



Fish Rules App

Easy

- Phone's GPS used to show relevant regulations (eg, State vs Federal)
- Uses calendar to show if a species is open/closed today.
- Quick and easy to understand
- Photos & clues to help ID species

Up to date

- Regulations are continuously updated.

No signal required

- It works even when you don't have a signal.

AT&T 3:08 PM 82%

Menu Fish Rules

Regulations

Grouper, Nassau

Grouper, Red

Grouper, Red Hind

South Atlantic Federal Waters
28° 48.71 -80° 30.29

AT&T 3:02 PM 84%

< Snapper, Mutton Log

| | | |
|--------------------------------|------------------------------|------------------------|
| 5 Bag Limit | 10 Aggregate Limit | 18" Min Size |
| Total Length Measure | Gear Limits | Open Season |

Additional Information

Must be landed with head and fins intact. Effective 2/10/18 the minimum size increased to 18 inches and the bag limit decreased to 5 mutton snapper per person. If you are bringing fish back to the U.S. from the

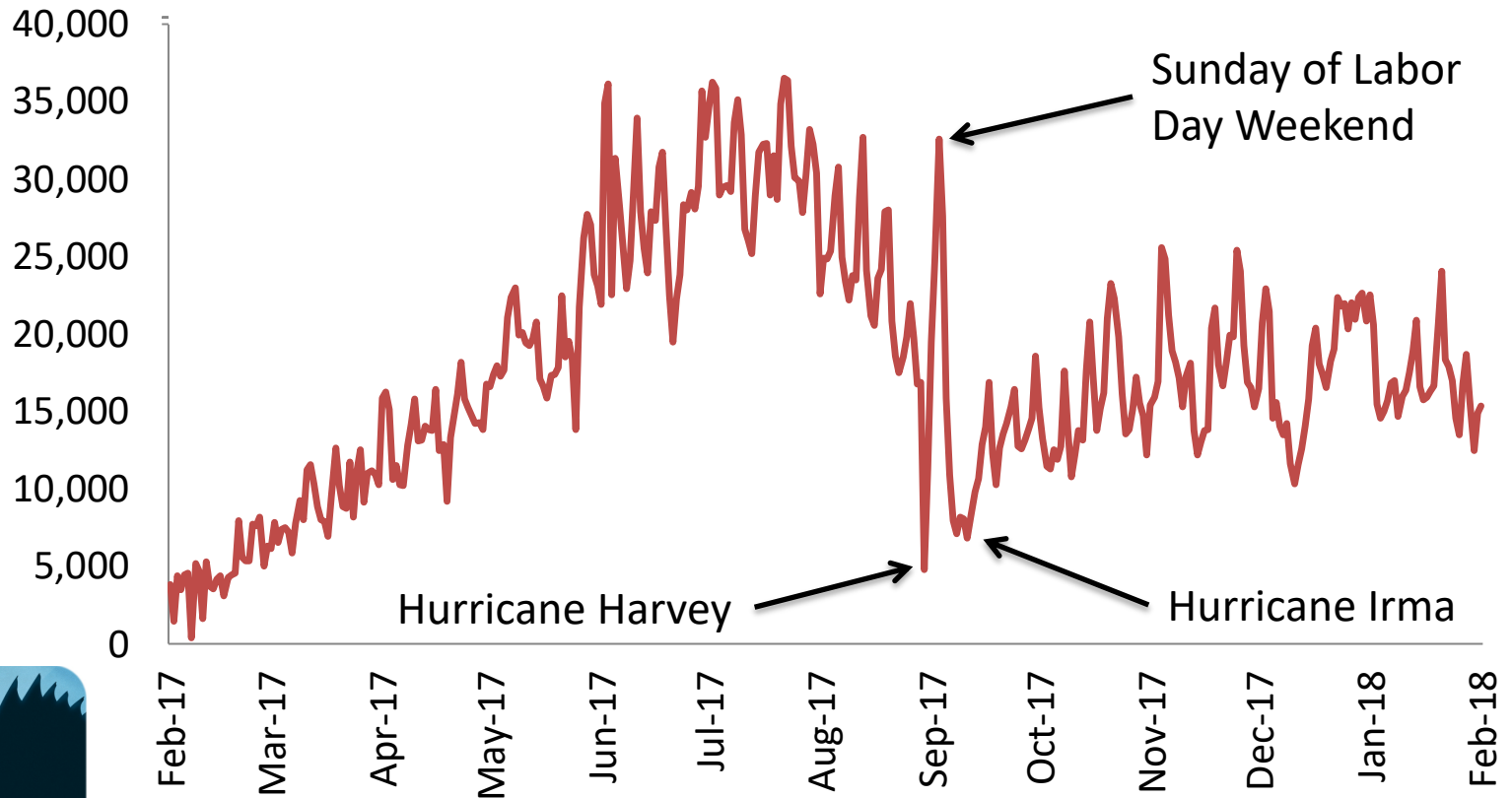
South Atlantic Federal Waters
31° 23.28 -80° 24.72

6,466,693 Total Regulations Viewed

Period of Record: 2/1/17 – 1/31/18

Fish Rules App

Daily Regulations Viewed



Top 20 Regulatory Regions Viewed

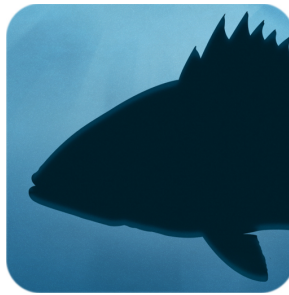
| Rank | Regulatory Region | # of Views | % of Views |
|------|-------------------------------|------------|------------|
| 1 | FL Atlantic State Waters | 2,422,490 | 36% |
| 2 | FL Gulf State Waters | 1,750,002 | 26% |
| 3 | USA Atlantic | 534,534 | 8% |
| 4 | NC State Waters | 469,969 | 7% |
| 5 | FL SE Region | 180,776 | 3% |
| 6 | FL SW Region | 142,437 | 2% |
| 7 | South Atlantic Federal Waters | 128,463 | 2% |
| 8 | SC State Waters | 126,468 | 2% |
| 9 | Texas State Waters | 109,802 | 2% |
| 10 | Alabama State Waters | 107,600 | 2% |
| 11 | FL Monroe County | 102,129 | 2% |
| 12 | Gulf of Mexico Federal Waters | 95,074 | 1% |
| 13 | Louisiana State Waters | 66,970 | 1% |
| 14 | FL NW Region | 65,896 | 1% |
| 15 | New York State Waters | 46,022 | 1% |
| 16 | Mississippi State Waters | 38,672 | 1% |
| 17 | Georgia State Waters | 38,064 | 1% |
| 18 | Virginia State Waters | 35,477 | 1% |
| 19 | Bahamian Waters | 35,370 | 1% |
| 20 | New Jersey State Waters | 31,628 | 0% |



Most Common SAFMC Species Viewed

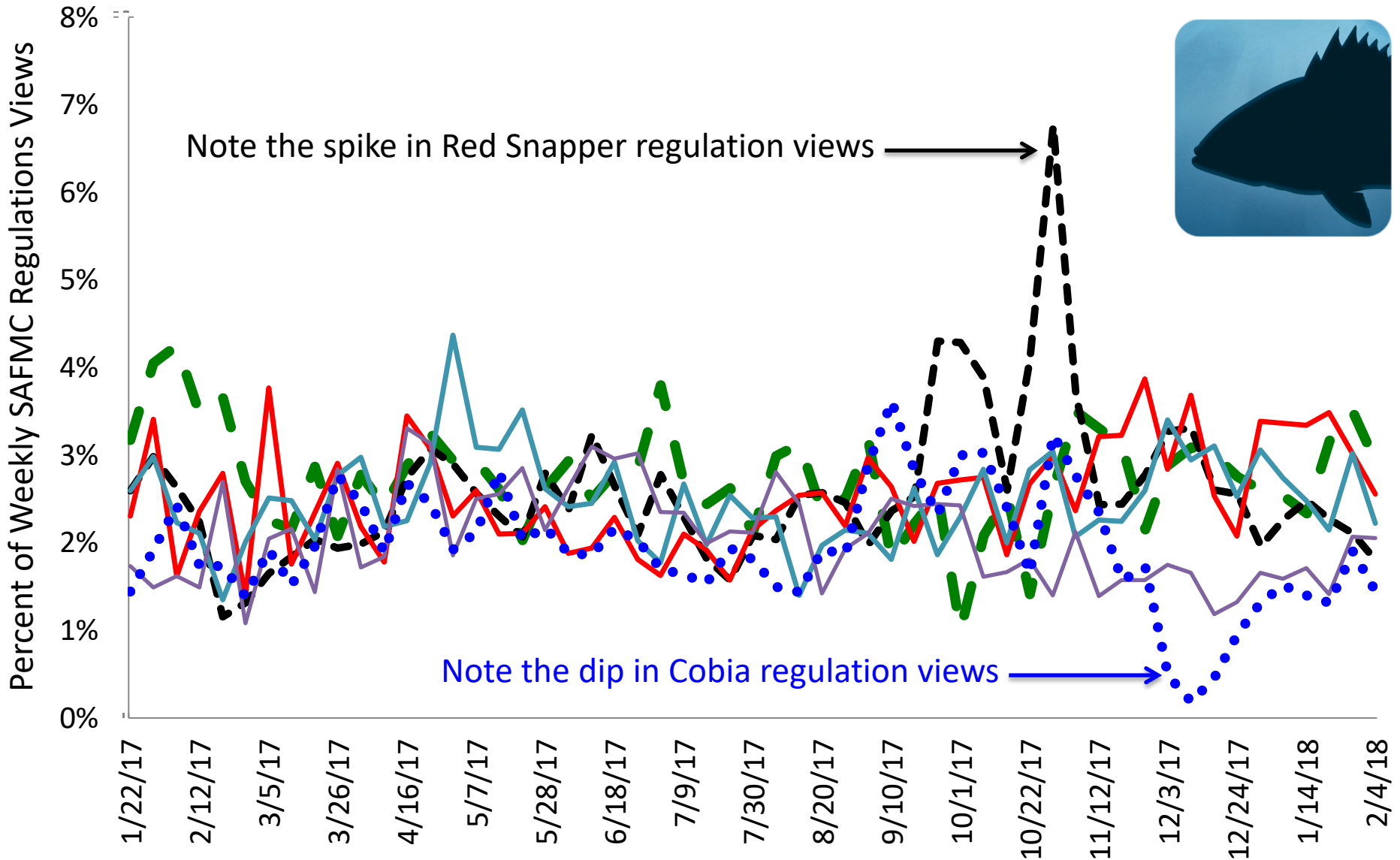
| Rank | Species | Views (% of Total) |
|------|---------------------|--------------------|
| 1 | Snapper, Mutton | 3% |
| 2 | Grouper, Black | 3% |
| 3 | Snapper, Red | 3% |
| 4 | Amberjack, Greater | 3% |
| 5 | Grouper, Gag | 3% |
| 6 | Grouper, Red | 2% |
| 7 | Dolphin | 2% |
| 8 | Grouper, Snowy | 2% |
| 9 | Snapper, Gray | 2% |
| 10 | Cobia | 2% |
| 11 | Snapper, Vermilion | 2% |
| 12 | Snapper, Yellowtail | 2% |
| 13 | Triggerfish, Gray | 2% |
| 14 | Hogfish | 2% |
| 15 | Snapper, Lane | 2% |
| 16 | Sea Bass, Black | 1% |
| 17 | Amberjack, Lesser | 1% |
| 18 | Wahoo | 1% |
| 19 | Barracuda, Great | 1% |
| 20 | Grouper, Scamp | 1% |
| | Total | 39% |

| Species | Regulation Views (% of Total) |
|----------------|-------------------------------|
| Top 10 Species | 23% |
| 11-20 Species | 16% |
| 21-30 Species | 13% |
| 31-40 Species | 11% |
| 41-50 Species | 10% |
| 51-60 Species | 9% |
| 61-70 Species | 8% |
| 71-80 Species | 7% |
| 81-90 Species | 4% |
| Total | 100% |



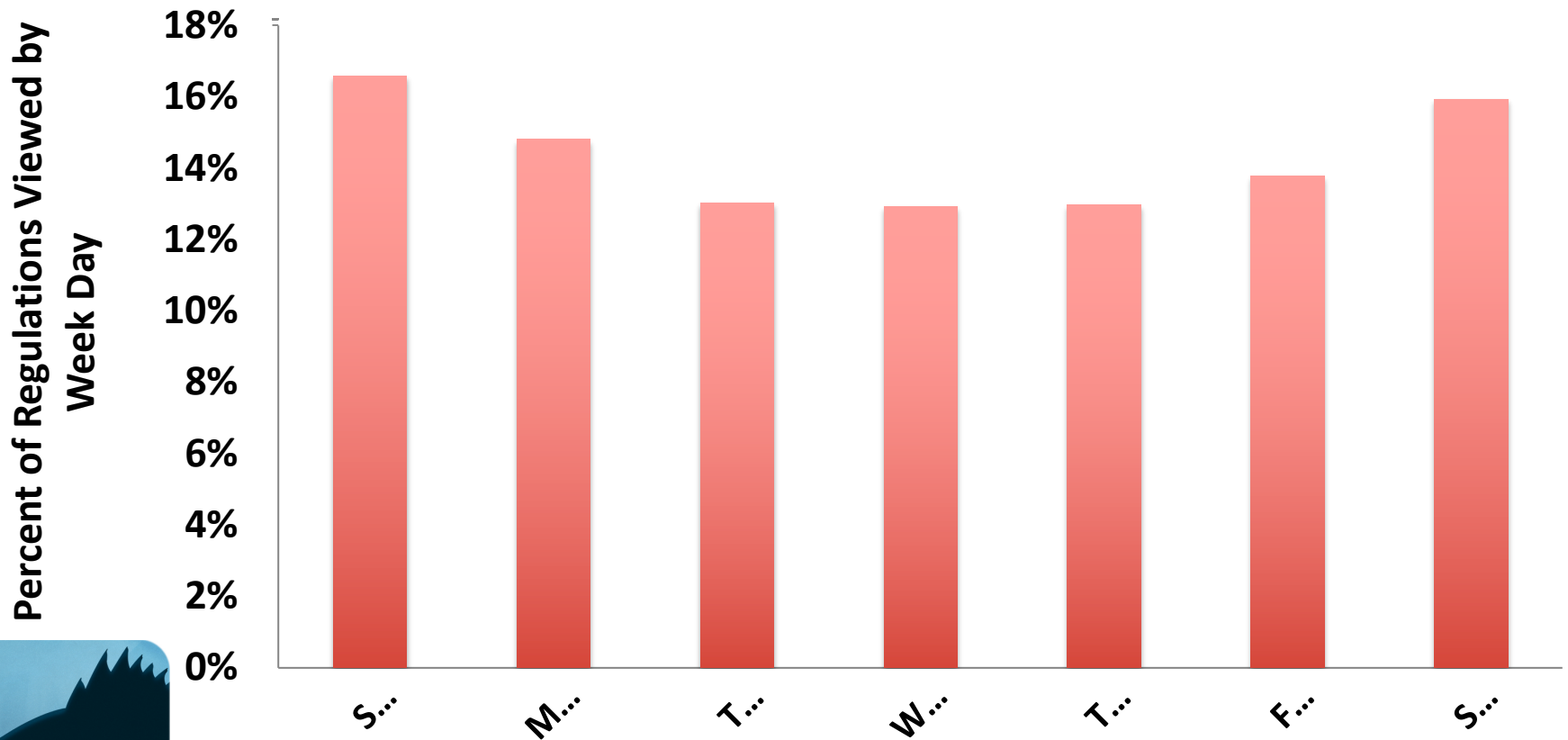
Weekly Variability in SAFMC Regulations Viewed

- Snapper Mutton (1)
- Snapper Red (3)
- Amberjack Greater (4)
- Grouper Gag(5)
- Dolphin (7)
- Cobia (10)



When Do Fish Rules App Users Check Regulations?

Fish Rules App Usage By Weekday



Fish Rules App Functionality

1. Swipe picture left or right to see more pictures and species identification clues
2. Season status based on today; tap "Open" to see closed season dates
3. GPS shows your location and filters regulations appropriate to your actual location. Or, tap this location bar to manually set your location.



The screenshot shows the app's interface for 'Snapper, Mutton'. At the top, there's a status bar with 'AT&T', signal strength, Wi-Fi, time '3:02 PM', and battery '84%'. Below that is a navigation bar with a back arrow, the title 'Snapper, Mutton', and a 'Log' button. The main content area features a detailed illustration of a snapper fish with several callouts: a red '1' in a circle points to the head; 'Thin blue line below eye' points to a line under the eye; 'Distinct black spot' points to a spot on the side; and 'Pointed anal fin' points to the anal fin, which is also marked with a white star. Below the fish is a table of regulations:

| | | |
|--------------------------------|------------------------------|------------------------|
| 5 Bag Limit | 10 Aggregate Limit | 18" Min Size |
| Total Length Measure | Gear Limits | Open Season |

The 'Open Season' cell has a red '2' in a circle. Below the table is a section titled 'Additional Information' with the text: 'Must be landed with head and fins intact. Effective 2/10/18 the minimum size increased to 18 inches and the bag limit decreased to 5 mutton snapper per person. If you are bringing fish back to the U.S. from the'. At the bottom, there's a location bar with a location pin icon, 'South Atlantic Federal Waters', coordinates '31° 23.28 -80° 24.72', a red '3' in a circle, and a home icon.

Fish Rules App Functionality

1. Tap Aggregate Limit to see a list of all species included in the aggregate, and the bag limit for each species.
2. Tap Gear Limits to see relevant regulations
3. Clickable links take the user directly to information of interest.



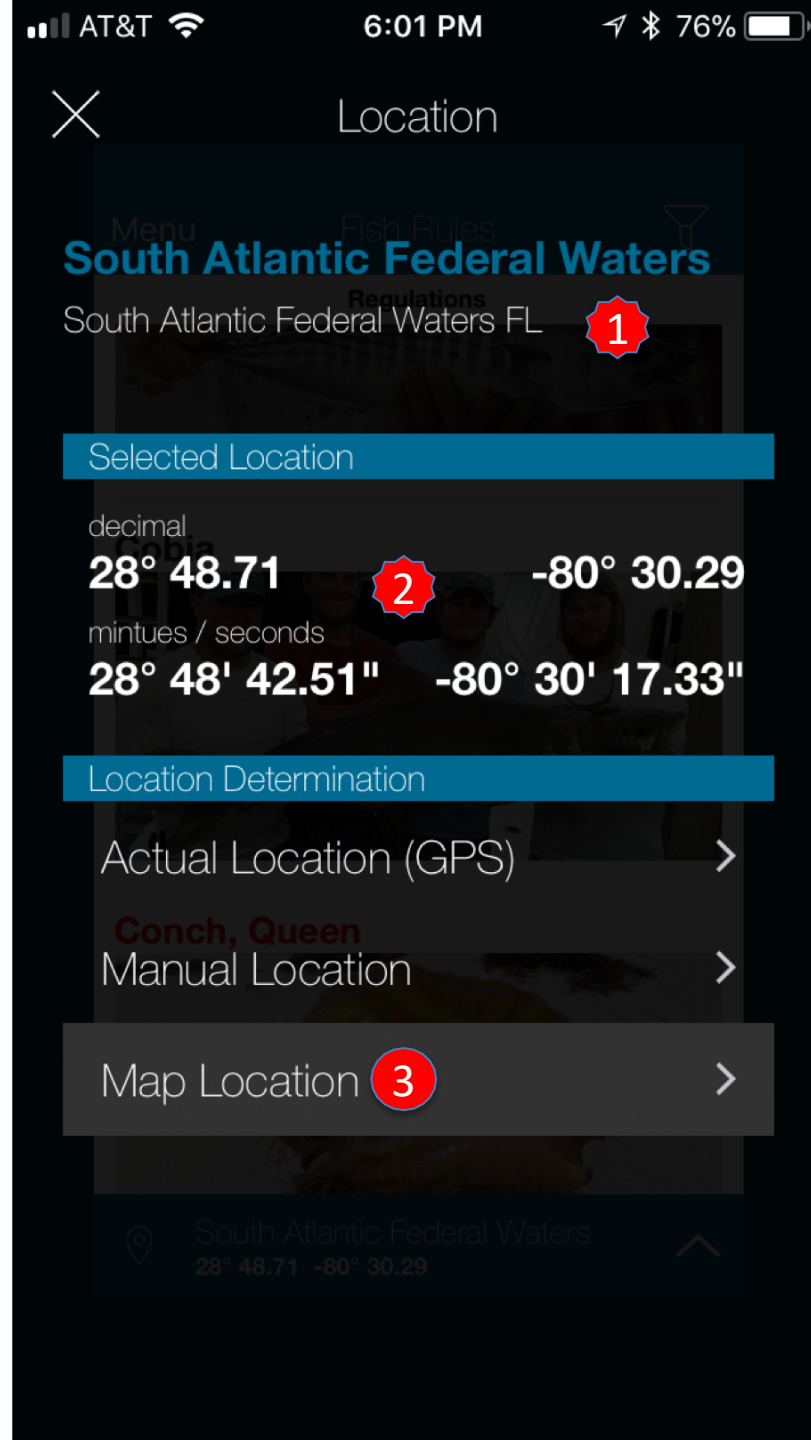
The screenshot shows the app's interface for 'Grouper, Black'. At the top, there's a status bar with 'AT&T', signal strength, Wi-Fi, time '3:03 PM', and battery '83%'. Below that is a navigation bar with a back arrow, the title 'Grouper, Black', and a 'Log' button. The main image shows a person holding a large black grouper. A star icon is in the bottom right corner of the image. Below the image is a table of regulations:

| | | |
|--------------------------------|--------------------------------------|-------------------------|
| 1 Bag Limit | 1 3 Aggregate Limit | 24" Min Size |
| Total Length Measure | 2 Gear Limits | Closed Season |

Below the table is a section titled 'Additional Information' with the following text: 'No more than 1 Black or Gag Grouper. Must be landed with head and fins intact. If you are bringing fish back to the U.S. from the Bahamas by water, please see [Bringing fish back from the Bahamas](#).' A red circle with the number '3' is next to the link. At the bottom, there's a location bar showing 'South Atlantic Federal Waters' and coordinates '33° 54.73 -77° 8.97'.

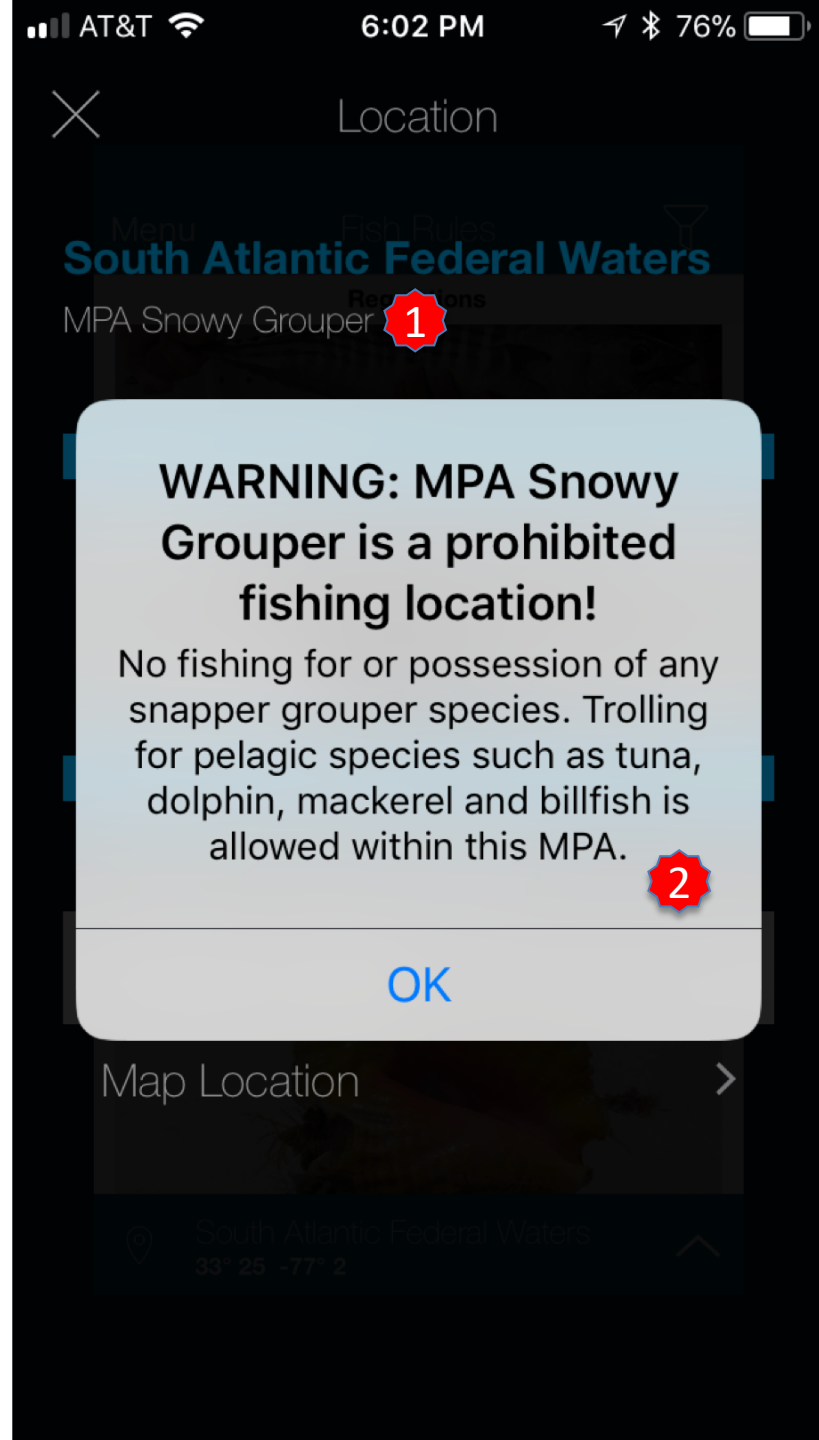
Fish Rules App Functionality

1. The Location Page tells you what regulatory regions apply. The app sorts regulations based on these regions.
2. The Location Page tells you where you are.
3. And, you can manually set your location. If you manually set your location, we recommend using Map Location.



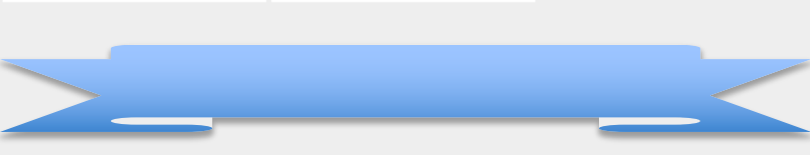
Fish Rules App Functionality

1. If you check Fish Rules App while stopped inside a MPA, Fish Rules App will display a warning that informs you of the relevant regs.
2. If you manually set your location to a point within a MPA, Fish Rules App will alert you that the location is within a MPA.





| | | |
|-------------------------------|--------------------------|------------------------|
| 1 Bag Limit | 6 Vessel Limit | 36" Min Size |
| Fork Length Measure | Open Season | |



Additional Information

Must be landed with head and fins intact.

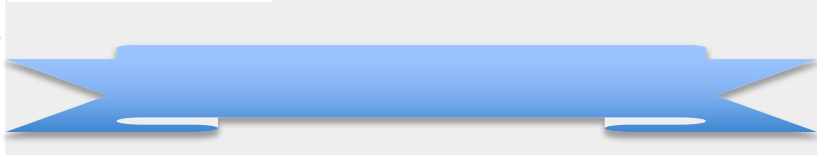
Commercial regulations for South Atlantic



Fish Rules App shows the right regulations based on your location.



| | | |
|-----------------------|------------------------|-------------------------------|
| 2 Bag Limit | 33" Min Size | Fork Length Measure |
| Open Season | | |



Additional Information

These regulations are for Federal Waters offshore of Florida, i.e., the Florida East Coast Zone. For more information, see [SAFMC-cobia](#).



Fish Rules App

How can we improve?

- What features do you like most?
- What features need improving?
- What features are missing?

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