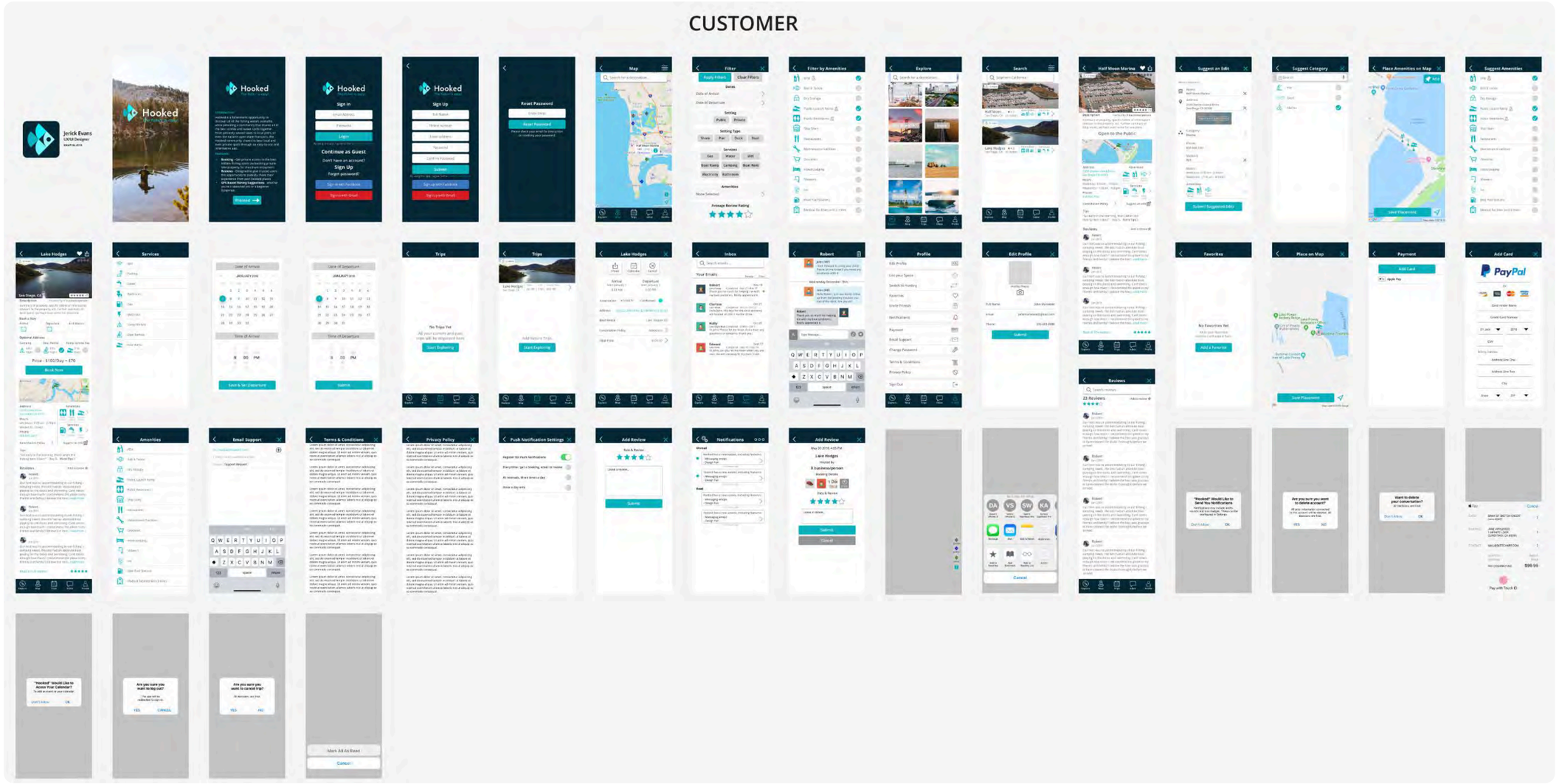
WHAT I LEARNED

Working with fishermen, property owners, and founders taught me that accessibility and safety aren't opposing forces. They can both be achieved through thoughtful research and design.

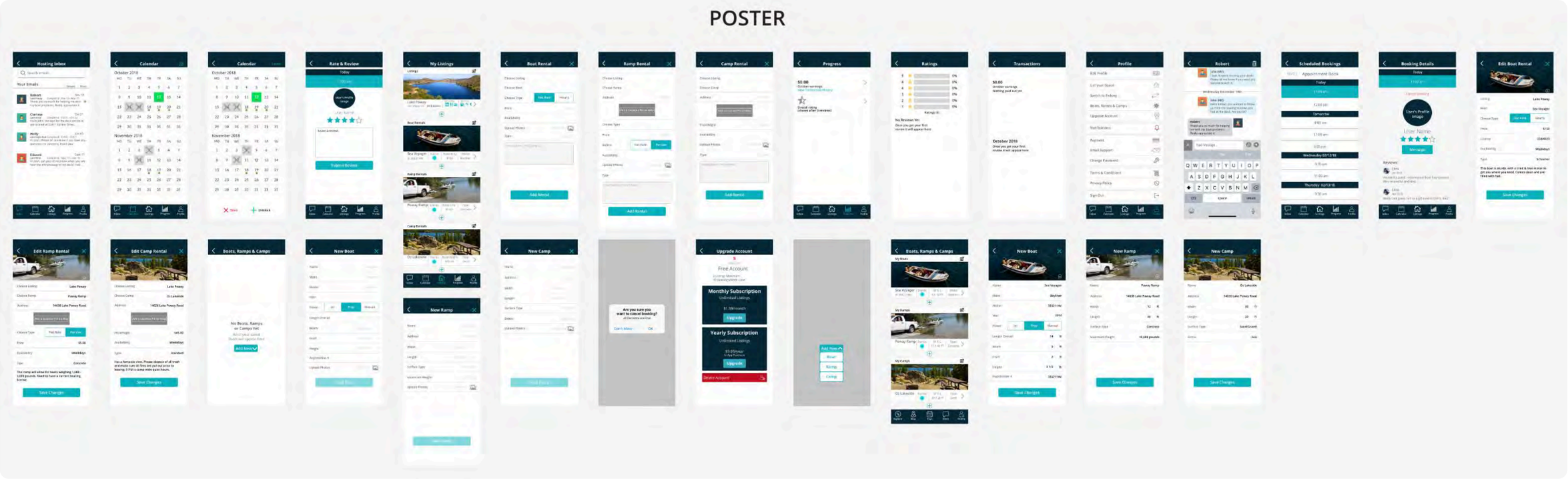
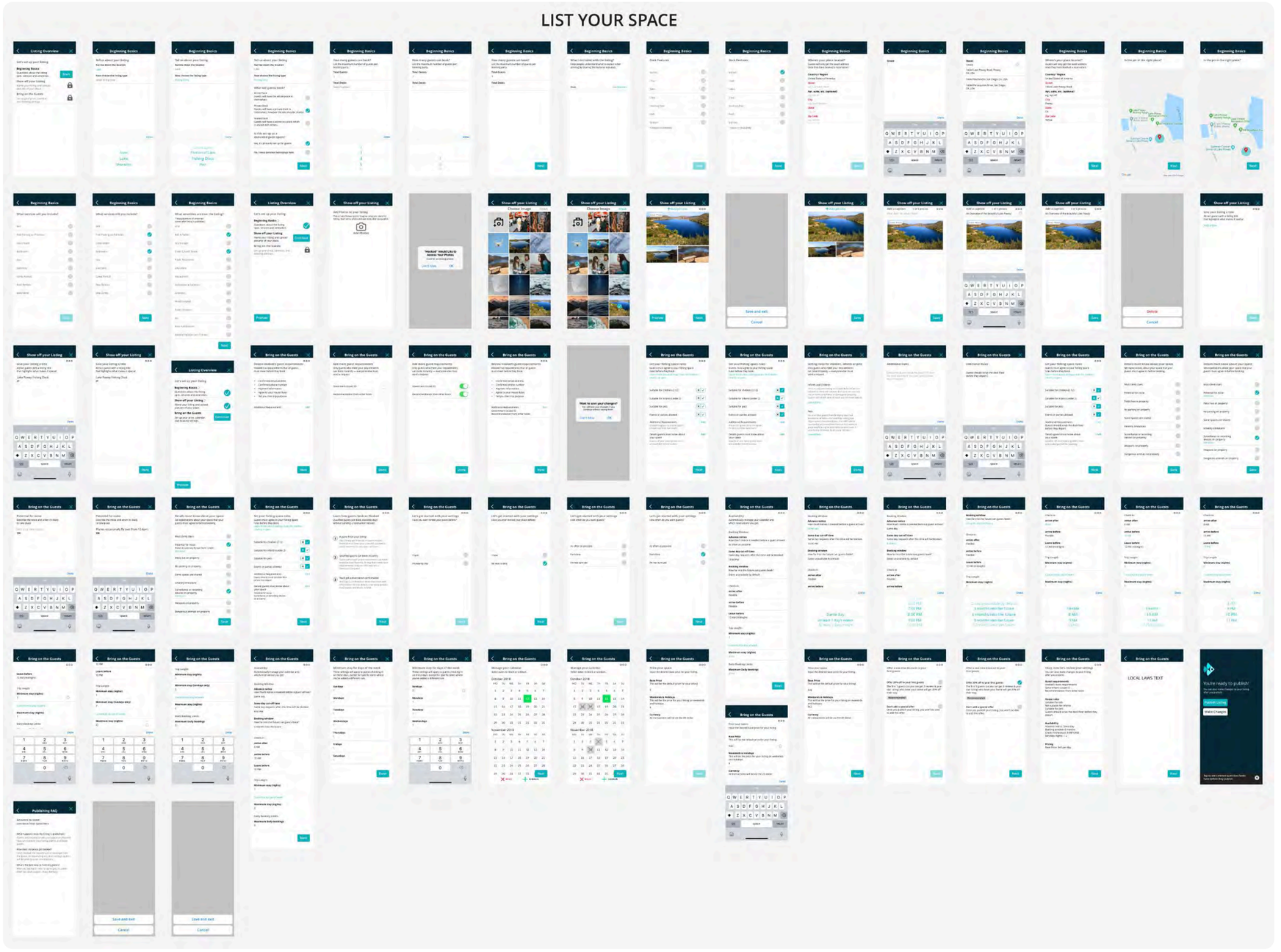
This project reinforced my design approach of championing user needs while balancing stakeholder and business goals.

Thank you

Fishing spot search and database details.



Angler booking and profile details.



Property owner listing control.