



• NANOOS Workshop •



March 25, 2022



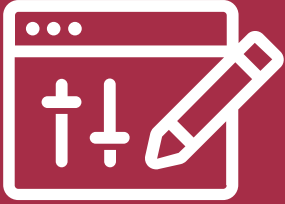
The NANOOS Community Workshop examined three topics that showcase some of NANOOS's most successful products: Fisheries, Coastal Hazards, and Safe Navigation. Through these use cases and with input from various user communities, sectors, and disciplines who attended the workshop, the NANOOS community addressed the following key questions:

**How can we
improve the
system?**

**How do we increase
the visibility of
NANOOS?**



How can we improve the system?



CUSTOMIZATION

- View more data simultaneously (colormaps, contours, vectors, point time series)
- Scale offsets between platforms - better to standardize or allow user to customize
- Save locations and assets of interest, share routes with friends, etc.
- Different depth fields (e.g., bottom DO) for different fisheries, coastal conditions
- Current location (or ability to drop a pin)
- Clarify arrows indicating wind direction



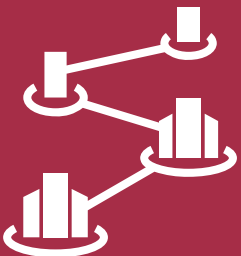
ACCURACY

- Timeliness of data, lag an issue with near real-time and forecasts
- Shore lines misaligned with GPS positions
- Better bathymetric maps to see canyons and ridges
- Post tide corrections
- Link into climatological wind roses



PARTNERSHIPS

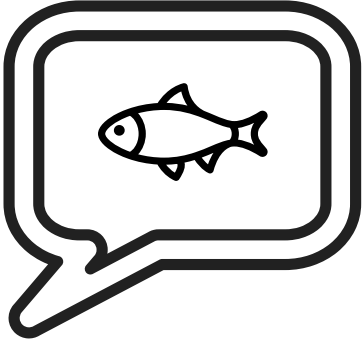
- Partner with private fee-based apps to include more data and products
- Interest in seeing more community science (e.g., crab pot data) on NVS
- Commercial fishers
- Coast Guard and SeaGrant Offices on safety trainings
- Tour operators and watercraft organizations in different regions



EXPANSION

- Need more training tools on how to use and make the most of the apps
- Simple user guide for orientation to NANOOS
- More direct download of selected data
- Low-bandwidth access, how to save view for offline reference
- Optimize viewing data on small screens
- Add more webcam feeds

How do we increase the visibility of NANOOS?



MESSAGING

- Publish fisheries announcements and push notifications
- Develop training videos easily accessible in app and on website
- Cross-post between NANOOS and external partners websites e.g. NOAA weather sites, Wind Alert, etc.



ADVERTISING

- Advertise using gear manufacturers, fishing/regulations guidebooks)
- Post QR codes at high visibility sites (e.g. marinas, bait shops, etc.)
- Provide literature for hotels, local businesses, state park visitor centers (exhibit), aquaria, etc.



MARKETING

- Develop catchy phrases or signage to get people's attention
- Work with local leaders on placement of signage and pamphlets
- Dedicate local funding to disaster preparedness for outreach
- Buy catchy web domains that point to app
- More use of social media

