

Research Report

This report will detail the order and reasoning behind the Geocaching groups chosen research methods:

Initial Thoughts & Delta Plus

Comparative & Competitive Analysis

User Interviews & Affinity Map

Journey Map

Initial Thoughts & Delta Plus

Why did we choose a certain method?

We initially took a look at the app, documented our initial thoughts, and created a simple delta plus. We wanted to get a high-level understanding of the app and its features and functions.

What insights did we gain?

The major insights we gained were around the messaging feature, not being able to search for other users and the competition aspect of geocaching that was somewhat present throughout the app.

How did we proceed?

This helped with a general overview and a good starting point to conduct more focused research methods.

C & C analysis

Why did we choose a certain method?

To perform a C & C analysis we did two feature inventories

1. Inventory of overall app features, map features, and design features of 3 direct competitors and 3 indirect competitors
2. Inventory of features on the cache description page of 3 direct competitors
Direct- Geocaches, Pokemon Go, Adventure Lab
Indirect- Gaia GPS, Snapchat, Let's Roam

We did these inventories to gain an understanding of how geocaching compares to other apps in the space. We also wanted to know if there were any major disparities in the design or features offered between these specific apps

What insights did we gain?

We learned that Geocache was the leader, or comparable to the other apps, in overall app features, map features, and design features. The inventory of the cache description page showed that geocache had features the other three competitors did not, like favorites, messaging, and photos. See full inventories for details.

How did we proceed?

After getting an understanding of how geocaching compared to other apps that offer a similar experience, we could begin talking to users of the geocaching app.

User Interviews & Affinity Map

Why did we choose a certain method?

We conducted user interviews to understand how real users are currently using the app, and their feelings about how the app helps them geocache. We interviewed 4 users that currently use the geocaching app. We synthesized the interview data by creating an affinity map. The affinity map helped us group common ideas, statements, concerns that the users faced while using the app, and being a geocacher in general.

What insights did we gain?

We learned that there was a missed opportunity during and after the process of finding a cache that involved more community engagement.

The major insights that we learned were around:

community engagement (bragging rights), frequency of use, and the geocaching journey (what made people initially start geocaching). See full affinity map for more details.

How did we proceed?

After gaining insights from the interviews and affinity mapping, we wanted to better understand the user's emotions, as they move through the app during the common and primary task of finding a cache.

Journey Map

Why did we choose a certain method?

Journey mapping helped us understand the user even more, specifically their emotional journey through the app.

What insights did we gain?

We learned that the user experiences neutral and negative emotions in a few areas of the cache finding process. The user tasks that we decided to focus on (for the scope of this project), and were validated by our user interviews were logs cache in app and shared accomplishment.

How did we proceed?

This helped us to solidify a potential user problem to solve, which led us to forming a problem statement.