

Giving fishing a digital angle with an original app

Tried, tested and trusted, CGI was a clear choice for the development and launch of innovative fishing app, finScribe.

A frustrating fishing experience

An entrepreneur and enthusiastic angler, finScribe's founder is an established member of the British fishing community. Frustrated with the limitations of paper-based logbooks, he wanted to invest to develop a more modern, comprehensive approach to recording fishing activity.

Angling for an app

A user-friendly app that enables anglers to create comprehensive digital activity records was the clear solution. It had to be a platform that gave users the ability to create permanent, detailed accounts of catches, locations, water's edge photographs and experiences. The user experience also had to be streamlined and straightforward, so it wouldn't detract from the thrill and excitement of the fishing experience.

And with some fishing locations a closely guarded secret, and others a social hub, it was important the solution permitted anglers to share their activity records as widely, or exclusively, as they wished. For this, social media mechanics were important but had to be sensitive to user preference, enabling people to either involve themselves within the community or keep their logs private.

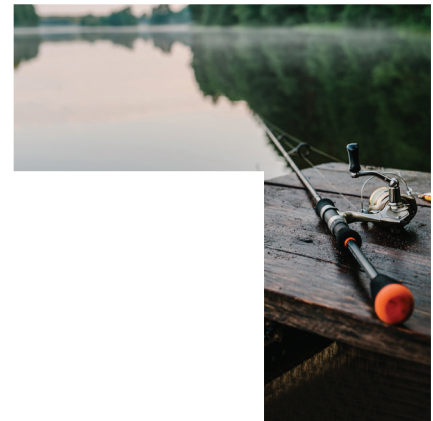
With a strong working relationship already in place, finScribe had confidence in CGI's ability to develop this niche application.

Casting our net

The project began in December 2021 with a series of discovery workshops to determine the scope of the application. We worked closely with finScribe to prioritise user requirements, with the intention of expediting the build in order to get it to market before any competitors.

Armed with a defined end product, and clear plans for future developments after the launch of version one, we worked alongside a design partner on user research, design and wireframes. The project included a user-friendly back-end web application for finScribe to independently manage user accounts and logs after the app's launch.

With the back-end web and mobile app development in place, the project was launched on time and on budget in June 2022.



Key benefits:

- Pinpoints the location of the catch and waterway, giving anglers the knowledge and opportunity to fish in the same area again
- Allows anglers to input the species, weight, size, method, time, location and date of their catch
- Searches waterways for new fishing locations with indications of what fish are available to be caught in that area
- Ability for anglers to share fishing activity with others via other applications and platforms
- Customisable to the angler's fishing preference and activity giving them a unique and bespoke user experience
- Available on iOS and android

A winning catch

Available on iOS and Android, with Apple and Google sign-in capability, finScribe is a free, simple but revolutionary app for the fishing community. Covering the UK, plus 17 other countries including France, Norway, New Zealand, USA and many others, the customised app allows users to pinpoint their location, add imagery and create comprehensive logs. It also locates waterways in the user's area, pinpoints which section of a water body the angler is at and allows users to view other fishing logs. It's a tool that's quickly gaining traction among recreational anglers.

The future of finScribe

With bold plans for expansion already in place, we're working closely with finScribe on new features and items to support and enhance the app. There is potential to include weather data, tidal information, multiple languages and comprehensive catch reporting, and the app looks set to reel in increasing numbers of users as it grows and develops.



“The CGI team has been instrumental in realising my vision of creating an app for recreational anglers.”

Caspar Bowes

Director, finScribe

About CGI

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We are insights-driven and outcomes-based to help accelerate returns on your investments. Across 21 industry sectors in 400 locations worldwide, our 90,000 professionals provide comprehensive, scalable and sustainable IT and business consulting services that are informed globally and delivered locally.

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