OurFish Ambassador Package
User Manual

Community Engagement & Behavior Adoption
Data for Decision-Making
Networks of Marine Reserves
What is the “Ambassador Package”

This is a package of information and how-to’s designed to help more experienced OF users guide less experienced users of the OF app.

Packed with how-to’s, Frequently Asked Questions (FAQs), even messages for OF users and their kids, it’s everything an Ambassador will need to share and spread the knowledge of how to use the OF app correctly and regularly.

Who should we choose as an “Ambassador”?

The OF Ambassador should:

• be an experienced user of the OF app
• be able to give credible testimony of the benefits of using the OF app
• be willing to spend time visiting less experienced OF users and coaching them on how to get started and keep going
How do we use the OF Ambassador Package?

This material is designed to be handy so that the Ambassador can easily bring it around when talking to other OF users. The Ambassador can use it to review app functions before going out to meet other OF users or to point out certain aspects of the app like one would use a visual aid.

There’s no wrong way to use the OF Ambassador Package! As long as people walk away feeling that the OF app is easy to use, understand the importance of certain functions, and use the app correctly and regularly, then it’s mission accomplished!
What is OurFish?
OurFish is a mobile app used by fish buyers to record their transactions with fishers and other buyers.

What data does OurFish collect?
OurFish collects the following information through the app:
- buyer’s name, gender, and location
- name, weight, price and quantity of each species bought and sold
- fisher ID and gear used to catch each species
- supplies like ice and fuel, bought or sold
- how payments are made--in cash or through a loan
- details about the fishing trip (hours at sea, number of fishers on the boat, and fisher's perception of the trip)

Does OurFish collect personal data?
The only personal data OurFish collects is the name and gender of the fish buyer using the app. No personal data of the buyer or fishers are shared or used in reports.
Who owns the data?
Data is owned by each user. These conditions are specified in the user agreement which must be accepted before a user logs in.

Is data shared/made public?
Reports on the total weight of species caught are publicly available on http://portal.rare.org. This data helps management bodies and communities assess the health of a fishery and make decisions on its management.

How secure is the data?
Data is stored on a digital platform whose high level of safety is certified and audited frequently to ensure data continues to be secure.
Do I need a special type of phone?
OurFish works on a basic Android device.

I don’t have a lot of memory on my phone. What should I do?
OurFish takes up very little memory and works better if the phone does not have too many large apps, like games. Unverified apps can also cause conflicts with OurFish and other apps on your phone.

I don’t have regular WiFi or cell phone connection. Can I still use OurFish?
Yes, OurFish works online or offline. A WiFi or cell phone network connection is only needed for the initial configuration and to upload newly entered transactions. You can change the automatic upload frequency to every 6 hours, once a day or once a week. You can also do the upload manually.
I logged out of OurFish by accident. How do I log back in?
You need your username and password to log back into OurFish. We recommend you write them down in a place that’s easy to find at the time and place where you will use the app. If you don't have them written down and cannot remember what they are, ask Rare staff to send it to you.

The sync button keeps spinning without showing the green check. OurFish says it failed to sync. What should I do?
The most common cause for this problem is having no or a weak internet connection. Check if you are connected to the internet and try moving to a different place that might have a stronger signal.

How do I delete a cache?
Press the OurFish app icon for 2-3 seconds. A small window will pop up. In that window, press the information icon 🔄. Then select “Storage” and press the “Clear Cache” option.
How to download + install OF from Google Play

1. Go to the Google Play Store.

2. Search for OurFish app.

3. Click the install button to download the app.

4. Click the open button to start running the app.
How to create an OurFish app shortcut

1. 

2. 

3. 

Basic Functions
Basic Functions

Using OurFish without internet (offline)

1. OurFish works online or offline - nothing needs to be configured for this to work.
   The default sync frequency of data is every hour.
   Depending on your access to internet, you may choose to sync data every six hours, once a day (daily) or once a week (weekly).

2. If internet connectivity is only available periodically, you can manually sync data by selecting the sync button on the main screen.

3. When data is successfully synced the icon will turn to a green check mark.
Diagram of app parts (buttons, etc)

Overview of main screen

- Search for a fisher
- List of Fishers
- Balance Summary
- Inventory

Overview of fisher screen

- Supplies
- Cash Transactions
- List & Pictures of Fish
- Balance Summary
- Receipts
Catch weight (volume)

What is it and why is it important?

Catch weight data is the weight of all catch of one species bought and sold by a buyer.

When registered consistently, catch weight helps:
- Buyers track their catch inventory
- Communities observe changes in their fisheries
- Management bodies make decisions about fisheries management

The payments made and received for the catch is also tracked.

When registered consistently, payment data helps buyers track price fluctuations and profitability of each species.
What do the numbers mean?

- **Catch Weight Available**: Weight of catch purchased by species
- **Catch Value Available**: Amount paid
- **Catch Weight Sold**: Weight of catch sold by species
- **Catch Value Sold**: Amount received for sale

**Catch weight (volume): Balance**

**Total weight of catch purchased of this species**

**Total weight of catch sold of this species**

**Price of one unit of sale (i.e. a kilo, a box)**

**Total payments made by the buyer to fishers for this species**

**Total payment received by the buyer for the sales of this species**
What does the chart mean?

<table>
<thead>
<tr>
<th>Catch</th>
<th>Supplies</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Available</td>
</tr>
<tr>
<td></td>
<td>50.0 kg</td>
</tr>
<tr>
<td>Red Snapper</td>
<td>$1.00</td>
</tr>
<tr>
<td></td>
<td>$50.00</td>
</tr>
</tbody>
</table>

The buyer has not Sold any kilos of Red Snapper and therefore the payment they have received for the Red Snapper is $0.00.

In this case, the buyer bought 50 kg of Red Snapper from fishers. This is the total weight or volume of Red Snapper Available to the buyer.

The buyer paid fishers $1.00/kilo of Red Snapper. Therefore they have $50.00 less money available to them.
Register Buying Fish (overview of section)

Step 1: Find a fisher
Step 2: Choose a species
Step 3: Enter the weight bought
Step 4: Enter the payment method
Step 5: Issue a receipt to the fisher
Register Buying Fish

Finding a fisher’s name and picture

1. You can either scan a fisher ID card (if available) using the card scanner on the main screen...

2. Or select the ‘fishers’ icon on the main screen to load the list of fishers available.

3. The list is displayed in alphabetical order.

4. You can also search for a fisher’s name using the search function.

How to favorite a fisher

1. Mark favorite fishers using the star icon next to the fisher’s name.

   This will move the fisher to the top of the list.
Register Buying Fish

How to choose a species

1. After you scan a fisher ID card or select a fisher from the list the main transaction screen will load.

2. Select the fish icon to begin a transaction.

3. Select a fish from the customized list of species.
How to enter weight bought

Enter the weight

- The price per unit is loaded automatically
- The value of the sale is calculated automatically
- The gear used is loaded automatically

The purchased fish will then be displayed on the main transaction screen.
How to enter payment (overview page)

- Pay fisher with cash
- Give fisher a loan (credit)
- Pay the fisher with supplies
How to pay fisher with cash

1. To record how you will pay the fisher, select the ‘coin’ icon to go to the payment screen.

2. Enter the payment amount in the red payment field.
   The default payment option is ‘Fish’ which represents a cash transaction. Select another method of payment if necessary.

3. Both transactions are then displayed on the main transaction screen.
   The green number is the value of fish you have gained.
   The red number is the amount of cash you have paid the fisher.
How to pay with loan (credit)

1. Select the ‘coin’ icon.

2. Enter the payment amount.

3. Select ‘Loan’ as the payment option.

4. Add notes if you would like to remember details of the loan.

The amount the fisher owes is shown on the fisher's main screen in red.
How to pay with supplies

1. Select the ‘supplies’ icon to go to the payment screen.

2. Select ice, fuel or gear. This example is fuel.

3. Enter amount.

4. Select use as payment.
How to pay with supplies

1. Select “coin” icon.

2. Enter the amount in the “buyer pays fisher” line.

3. Select “fish”

4. Select “supplies”
How to issue a receipt

Receipts are copied into your phone’s memory and can be pasted into any app like Whatsapp, Viber and text messages.

You must send the buyer the receipt immediately after you save it on your phone.

1. Click the receipt icon
How to issue a receipt

2. Click check

3. Open the text or message app you would like to use

4. Press the text field for 2 - 3 seconds

5. Click paste
Register Selling Fish

1. Select inventory.

2. Select species.
Register Selling Fish

3. Enter weight being sold.

4. Enter price per unit of weight.

The total selling price is calculated automatically.
Register Unsold Fish

1. Select inventory from main screen

2. Select species
Register Unsold Fish

3. Select “unsold”

4. Enter the weight

5. Click on “reasons” menu

6. Choose reason why species was not sold
Manage Supplies (overview page)

- Add supplies to inventory
- Donate supplies to fisher
- Use supplies as part payment
Add supplies to the inventory

1. Select inventory.

2. Select supplies.

3. Select type of supplies: ice, fuel or other (hook).
Add supplies to the inventory

4 For “other”, click on “+” sign to write the name and unit of the supply purchased.

5 Enter total cost of the supply purchased.
Donate Supplies to Fisher

1. Select fisher.

2. Select supplies.
Donate Supplies to Fisher

4. Select type of supplies: ice, fuel or other (hook).
5. Enter amount.
6. Select “donation”.

[Image of a mobile app screen showing a donation amount of $10 and options for selling to Fisher or using as payment.]
Use supplies as payment to fisher

1. Select fisher to which you owe money. The amount should be in red.

2. Select supplies.

3. Select type of supplies: ice, fuel or other (hook).
3. Enter amount.
3. Select “use as payment”.
Balance Summary

What is it and why is it important?

Balance summary is all the cash that a buyer received from and paid to a fisher.

Loans or money borrowed is also tracked to see how much cash a buyer will receive or needs to pay in the future.

When registered consistently, cash flow helps buyers:
- See how much cash is available for household expenses, savings and investments
- Track loans made to fishers and cash they owe fishers
- Create a cash flow history that may be used as proof of income stability
Balance Summary

What do the numbers mean?

**TOTAL CASH IN** is cash the buyer receives for fish and supplies.

Cash the buyer receives for selling fish.

Cash the buyer receives as payment for supplies or a loan.

**TOTAL CASH OUT** is the cash paid to or loaned to fisher.

Cash the buyer pays for buying fish.

Cash the buyer pays for buying supplies or loaning money to a fisher.

**CASH BALANCE** = Total cash in - Total cash Out

Cash available at the beginning of the selected time period.

Cash the buyer will receive as payment for a loan or supplies a fisher owes them.

Cash the buyer needs to pay for supplies or fish they owe.
How to access financial statement summary

1. Click chart icon

2. Click summary

3. Select date range

4. Click on the magnifying glass
How to access financial statement visualization

1. Click chart icon

2. Click visualize

3. Select date range

4. Click on the magnifying glass
In addition to your regular visits, two additional ways you can reinforce the consistent use of OurFish are through peer learning groups and celebrating those that are using the app correctly.

**Set Up a Peer Learning Group**

Ask buyers and those that will support them (like family members) if they are interested in regularly communicating with other OurFish users to learn from their experience.

**Before Setting Up a Peer Learning Group...**
Ready to set up a peer learning group?

Here are the steps to take:

- Learn what messaging platform they prefer for communicating with other OF users, for example: Whatsapp, Viber, Facebook Messenger, Telegram.
- Send a welcome message to the group with the purpose and norms of the group, such as: share only questions and information related to OurFish, avoiding political topics, and chain messages.
- Ask for what name and picture the group would like to use.
- Send audio or text messages with content and at a time that will reinforce the use of OurFish, for example:
  - An hour before fishers usually disembark, message: Is everyone’s phone charged and ready to record catch today?
  - In the evening, message: How was the catch today? Did anyone encounter any difficulties using OurFish?
  - In the middle of the week, message: Remember you can save time looking for fishers you most frequently buy from by marking them as a “favorite fisher” using the star icon next to their name.
  - At the end of the month, the picture of a monthly report with a message You did it! Thanks to your records we know the most caught species this month is XXXX.
Celebrate the users and households that use OurFish consistently and correctly--they’re demonstrating behaviors that contribute to the community's well-being! When thinking of ways to recognize their good work, tap people they trust; adapt or piggyback on activities they already enjoy doing; communicate through channels they already use; and go to places they frequent. For example:

- Create social media posts of OF user testimonials and tag all users in an area
- Recognize them publicly during community gatherings with high attendance, like a religious service, school celebration or sports
event by setting up a gratitude board or including thank you messages in speaker’s speeches

• Build up their reputation and popularity by mentioning their names and achievements during a local radio show broadcast or via a roving megaphone announcements in their neighborhoods

For ideas on messages you can use to reinforce the behavior of using OF and celebrate the consistent and correct usage of OF, go to the Understanding OurFish Data section.
Try these messages next time you visit less experienced OF users to remind them of the benefits of using the app correctly and consistently!

**OF helps you track how well your business is doing!** The data collected over time in OF shows how well you’re managing your business—your profits, your receivables, your payables, and especially your livelihood’s sustainability!

**OF will make your job easier by helping you become more organized and more efficient!** No more missing receipts, messy notebooks, and incomplete information! In one easy-to-use app, record fish catch, track expenses, and transact with your fishers more efficiently. After using OF regularly for 6 months, you’ll wonder how you’ve ever managed your business without it!

**OF helps you plan for the future of your business!** By recording fish catch regularly, you’ll see whether fish stocks are healthy or the fluctuations in their number means you need to catch and buy less of a certain type of fish to ensure it can recover its population. If a species gets overfished, that negatively impacts the variety of fish you can offer the market.
Are you discovering that it’s the children of the Buyers/Traders who are helping input data into the OF app? Try using these messages to encourage them to keep using the app regularly!

**Inputting data into the OF app is a big help to your parents!** Your parents may be too tired to input data into the OF app—all that fish buying takes a lot of energy! Just a few minutes of your time to input the information is already a big help to your parents and to the business that helps provide for your needs!

**You can become the local expert on using apps by practicing with OF!** Apps are the future! You may already play with game apps or use some for school. Think of using OF as practice to level up your experience and exposure to a more advanced app. Before you know it, other fish buyers will be asking for your help with OF and even other smartphone apps!
Being an OF Ambassador also means letting fishers know why recording fish catch using the OF app is important! Use these messages the next time you talk to your regulars or even new fishers when you buy fish.

**Buyers who use the OF app are your partners helping make sure there will be fish forever to sustain your livelihood.** When you sell your fish to a buyer who uses OF, the buyer is able to input details of your fish catch into the app. It becomes important information that can be used to predict the health of the fish supply in your municipality’s fishing areas and help your local fisheries council propose activities and regulations that support your livelihood.

**You can be sure that the transactions between you and a buyer who uses OF are correct and secured plus you can get a receipt!** OF helps buyers record prices, loans, payments between you and them. No more notebooks that can get confusing or get lost! You’ll be able to see the details of every transaction with a buyer who uses OF. Best of all, you’ll get a receipt that will show you how much you’ve earned from the fish you’ve sold!
<table>
<thead>
<tr>
<th>Buyers’ Name</th>
<th>Visit #</th>
<th>Date</th>
<th>How often are you using OF?</th>
<th>How would you rate your experience using OF?</th>
<th>What has been going well with using OF?</th>
<th>What are the challenges or questions that have surfaced?</th>
<th>Anything else you would like to share?</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>Not at all</td>
<td>Sometimes</td>
<td>Most of the time</td>
<td>Bad</td>
<td>OK</td>
</tr>
</tbody>
</table>

Can be photocopied.