

	PNW/Seattle vibes	Positive	Empathetic/conscientious
Concepts	West-coast lingo, local references, down to earth	Motivational, reinforcing positive choices, non-judgemental	Assumes people come from a place of environmental awareness, understands when people want to know they can make a difference, not overwhelming
Vocabulary	local colloquialisms, use west-coast language (EX: soda vs pop)	Should do, not don't do, soften negative or harsh language	keep it light on scientific names/terms, can be overbearing to handle Keep vocab at 6th grade level or lower No use of accusatory 'you' do this
Verbosity	concise, casual, simple sentences		
Grammar		Present and future to look forward not dwelling on past choices	
Punctuation	contractions, abbreviations	occasional exclamation points to make text feel encouraging	
Capitalization	Casual: Sentence case for titles and action buttons		

	Name	Why
App	BestCatch	When Seafoodies open our app, they have one goal: Finding the best catch. By scoring common catch variables from product labels against current best practices and don't fish lists, BestCatch empowers users to make choices that align with their values. They can quickly add seafood while shopping, receive straightforward ratings and recommendations, and compare products. Only the most environmentally-friendly seafood options are considered "Best Catch."
Users	Seafoodies	Our users enjoy eating all the incredible seafood the PNW offers and care about how it's sourced. They consider themselves a community of Seattlites driven to make positive change, one tasty and environmentally friendly purchase at a time. The impact of one consumer is limited, but together, the Seafoodies can create a new school of thought around eating seafood sustainably.

Naming scheme for pages	Scheme (for consistency)				
Tab	Action verb I want to _____.	Shop			Compare
Page titles	Type: Ambiguous-tasks title Structure: noun phrase Two-word description of info page collects.	Shopping details	Seafood info	Catch rating	Compare seafood Catch rating
Descriptive copy (under title)	Descriptive tagline for page. Recognizable, specific, and only one or two words long. Clear, verb-first indicator of action. When paired with single-action titles, buttons are most effective when the match the words in the title. Use words a user would actually say. (Conversational)	Tell us a few things about your trip.	Fill us in on your potential purchase.	This [insert species] is rated...	Filter, sort, and find your best catch. This [insert species] is rated...
Action button (bottom)	"Allow the person to advance toward to commit to action."	Add details	Add info	Save seafood rating	(Choose a rating or filter/sort buttons) Toss/Edit

Variable	Type of form field	Label (above)	Hints (in field)	Notes
Shopping trip page				
Other considerations for this page: - Less on this page than the next because these two questions determine the fields and potential answers on the next page. - This means we can afford to be more conversational: questions vs just form fields. - It's also the landing page of the app because users want to find ratings quickly. As the first page, gives the first impression.				
Name of store/location	Search with 'use location' pin option	Where are you shopping?	Magnifying glass and pin, Ex: Whole Foods	This could be determined by location or searching the name of the store. In this context, users know the 'what' is seafood. Are these terms too scientific? Do the images do a good enough job of demonstrating type of critter? We could do: Fish Oyster, squid, or other mollusk (added squid because not obvious) Crab, shrimp, or other crustacean What do we think our consumers know? Is it worth sacrificing concision here for additional context and clarity?
Type of seafood (fish, mollusk, crustacean)	Multiple choice: Fish, Oyster, squid, or other mollusk, Crab, shrimp, or other crustacean	What are you shopping for?	animal icons by choices (fish, shell, crab)	
Seafood details page				
Overall considerations for this page: -More variables on this page so keep labels shorter -Order of variables matches order on most production labels. EX: Wild Alaskan Sockeye Salmon (certification is usually in one of the corners but varies) -These variables are based on the answers given on the first page. EX: Certain stores have their own certifications. The 'catch method' option would change for mollusks because they aren't wild-caught.				
Catch method (wild-caught vs farmed)	multiple choice: Wild-caught, Farmed, Not labeled		N/A	Not noted vs not on packaging, not on label, not labeled Let's say someone with vision impairment is using the app, are they finding it on the packaging? "Not labeled" might be best. Should give a hint specific to type of animal. For example, if Fish is chosen, most common fish choice could be example. "Ex: Salmon"
Catch area (ocean for example)	Searchable drop-down menu	Location	Ex: Sockeye Salmon	
Species of animal (as determined by type)	Searchable drop-down menu	Type of [Insert fish, mollusk, or crustacean]	Ex: Pacific	
Certification	Searchable drop-down menu	Certification	Ex: BAP Certified	Include an info or ? symbol by this to help user identify what this might look like and where it usually is on packaging

Naming scheme for seafood ratings	Scheme (for consistency)			Notes
Tab	Action verb I want to _____.	Shop		
Rating	This [species] is rated _____.	Best Catch	Fishy Catch	Catch and Release
Action description	Copy that specifies recommended action and why.	Go for it! Looks like you've found an environmentally friendly option.	Consider comparing! You can find a more sustainable alternative.	Try finding an alternative! There are more eco-friendly fish in the sea.