

FISHER'S NOTEBOOK

«GET IT!»

We have always been used to the main news in the world of fishing, both sports and amateur, come from the manufacturers of the rods and equipment. There's also a segment of radiolocational and echolocational devices, manufacturers of boats, seems like that's it. More for the interest of our today's discussion, as we would talk about an unusual for fishers' market product. We would like to present you a unique new application on the market of smartphone applications for ANDROID, mobile app "GET IT! Fisher's notebook". Remarkably, the development of this application was supported by the actual professional russian fishers.

Our today's guests are the World Champions, members of Russian National Sport Fishing Team, professional fishers and distinguished sportsmen, Sergey Zhdanov and Dmi-triy Dav'ydov.

Good afternoon, in the beginning, please describe a little how the project was launched and what we are about to get acquainted with?

S. Z. - Everything started around a year ago, during one of the tournaments' leisure time we started talking about society moving towards more digital perspective of reality. The discussion proceeded with the fact that we still carry around all of these bulky reference books and notebooks; it would be a great idea to systemise it all a little bit... Simplifying the storage and access to the information was also important. Maybe all of our talks would remain there, if not for the occasion. We were invited as the experts for audition of an unusual project, being under consideration of an investing fond. When the presentation started we practically glanced all the debating ideas in the matter of a ready computer application, still soggy in contents, but already written and structured.

We have to say that the following proposal to join the creative collective was accepted with pleasure. This is how the mobile app "GET IT! Fisher's notebook" was born. Very interesting and we think useful program product for a wide fishing community.

What is so special about the application, what its most distinguishing features from, for example, a web-based reference book?

S. Z. - To begin with, "GET IT! Fisher's notebook" does not require access to internet and carrier at all. It is installed on your smartphone and you can use anywhere in the world, anytime. Internet access is required only for installation and updates.

Secondly, and the most importantly, the App is not just a handbook. It is a complex program solution for a fisher letting estimate the situation on the water reservoir, get complete tactical tips for decisions of fishing location with illustrations-plans of working for a specific fishing "point" and optimal set of baits and groups of baits for achieving the main aim - get this cherished trophy. We were seeking to help the fisher efficiently decrease the amount of time for taking a decision about where to fish and what to use, devoting these valuable minutes to actual fishing.

"These sportsman notes in your comment..."

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No doubt, time its rational application is essential in sports. It's not a secret that the more time a bait spends in the area of fishing, the higher chances of catching the fish. A sportsman proceeds to another stage with prepared technical schemes and plans of fishing. There's no time for messing around the equipment and thinking what bait to attach.

D.D. - Projecting this rule onto an amateur fishing, it's easy to see the advantage of possibility to consider the plan back at home, choosing what reservoir to go to or what part of it, what predator is more active for the current moment, what baits to get together. On the reservoir the fisher can noticeably reduce the time for choosing a prospective location, concentrating on the research of reservoir if it's previously unknown, and fishing around it if it is known.

Another useful function released in the "Fisher's handbook" is the ability to follow your own statistical diary. Successful cases can be mentioned in the "Handbook", with specifying a certain bait, by the way that might not be recommended by us, time and place of catching and a brief comment. This way a fisher can form his own diary and the app will save all the current weather conditions for the location. There's no need to carry paper and pencils, everything is in your smartphone. The information is at hand and always ready to be used.

What is also important is the tactical schemes and illustrations let you avoid most typical mistakes during fishing on the "point" and "push" the most out of the place. Tactical schemes contain a lot of small nuances that you can rarely meet in fishing periods, and that are reluctantly shared by the experienced fishers. It's not a secret that knowledge of these "little things" possesses mastery.

What kind of?

An order and method of fishing on rivers like Oka or Volga from boat, during windy weather. Understanding and trial of boat's position in reality, you won't "stand on fish's head" and perform multiple idle launches.

So by acquiring this application, a fisher obtains his personal virtual assistant for taking decisions on the reservoir with the ability of modelling the situations.

Please share with us, how did you end up with an idea of creating such a service?

S. Z. - It's obvious that sportsmen spend way more time on the reservoir than the average fisher of a weekend or an amateur. For us fishing is not only the process of the fishing itself, but with additional professional preparation and consequential analysis of our performances. We spend a ton of time developing tactics and stages of tournaments, matching baits, searching for optimal location in the area of fishing, especially when it's limited.

You know, often when analysing our performances, not only the winning ones, I caught myself thinking that the successful decision didn't come to me because of stress. It

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seems like you “lag” on one of the templates and another techniques simply are not being remembered... Then you think in the room on base or at home: “How is it like that, there was such a great option that you might have used, but nope, got lagged!” When these kind of situations float in memory, you obviously want to eliminate them.

Sometimes you have to change the location, sometimes just change the type of bait or its launch, modify the rod or set up. When you have a several prepared solutions, it gets easier and your path to the trophy appears to be more successful.

Meaning you present the user with several options of behavior on the reservoir?

Certainly, as for the fishing in reality, there're always several options of events development. Weather conditions, type of the reservoir, fishing equipment and fish by itself. There're a lot of ways, the most important is not to get lost in the variety and put priorities appropriately. We consider setting off for fishing in terms of answering 3 key questions: where to fish? How to fish? What to fish with? If you can answer these questions, success follows. A fraction of success certainly depends on luck, but with an appropriate preparation, this fraction will work towards the size of your trophy, not “the distance from zero”.

In the structure of your application a “Baits Library” is highlighted. Tell us please a little more about this feature, what's its main point and how this segment is relevant to an average fisher?

D. D. - Answering Your question can't help asking a counter one: do You remember for what conditions and animation just a half of your baits are made? Not even mentioning complex sets and rare, specific baits and equipments?

Probably not...

This is the main thing. Even we as professionals, spending around a hundred of days in a year on reservoirs, are forced to look into our notes, recovering animation skills, floating the history of launching of baits and sets. What does an amateur have to do in this case? You'd say - go online, but it's at home. On a reservoir, usually not having access to enough information or just forgetting an article from a magazine, a fisher gets stuck with 3 of his favourite baits that were successful some time ago, and usually cannot reach the fish by failing to match an appropriate set for current conditions.

Another issue especially among beginners is lack of information on animation for baits. Nowadays a mass spread of modern techniques of fishing like twitching and jerking, fishing with various following baits and rubber even a beginning fisher cannot physically keep in his head all the application options and animations of such an enormous amount of baits. You spent time, not little funds as with case of wobblers and jerks, but success doesn't show up. More offensive when the bait doesn't catch.

Does it mean that in the “Baits Library” only the “proven” baits are selected?

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D. D. - Yes, it was our principal decision. It's not a secret that today's market of artificial baits is huge and market's pressure of manufacturers and merchants influences an average consumer a lot. Unfortunately, a customer himself doesn't usually have a clue about what he expects from a certain bait. A question: "Give me please a bait for northern pike or one for perch" can be heard very often. As the result, an average fisher collects a lot of baits, out of which only a quarter is being used. The remaining doesn't even come out of equipment box, or it can be the opposite way. Fishers are usually chained to stereotypes about their favourite "spinners" or "foams", that even complete absence of nibble would not make them reconsider alternative options of bait launching.

Often on the fishing bases you can see fishers carrying huge boxes with equipment, but how much of these are actually being used? We publish specific models that we use ourselves, that were tested many times on tournaments and during leisure, and what is most important, - with a connection to specific fishing conditions, description of launch and animation! Why it is that significant - because not every "minnow" is supposed to be twitched, not every silicon bait should be side-stepped, not every vibrotail requires bolt setup and not every crank is animated uniformly.

[And you described all of it in your App?](#)

S. Z. - Practically yes, we were making the Baits Library as a constantly updating referencing service, where the majority of baits are characterised with several core parameters, like type of fish for which the bait is most efficient, location of its best application and ranges of depth and certainly options of animation and setups. Sportsmen not only participate in tournaments, but also possess partnership with a lot of companies and manufacturers, that makes access to a lot new hot releases possible, distinguishing its best representatives. With every new update a user will have access to new baits that are worth taking a spot in the box. At the same time we tried to make the bait options as diverse as possible, not forgetting about the classics. If a fisher doesn't have a possibility to purchase a certain bait, it doesn't necessarily mean that it doesn't have an alternative replacement. This is when our "Library" comes in, it is formed not only by professional sportsmen, but newcomers and amateurs of specified fishing types, like jerkbaits.

[Remarkable indeed. What about the price, wouldn't be unobtainable for an average user?](#)

D. D. - We'll let you calm down, converting into "fisher's language" the price for the App "GET IT! Fisher's Handbook" is equal to 50 meters of average quality "braids". Additionally it will let the user save on this "braids" appropriately positioning himself on densely overgrown by shells brow.