

# Geocaching

a design for novice and expert users

# Goals

This mobile app design is centered around simplicity without stripping expert features. This means we need to understand what Geocaching already looks like in order to get a feel for how the experience should play out in an app.

# Geocaching

The website establishes a clear ethos of outdoorsy, adventurous play. This is a fun experience, not an exercise regime.



# Geocaching

There is also an aesthetic of navigation and discovery, using maps and compasses to find hidden treasure like sailors in ye olden times.

## 3 Steps to Begin Your Adventure



### 1. Download the free official Geocaching app.

Our free apps for iPhone, Android and Windows Phone use your phone's built-in GPS to guide you to geocaches.



### 2. Choose your geocache.

Pick a geocache and then use the app to navigate to its location.



### 3. Share your experience.

Once you find it, sign and date the logbook, re-hide the geocache exactly how you found it, and share your experience online.

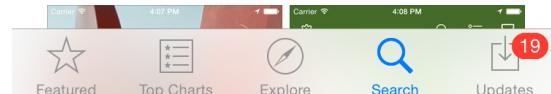
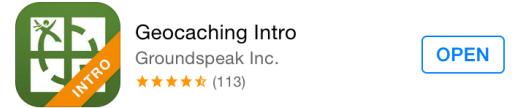
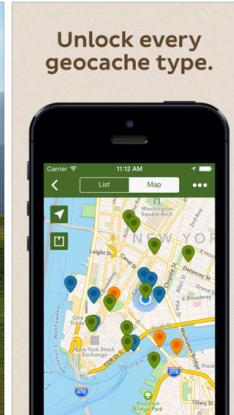
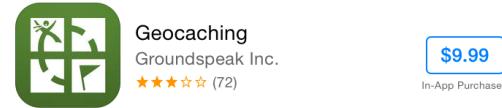
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The whole experience and culture of Geocaching is created by and centered around the website geocaching.com, which has two companion apps already published.



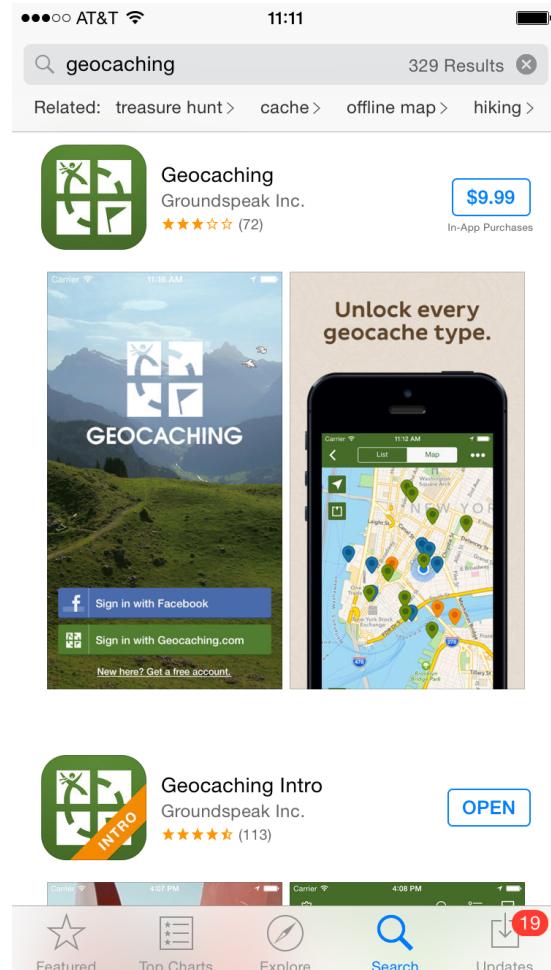
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The app store aptly characterizes the experience as a mix between a treasure hunt and an offline map, which should color the aesthetics of any geocaching app.



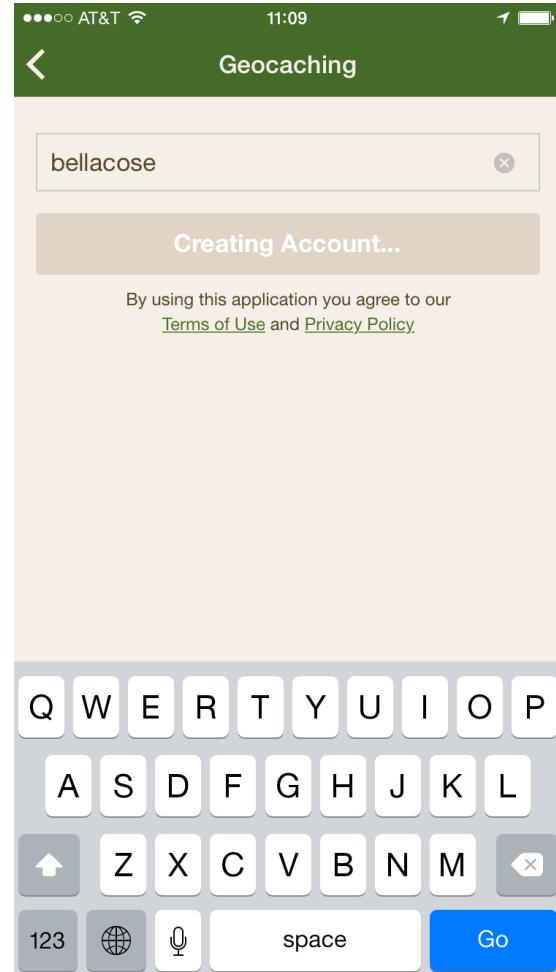
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Furthermore, it is clear that a functionality divide between novice and expert users already exists— there are *two* apps. The intro app is free, but the experienced user might be willing to pay \$10 for a more full complement of features.



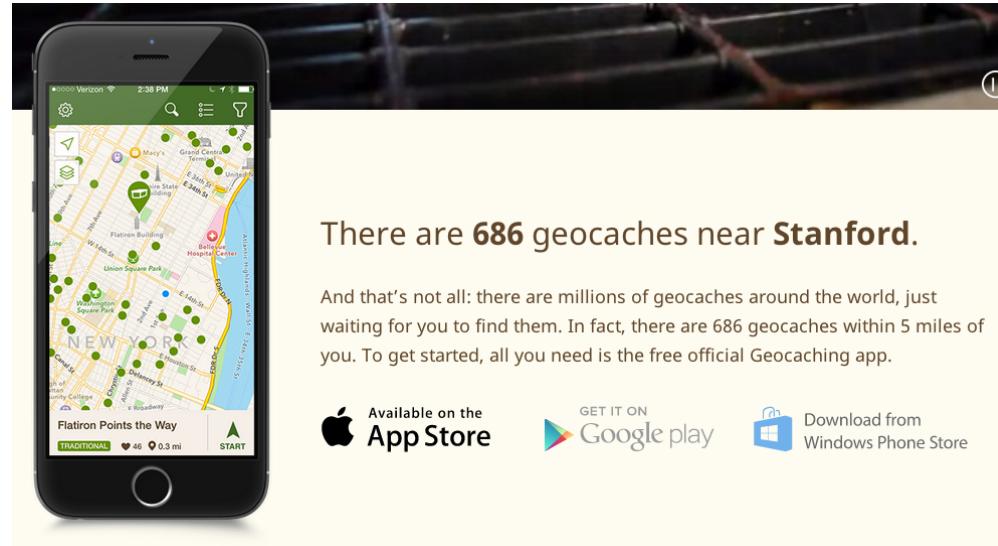
# Geocaching

The free app froze on the login page, so my exploration of its features was cut a bit short.



# Possible Interactions to Design

- getting started in the app
- finding a fun challenge
- the actual hunt
- documenting success



The image shows a smartphone displaying the Geocaching app's map interface. The map shows locations in New York City, including Union Square Park, Washington Square Park, and Flatiron Building. Numerous green dot icons represent geocaches. The phone's screen also displays text such as "Available on the App Store", "GET IT ON Google play", and "Download from Windows Phone Store".

There are **686** geocaches near **Stanford**.

And that's not all: there are millions of geocaches around the world, just waiting for you to find them. In fact, there are 686 geocaches within 5 miles of you. To get started, all you need is the free official Geocaching app.

# The Hunt Itself

I'm going to focus my design on the most central experience of the mobile app: actually going on a hunt.

# Possible Elements to Toggle

- 1) intellectual difficulty level: based on the puzzles you must solve to find the cache
- 2) physical difficulty level: based on the hiking and terrain difficulty, special gear (ex. if you need to climb in the water to get to the cache)
- 3) available resources for a cache: whether it has hints, photos, coordinates, success stories, etc.
- 4) types of maps available: biking, terrain, streets