Cover Photo: A First Mover Middleman in Indonesia use the Trafiz application to record data on each catch received in Sangihe, Indonesia. USAID Oceans/Melinda Donnelly

This document was produced by the USAID Oceans and Fisheries Partnership for review and approval by the United States Agency for International Development/Regional Development Mission for Asia (USAID/RDMA) funded Activity.
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1. OVERVIEW

As part of the USAID Oceans and Fisheries Partnership’s (USAID Oceans) mission to establish fully transparent, “bait to plate” traceability, it has established that Key Data Elements (KDEs) must be captured at Critical Tracking Events (CTEs) along the entire seafood supply chain. As such, it is imperative to ensure that efficient, reliable data capture tools are available at each step of the supply chain. Given the complexities of seafood supply chains and the challenges that come with capturing data in the “first mile” of seafood’s journey, USAID Oceans has developed several custom data capture tools to provide solutions for the region’s unique data capture challenges and requirements. A complete list of USAID Oceans-developed and supported traceability tools can be found at www.seafdec-oceanspartnership.org/traceability-tools.

To address the unique needs and challenges faced by small-scale fishers in providing traceability data, USAID Oceans has developed “Trafiz,” a mobile catch documentation application (app) that enables the first buyer or fish supplier to collect and submit traceability data, in lieu of at-sea data entry that is suitable for medium- and large-scale vessels via the Pointrek system. Trafiz seeks to ensure end-to-end or full chain traceability by enabling data capture from point of landing. Trafiz was developed with funding through the U.S. Agency for International Development under Contract AID-486-C-15-00001.

1.1 RATIONALE FOR DEVELOPMENT

Through an extensive research in its learning sites in Bitung, Indonesia and General Santos City, Philippines, USAID Oceans assessed the various challenges faced by small-scale fisheries to capture and record traceability data. As at-sea data capture presents several challenges, the program focused on creating a tool to capture data at the seafood’s point of landing. Trafiz was designed to be used by middlemen or “brokers” who play an important role in supply chain. Their daily transaction records i.e., when they buy fish from individual small-scale fishers and sell them to larger industry partners, contain valuable traceability data to be captured as KDEs. The Trafiz mobile app also offers business functionalities that can incentive and benefit its target users, including tracking and monitoring of purchases, sales, loans made, and calculations of profits and losses.

1.2 FUNCTIONS AND CAPABILITIES

Trafiz is an Android-supported mobile application for small-scale fish suppliers and buyers that provides a first data entry point for seafood products originating from small-scale fishers. The app is currently available in both English and Bahasa. It enables:

- Data collection at the landing site, allowing users to enter and submit catch data via a mobile device, through cellular connectivity;
- Capture of KDEs required by the eCDT system, which include how, where, when, and by whom the seafood product was captured;
- Seamless data transfer to the next node of the supply chain;
• Middlemen users to track their business operations with custom reports on net profits and losses, as well as a dedicated loan-tracking function to record and manage the loans provided to fishers that provide value-added benefits and incentives to its users for continued use;
• Data capture and transmission in remote/low-connectivity areas in both off-line and on-line modes, where users can still capture and process transactions without internet connectivity; and
• Supply chain actors to comply with government requirements for small-scale catch reporting and with international import requirements (such as the U.S. Seafood Import Monitoring Program Model Aggregated Form and the EU Regulations’ Simplified Reporting Form).

1.3 DEVELOPMENT PROCESS

Trafiz was developed in 2018 by USAID Oceans with the support of its subcontracted developer, Altermyth. To develop the beta version of the app, USAID Oceans consulted with its First Mover “early-adopter partners.” In April 2018, USAID Oceans and Altermyth held kick-off meetings and organized a field trip, attended by partners from the Indonesia Ministry of Marine Affairs and Fisheries (MMAF) and USAID Oceans’ grantee, Yayasan Masyarakat dan Perikanan Indonesia (MDPI). The partners met with potential users who would pilot the system e.g., suppliers, middlemen and the processing companies. The development process then begun after all stakeholder consultations had been completed.

The app was launched in August 2018, after which USAID Oceans conducted User Acceptance Tests with two First Mover middlemen in Bersehati Market, Manado and in the Sangihe Islands. Mobile devices (i.e., phones and tablets) were distributed to the First Movers to install Trafiz for initial testing. MDPI worked closely with the First Movers to support and monitor the trial process. USAID Oceans and Altermyth gathered user inputs and made adjustments to the app to create the updated version of Trafiz that would be piloted through 2019. By the close of 2018, USAID Oceans’ two First Mover suppliers had used Trafiz to record over 1,240 transactions and 78,561 kilograms (173,197 lbs.) of tuna from more than 80 small-scale fishers.

1.4 DISTRIBUTION PLAN AND SCHEDULE

USAID Oceans will pilot Trafiz for an initial period (August 2018 to December 2019) in the program’s Bitung learning site where its capabilities and performance will be closely monitored. In 2019, the program will release the app as an open-source application that can be used by its other regional ASEAN Member Country partners, and by other interested partners around the world.

Upon request, the app is available for partners to pilot in additional sites. Inquiries and requests for the app can be sent to info@oceans-partnership.org.
2. BRANDING AND ATTRIBUTION GUIDELINES

USAID Oceans has developed and piloted Trafiz with an intention to support ongoing and future public and private sector traceability initiatives, eliminate the need for repeat investments in application development, and share the program’s expertise in traceability technology, requirements, and standards. The app was developed through funding by the United States Agency for International Development (USAID) and, as such, USAID Oceans requests that partners who avail of Trafiz review and follow the branding and attribution guidelines presented in this section.

2.1 ATTRIBUTION

Trafiz was developed as a product under the USAID Oceans program, funded by USAID under contract number AID-486-C-15-00001. As a U.S.-government funded product, USAID Oceans kindly requests that, as appropriate, Trafiz users acknowledge that the application was developed and funded by the USAID Oceans program. The following language is recommended to provide verbal or written attribution.

*Trafiz was developed by the USAID Oceans and Fisheries Partnership (USAID Oceans), a partnership between USAID and the Southeast Asian Fisheries Development Center (SEAFDEC). USAID Oceans has designed and developed Trafiz to support seafood supply chain actors and interested organizations in their ongoing and future electronic catch documentation and traceability initiatives.*

2.2 VISUAL BRANDING GUIDANCE

USAID Oceans permits its partners to use the Trafiz logo (left), as needed, in its marketing materials. Any alterations, distortion, or re-creation is prohibited.

To request high-resolution Trafiz logo files, please contact the program at info@oceans-partnership.org.
3. USER MANUAL

This user manual provides instructions on how to use Trafiz’s mobile and web-based applications to input and record catch information, transaction data and loans, as well as other relevant data. The application is available in two main interfaces: i) Android Mobile Application to be used on mobile devices, such as a cellphone or a tablet; and ii) web application to support administration and reporting via a web browser.

3.1 STARTING THE MOBILE APPLICATION

3.1.1 Installation

i) As the application is not currently available publicly through the Play Store, the Android Package (APK) file or an installation file can only be requested from USAID Oceans (info@oceans-partnership.org). Open the APK file. A security message regarding application installation from the Unknown Sources will appear. Allow the system to install the application.

Note: The security and permission messages or prompts may vary for each device. If you have any difficulties, contact USAID Oceans.

ii) Once successfully installed, the Trafiz logo will appear on the mobile device’s screen. The APK file will request for permissions to access various functions on the device, including: storage, to store data and images; camera, to capture photos; and the Short Messaging Service (SMS). Find the Trafiz icon on the screen of the device to open the application.

3.1.2 User Registration

i) New users must first register onto the system by tapping “Register.” Fill in each field with information to complete the registration process e.g., Name, National ID, Email etc. Users must also set up a 6-digit PIN to be used for log-in. All the mandatory fields (PIN, Name and Supplier ID) must be filled.

ii) A Thank You message will appear to notify that registration is completed. The administrator will verify the data and send a notification once registration is approved. Ensure that all details are entered correctly, in particularly, the phone number, to be contacted by the administrator in case of any issue. Once verified, log on to the application with the registered phone number and PIN. Should you forget the log-in PIN, contact the local Admin staff.

3.1.3 Login

i) Access the login menu and type registered phone number (or username) and password, tap “Login” and wait until the loading screen is done.

ii) The loading screen will appear as the PIN is being verified and data being synchronized. Wait for the processes to complete. Once completed, the Home Screen will appear.

iii) If the user has previously logged on to the application, only the PIN number will be requested.

iv) To log out of the account of the current user and log in with a different credential, tap “Reset App” to erase all local offline data for the current user and log the user out.
screen will appear as the User Login screen above, requesting for username and PIN.

**Note:** During login, the application will identify if there is any local data from the previous session. If found, it will try to synchronize them to the server. The process may take some more time than usual to upload the data to the server.

### 3.1.4 Home Screen

i) The Trafiz homescreen contains 4 main components:

- **Catch** - This is the main function for this application. It records catch data and assigns them to delivery.
- **Loan** - To record loan and its payment.
- **Delivery** - To manage the delivery batches. Entries will be assigned from the Catch menu.
- **Report** - Summary reports of the transactions.

ii) The upper bar shows:

- The 3 line icon represents the “**Main Menu.**”
- The text in the middle is the “**Title**” that tells the function of the current screen.
- **Offline Indicator.** This sign will appear when there is no internet connection (offline). The user will still be able to use the application, but data will not be saved to the server/internet. If there is internet connection, but the offline indicator remains on, the user will need to tap “**Synchronize**” to turn the application into an online mode.
- The “**Synchronize**” button will appear when the application is in the offline mode or online connection is detected. If there is no connection, the button will not appear.

### 3.1.5 Main Menu

From the Home screen, tap the 3 line icon on upper left to return to the main menu of Trafiz App. The main menu contains the rest of the Trafiz’ functions, including:

- **Home.** To return to the main Home Screen, starting with Catch.
- **Master Data Management.** To manage data. Users must register their data prior to using this application.
- **Other Settings.** These include Edit Profile, Change PIN, Change Language, Help, or logout and change users.
3.2 MENU – MASTER DATA REGISTRATION

3.2.1 Supplier Registration

i) To add a supplier, tap the menu button on the upper left and select “Register Supplier.”

ii) The screen may show a list of suppliers, or may show no supplier if no supplier has been registered. To add a supplier, tap “Add Supplier” and type supplier data in the fields. Once completed, tap “Save” to register the supplier to the system.

iii) Users can edit or remove Suppliers by tapping the arrow next to the supplier’s name to edit their details and tap “Save” or remove their registration by tapping “Remove.”

3.2.2 Buyer Registration

i) To register a buyer, tap the menu button on the upper left and select “Register Buyer”

ii) The screen may show a list of buyers, or may show no buyer if no buyer has been registered. To add a buyer, tap “Add buyer” and type buyer data in the fields. Once completed, tap “Save” to register the buyer to the system.

iii) Tap and select “Country”, “Province” and “City.” Select a country, province and city from the list to fill in the data in the fields. Once completed, tap “Save” to continue.

3.2.3 Fisherman Registration

i) To register a buyer, tap the menu button or the 3-Line icon on the upper left and select “Register Fisherman.”

ii) The screen may show a list of fishermen, or may show no fisherman if no fisherman has been registered. To add a buyer, tap “Add fishermen” and fill in the details of each fisherman in the fields (ID number, name, gender, nationality, address, phone, and job title). Once completed, tap “Save.” to register the fisherman to the system (similar steps to “Add Supplier.”).
3.2.4 Vessel Registration

i) To register a vessel, tap the menu button on the upper left and select “Register Fishing Vessel.”

ii) Tap “Add Fishing Vessel” on the bottom. Fill in vessel data in each field, including the vessel license expire date and the fishing license expiry date.

iii) Fill in the details of the vessel owner. Tap the triangle button to select the vessel flag and vessel gear type. Select the country, province, city of the vessel and follow the instructions accordingly. Tap “Save” once completed.

3.2.5 Fish Registration

Users will need to enter the Fish Information before starting to enter any other catch information into the application. The entered data will be shown in the fish selection section. All fish data will be stored in the server with their images.

i) Tap the menu button on the upper left and select “Register Fish.”

ii) The screen will show a list of registered fish, or no fish if no fish details have been entered. Tap “Search Fish” to start registering a new fish.
iii) Tap “Enter fish name” and search the species of the fish to be registered (local language may be used). Users can also set the price of the fish and add their images. Tap “Snap” to take a picture. Once completed, tap “Save.”

3.3 CATCH INFORMATION

3.3.1 Adding/Editing and Removing Catch Batch

Catch data is organized per batch (e.g., vessel information, and the specific fish species.)

i) To start entering the catch batch, tap “Add catch.”

ii) Select the source of the fish, from a list of fishermen (to add a fisherman - See 3.2.3) or from a list of suppliers (to add a supplier - see 3.2.1.)

The “Catch Screen” shows: name of fisherman/supplier, batch data (weight, amount, fish grades) and price estimation. The text will be changed into blue if the fish is already assigned to a buyer.
iii) Fill in the details of the catch

![Image of the catch entry screen]

The vessel's name, species/name of fish, methods of catch – “Catch or Framed.” whether the fish is “By Catch”, “FAD Use”, “Product Form” (loin/whole) and “Unit Measurement” can be selected from the dropdown menu.

iv) Once completed, save the data by tapping “Save.” Users can always go back to edit the details of the Catch Batch by tapping “Edit.” They may edit the catch details or remove those details by tapping “Remove” then tap “Save” to save changes. The catch may be deleted only when it is not yet assigned into any delivery batch or set any prices. Once the batch has been processed (delivered or set price), it can no longer be deleted.

v) Tap “Duplicate/+other fish” to duplicate this catch batch without the fish. This feature can be used to add another fish from the same vessel. Duplicate the catch to get an empty copy, change the Fish Name, Save, and start to Add Fish to this new “Catch Batch.”

3.3.2 Adding/Removing/Editing Fish

i) Tap “+Fish” to start adding the fish. the fish entry screen.

![Image of the fish entry screen]

ii) Tap the left keyboard to enter the weight of the fish (in numbers). Tap “Del” to remove the entered character from the weight (backspace.)

iii) Tap the right keyboard to add the grade of the fish (A to F.)

iv) Tap “Del” to remove the entered character from the grade (backspace.)

v) Tap “Add Fish” to confirm adding the fish (with weight and grade) to the batch. The added fish will be displayed at the top of the screen.

vi) Tap “Delete” to delete the entered data on the fish.

vii) Tap the upper left arrow to go back to the catch list screen to view the added fish.

viii) To edit fish information, select a fish from the list to edit the weight, grade, and add some notes. To remove the fish, tap “Remove.” Once the fish has been delivered, assigned, calculated (set a
buying price) or processed, editing or removing will be disabled.

3.3.3 Delivering Fish

i) Select the fish to be delivered by tapping the square button on the catch list. More than one fish can be chosen at once. Once selected, tap “Send Selected.”

ii) The list of the open delivery batch currently available will be displayed. If there are no any open delivery batches, tap “Add Delivery.” The newly added delivery batch will be displayed on the List. Select one, and the selected fish will be automatically assigned to this batch. The assigned fish will have the Buyer’s name on the batch data.

3.3.4 Setting Buying Price and Paying Loan

i) Tap “Calc Fish” to set the buying price for the catch. It will display a list of all fish in that batch. Enter the price per unit (e.g., price/kg) for each fish to calculate the total price of each fish, and summarize the grand total for the entire catch batch.

ii) The next screen will confirm the grand total from the previous screen. The number can be edited manually at the “Buy Price” field. The amount will be deducted by:
   - Loan Payment amount
   - Other Expense. Entered manually

iii) The “Net Buy Price” is the amount that the supplier received and displayed as the final value for the catch batch. You can also add Notes to explain the calculation. Tap “Save” to save the amount and set it as the net buying price of the catch. Tap the upper left arrow to cancel and go back to the “Catch List” screen.
   - If the fisherman/supplier has Loan, the loan information will be shown. Tap “Detail” to preview the loan. Tap upper left arrow to go back to the previous screen.
   - Tap “Loan Payment Input” to proceed into the Loan Payment process. Enter the amount to pay the loan manually at the “Pay Loan” screen. The amount will be shown back at the “Calc Fish” screen and will be used to deduct the buying price.
   - Tap “Strike Items” to proceed. Choose item to strike from the loan list. Note: The items value and the pay loan amount are not related and only used as indications only.
   - Tap “Save” to save the pay loan amount and record the strike items, and go back to the Calc Fish screen. Anytime the upper left arrow is tapped, the process will be cancelled and no pay loan value will be recorded. It will go back to the previous screens.
3.4 LOANS

3.4.1 Loan Screen

i) The “Loan Screen” lists all fisherman (or supplier) who ever borrowed some loans, and the amount of the outstanding loans. Tap on the name of each fisherman to see more details.

ii) The Loan List screen displays a header and the list of the loan show:

- Name;
- Number of items borrowed; and
- Total amounts from the item borrowed.

Each loan item show:

- The borrowing date;
- Summary of loans on a specific borrowing date (number of items and amount); and
- The loan item (the item name, amount in unit, loan amount).

iii) Tap “Add Loan” to add more loan for this borrower and “Pay Loan” to pay loan for this borrower.

3.4.2 Adding a Borrower

i) To add a new borrower, tap “New Borrower” from the Loan Screen. It will display the lists of “Fisherman” and “Supplier” (See section 3.2.1 and 3.2.3 on how to Register Supplier and Fisherman)

ii) Tap one of them to select as a new Borrower. The Loan can be directly added to this new selected borrower (e.g., a fisherman) through the “Add Loan” screen.

Note:

- The buying price can be set to 0 to reset the price.
- Even if the loan payment and process have been set, some of the loan items (strike) or actions cannot be undone.
3.4.3 Adding, Editing and Removing Loan/Item

i) When adding a loan/item, the user will be asked to enter:
   • Loan Date - Select the date of borrowing;
   • Item Kind – Tap “Set Item” and select the type of the loan item;
   • The new item’s name;
   • Quantity in a Unit Measurement (e.g. Kg, liters);
   • Estimated Price per Unit- the number can be edited manually; and
   • Estimated Loan Value - The total estimation of the loan value to be repaid.

ii) Tap “Add” and the new item will be listed at the Loan Item Type or tap the “Trash Bin” icon to delete the item loan type.

iii) Tap “Save” to save the loan item, and back to the main screen.

iv) Tap “Next Loan” to save the loan item and back to the Add Loan screen to add another loan item. The date is the same as the previous screen loan date.

v) Tap the upper left arrow to cancel and go back.

vi) To edit, tap the Loan Item, the Edit Loan screen will be displayed. To pay the loan, tap “Pay Loan”. Do not tap “Remove” as it will remove the data from your record.

Note: The strike loan item (assumed already paid), can no longer be edited.
3.4.4 Paying Loan

i) Set the date of the loan payment. Then enter the amount to pay the loan. The total amount of the loan is shown on the screen. Tap "Strike Items" to proceed. Tap the upper left arrow anytime from any screens to cancel and back to the Loan List screen.

![Pay Loan screen](image1)

**Tap Pay Loan to pay the loan from this borrower**

![Strike Items screen](image2)

**Enter the amount to subtract**

![Save screen](image3)

**Tick the checkbox to select item[s] to be removed from the list**

ii) Select an item to strike from the loan list. **Note:** The items’ value and the pay loan amount are not related and only used as indications only.

iii) Tap "Save" to save the pay loan amount and record the strike items and go back to the Loan List screen. The total loan amount should have been reduced and any stroked items will be also reflected.

3.5 DELIVERY

3.5.1 Delivery Screen

This menu helps to manage the Delivery batch to the Buyers. It has 2 lists: the **“Open Delivery Batch”** (unsent delivery); and **“Closed Delivery Batch”** (sent delivery to the buyer).

- The Open Delivery lists all of the Open Delivery Batches available.
- The Closed Delivery archives all Closed Delivery Batches in an order of date. Navigate through the upper bar with the left and right arrows or tap the Date.
- The Delivery Batch details show: the Buyer’s Name; total unit; total weight (kg); created date (at the OpenDelivery); List of fish; and the selling price.
3.5.2 Adding Delivery/Item to Delivery Batch

i) To add a delivery batch, tap “Add Delivery”. It will show a list of Buyers to select (See 3.2.2 for buyer registration.)

ii) Tap on the buyer’s name to create a “Delivery Batch.” Tap the upper left arrow to cancel and go back to previous screen.

iii) To add an item to the “Delivery Batch”, go to the “Catch Screen”. The fish entered in the Catch Screen can be assigned to an “Open Delivery Batch” (See 3.4.3- Delivering Fish to see how to add fish to a Delivery Batch.)

3.5.3 Listing/Editing/ Deleting an Open Delivery

i) To see the Delivery Batch detail, tap the Delivery Batch name. It lists all fish assigned to this “Delivery Batch.”

ii) To remove a fish, tap “Delete” on the right side of the fish row. To delete a Delivery Batch, tap “Delete” at the bottom of the screen. This function will be enabled only if the list is empty. Remove all the fish from the delivery list before enabling this function by tapping “Delete” on the right.

3.5.4 Setting the Selling Price

i) Tap “Set Sell Price” at the bottom of the “Delivery List.” It will display a list of all fish in that batch. Enter the price per kg unit for each fish, and the total price for each fish will be calculated, and summarize the grand total for the entire catch batch.

ii) Tap “Next” to proceed to the next step. Tap the upper left arrow to cancel and go back to the “Catch List” screen.

iii) The next screen will confirm the grand total from the previous screen. The number can be edited manually in the Sell Price field. Add “Notes” below, if necessary. Tap “Save” to confirm the amount and back to the “Delivery List” screen.

**Note:** The selling price can be set anytime, both for open and closed delivery batches.
3.5.5 Closing Delivery Batch

i) To deliver the batch or close the Delivery Batch, tap “Close Transaction” from the “Delivery Batch” screen.

ii) Users will be asked to provide the following:

- Transportation mode: land, ship or air;
- Transport name/id;
- Photo of the means of transportation; and
- The Closing/Delivery date.

iii) When completed, tap “Confirm Close.” The Delivery Batch will be moved from Open to Closed Delivery Batch, and cannot be edited again (cannot be assigned with a new fish, or deleted).

3.5.6 Delivery Sheet

Tap “Delivery Sheet” to see the summarized delivery information. The data can be formatted into Print/PDF, QR Code, and SMS. Up to 30 items can be displayed per print page/per QR code. The digital version (PDF) can also be forwarded via any online applications (e.g., Email, WhatsApp.)

3.6 REPORTS

Tap “Report” to see all reports. It will display a menu of available report formats:

- Transaction Report
- Loan Report
- Per Fisherman/Supplier Report

3.6.1 Transaction Report

The Transaction Report summarizes monthly and daily profits and loss.

- Expense summarizes the expenditure made on catch by the Fisherman/Supplier.
- Income summarizes the earning from selling the fish catch to the Buyer.
• **Profit (and Loss)** shows the difference between the expense and income at a specific period (monthly and daily.)

The report is organized by month and date. Tap “Change” on the month to change the month. Tap the specific day summary to see more details on the “Expense and Income.” Tap “Print” to print the report.

### 3.6.2 Loan Report

The Loan Report summarizes monthly and daily loan transactions. By default, it shows all loan transaction, loan payment and a balance summary from all borrowers. Tap “Change” on the month to change the month. Tap the daily summary to see the details and tap “Print” to print or view in PDF.
3.6.3 Per Fisherman/Supplier Report

Per Fisherman/Supplier Report summarizes all transactions based on the fisherman during the period:

i) Choose Name for the Fisherman Name, and the Start Date and End Date as the period to query.

ii) Tap “Show Report” to display the Fisherman report, which shows:

- Total value of the catch result by the Fisherman (Note: this is the amount before netted by the Loan Payment).
- Loan transaction (total amount of the loan).
- Balance - the difference between the Total value of the catch result and the Loan by the Fisherman at the period.

iii) Tap the daily summary to see more details. Tap “Print” to print the report.
3.7 MISCELLANEOUS

3.7.1 Offline Operation

- The application is able to operate in an offline mode, where the data is local, and cannot be saved. The application will not go back online automatically. The user needs to synchronize manually to save the offline data to the server. It is recommended that data should be saved as immediately as possible whenever there is an online connection to avoid data loss and reduce the size to be uploaded onto the server.

- To reduce the time connecting to the server, run the application in the offline mode to enter data. Data can be synchronized or uploaded online anytime when there is sufficient online connectivity.

3.7.2 Special Fish Types

There can be a mix of fish species in one basket (a unit of measurement), usually for a small fish. The Trafiz application allows data entries with a mix of fish species.

i) Enter the type or species of fish from the “Register Fish” menu.

ii) Find the option “MIX” from the Search Fish dropdown menu, which has been inserted among the official ASFIS code (This option is available on the Trafiz mobile app).

Contact Information for Inquiries

For more information on the Trafiz mobile application, please visit www.seafdec-oceanspartnership.org/traceabilitytools or email info@oceans-partnership.org.