GEOFORGE USER RESEARCH REPORT

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PROJECT SCOPE & GOALS

The Goal

The primary goal of this project is to research, design, and create a mobile application that's intuitive to use, for young adults, and empowers them to actively start exploring their local area with Geocaching individually or socially.

The Application

The application that's been chosen to be created is a community driven Geocaching app. It'll be like apps already on the market, like; Geocaching, and c:geo. However, it'll aim to lower the barriers to entry by removing paywalls and providing an intuitive and user-friendly UI, as well as gamifying the experience and providing the users' rewards and incentives for exploring and solving Geocaches in their local areas, independently or collaboratively.

The Problem

This app will be solving several problems; however, the primary problem it'll be solving is making Geocaching more accessible. On top of that, It'll be an active and engaging activity that encourages physical and mental activity, this in turn will encourage people to be social and outgoing while learning about their surrounding areas, solving the problems of not knowing their local area and not being active in their daily lives. It'll also reward people for being outgoing and social with elements of gamification (achievements, badges, rewards, etc.) in the application.

PROTOTYPE PERSONAS

Prototype Personas

A prototype persona and scenario were created to better understand the needs, motivations, and thought processes of the target users may take to achieve their goals. By creating these it was possible to better focus the research on what is more important to the users to make sensible and practical design decisions. The prototype personas were created before any research had been undertaken,

Imogene

Age: 18
Occupation: Full Time University Student Majoring in Science
Location: Christchurch
Experience Level: Just started Geocaching

Bio
Imogene is new to Christchurch after moving from Auckland to study at the University of Canterbury. They are wanting to get out and explore Christchurch in a social and engaging way, while keeping active. Imogene's schedule for University varies a lot, so they want something they can do independently or with friends when it suits them.

Context
Imogene would use the application primarily in evenings and weekends, they would also use it more during the warmer months and less in the colder months. They would use it multiple times a week.

Goals & Concerns
The primary goal Imogene has is to get out and explore their new city in a fun and social, and engaging way, that keeps them motivated to do so. Imogene is concerned about losing motivation.

Prototype Scenario

Age: 26
Occupation: Part Time Student / Full Time IT Tech
Location: Christchurch
Experience Level: Has never done Geocaching before.

Bio
James has lived in Christchurch his entire life, and has recently gone back to study while working full time. As work and study takes up all of their time, they are looking for something that'll keep them active and social in their spare time, and motivated to get out of the house and be active.

Context
James would use the application multiple times a week whenever they have a free opportunity and want to incorporate an active activity in their day. As they work full time while studying part time they are incredibly time poor, and want a way to incorporate both physical and social activity together.

Goals & Concerns
James' primary goal is to be more social and active, and being motivated to do so. They are concerned about losing motivation or lacking the time to properly invest in being active given their busy schedule.

PROTOTYPE SCENARIOS

Prototype Scenarios

Scenarios were created for the Prototype Personas to construct a better understanding of the feelings and emotions that would be experienced and drive use of the application, they also help to understand how the app is used. These were created before any research was completed.

Prototype Scenario for James

Actor:
James

Motivation:
James wants an outgoing and laid back app that works with his busy schedule with getting outside and exploring more of the city and being social, while keeping him motivated.

Intention:
James wants an app that makes geocaching more accessible and gives him a way to meet people who are also geocaching, while providing more motivation.

Action:
James finds and installs this geocaching app, explores the app before heading out and finding a geocache, checking into them as they explore the city. They use the app to see who else has checked in to the geocache's they frequent.

Resolution:
The app provides a flexible and motivating way of being more active while also exploring the city and socialising with like minded people.

Prototype Scenario for Imogene

Actor:
Imogene

Motivation:
Imogene wants a social and on-demand physical activity they can engage with when it's convenient for them that keeps them active and motivated to explore Christchurch and be outdoors.

Intention:
Imogene wants an application that makes geocaching accessible and easy to get into in a social and independent manner.

Action:
Abigail finds and installs a geocaching app, finds local geocaches and checks-in to them as they find them around their city, while also meeting people that are also Geocaching.

Resolution:
The app provides Imogene a social and motivating way of geocaching and exploring the city.

RESEARCH QUESTIONS

Primary Research Goal

The primary goal for conducting the first-hand research was to gain a detailed and better understanding of our user's needs, actions, thoughts, troubles, and motivations with the applications already on the market, and improvements they'd want to see made in a new product.

Key Areas of Focus for Research

Interaction/Engagement with Geocaching:

- How are users currently engaging with Geocaching or similar activities?
- What are our users' current goals/motivations when using the Geocaching app or similar activities?

Improvement opportunities we could deliver:

- What are the pain-points that users currently face with Geocaching services that are on the market?
- What kind of features would users like to see in a Geocaching app or service?

Gauging interest of our application:

- Is our target audience of young-adults correct, do they have a clear desire for Geocaching apps/services?
- What hesitations/doubts do our users have around a new Geocaching app/service?

USER RESEARCH METHODOLOGY

Primary Research Goals

For the User Research, it was conducted in two distinct methods, the first being a Survey, and the second being a Semi-Structured Interview. By using a combination of both methods, it allowed to firstly identify key areas that people are impacted by, then secondly drill down into the nitty gritty and paint a clear and concise image of what the app should achieve to deliver, problems it should solve, and to who it should be marketed towards. Overall, this helps in delivering a better product for the target audience.

Survey

A survey was chosen as the first point of User Research as it can be easily sent to a large populus of people in a cost-effective manner, with minimal resources. It also allows us to gain a large variety of data from multiple demographics at once, using both open-ended and closed-ended questions, which in turn, provided both qualitive and quantitative data. This allowed for an in-depth understanding of the target audience/market. Having a larger set of data to work with also allowed for more confidence in the data collected and ability filter out any anomalies. Finally, the data collected is uniform with the way the survey was structured providing the respondents mostly the same questions. Doing this provided a consistent set of data points across the survey respondents.

The survey was created and distributed through various channels to several different key demographics to answer key research questions. The first and primary demographic was University students and young-adults; this was done by emailing it out to the PROD251 class and sending it via Discord to Game Design Discord. This was followed by people who participate in Geocaching activities; who were targeted through Facebook groups and Discord, finally it was distributed to a less focused demographic and opened to anyone to respond to; this was done by sending it out via social media.

While the survey provided valuable insights, if it was to be done again, there'd need some more thought into specific questions around the primary research areas. It'd also be useful to get a larger number of responses by distributing it to a wider audience and earlier on.

Semi-Structured Interview

The semi-structured interview technique was chosen as it allowed for more qualitative data to be gathered. This allowed for a better understanding of the users' motivations, problems, and insights around a future product and the current Geocaching (or similar) products on the market. By making the interview semi-structured, this allowed for a degree of repeatability; by asking key questions, as well as allowing for natural ideation and insights from the interviewee as the interview was conducted.

By utilizing the semi-structured interview method, it provides a greater level of flexibility and adaptability while the interviews are being conducted, this in turn provides a deeper and broader understanding of the users' opinions, problems, perspectives, and insights around Geocaching as well as the apps that are currently on the market for Geocaching. The data that is gathered this way is by far smaller than a survey, it is however, richer and provides considerably more information than what you'd get from a survey normally.

The semi-structured interviews were good and provided incredibly useful and detailed insights, if they were to be done again, it'd be incredibly beneficial to be able to conduct more of these interviews with a wider and more diverse range of survey respondents. Some of the specific questions could also be a bit better targeted, or even having users demonstrate how they interact with current offerings on the market.

SURVEY INSIGHTS

Key Focus Area Insights

The survey sent out consisted of 15 questions in total, 12 of these were multiple choice, while the remaining 3 were free-text answers. Of these 15 questions, 12 were directly related to the key focus areas while the other 3 were for gathering information on the respondent's demographic. This survey helped develop a better understanding of the target audience's experiences with Geocaching.

Improvement Opportunities

Key Respondent Statistics

Number of Respondents: 41
Primary Age Range: 16 – 34 (80.5%)
Median Age: 27

Time constraints are the largest barrier for people in exploring or exercising outdoors, with 39% of respondents citing time constraints, however this wasn't the only constraint, with 25% reporting that they weren't sure on where to start or what's interesting when engaging with outdoor physical activities. This showed that there's an opportunity to provide a product to individuals with a limited amount of time, as well as to people who aren't sure on where to start with Geocaching.

To further investigate incentivizing individuals to use a Geocaching app, the survey asked users to rank rewards in order of most to lease preferred. This showed that most respondents preferred a discount code/reward at a local business, followed by exclusive access to a hidden Geocache, they least preferred fitness related rewards. These questions also revealed that across all age groups economic incentives were the most valued, while fitness rewards were generally the least valued.

Overall, the information provided by the respondents in relation to improving the markets current offerings indicate that there's need for an application that's quick and easy to use, that also lowers the bar to entry for Geocaching, while incentivizing users to actively use it.

Geocaching Engagement

The majority of respondents had limited awareness of Geocaching, with 36% of the respondents reporting that they've never heard of it or have heard of it but have limited knowledge of it, while only 8% of respondents reporting as actively participating in Geocaching. This showed us that while there is some awareness, it is quite a niche activity overall.

The data collected in the survey revealed that the Geocaching experience is strongly correlated to the Geocaching® app, with 100% of active Geocachers using the Geocaching® app, and 58.3% of respondents who have tried Geocaching previously have used the Geocaching® app.

Overall, this information showed that there's some awareness of Geocaching, however, the barriers to entry need to be lower for more people to actively engage in it. It also revealed that the market is currently dominated by a single Geocaching application.

Overall Interest

58.8% of respondents indicated that they'd be interested in a mobile app-based Geocaching experience. This clearly demonstrates that there is interest in Geocaching, and people are wanting to engage in active and engaging activity that's outdoors.

It was also discovered that currently Strava is the most used application amongst respondents with 44.4% reporting they use it, this was closely followed by Pokémon Go with 41.7% of respondents reporting they use it. This information showed that there is demand for an application that people to track and log activity in a fun and engaging manner.

Overall, from the data collected from the respondents it's shown that there is demand for an application that lowers the barriers to entry for Geocaching, while providing a fun and rewarding user experience.

SEMI-STRUCTURED INTERVIEW INSIGHTS

Key Focus Area Insights

Improvement Opportunities
(Ideas from interviewees)

- A system that could show the level of safety of Geocaches in urban environments/locations using colours to represent safety level.
- Everyone interviewed was interested in the idea of temporary/timed events/geocaches.
- Gamification and incentives to keep participating in finding Geocaches (Badges, rewards, etc.).
- Collaboration with local businesses to incentivize users to visit (vouchers hidden in Geocache, etc.).
- Cooler geocaches, ones that are more like puzzles, or are more technically challenging, then just something hidden.
- 'Trackables' little physical items that people take between Geocaches around the world and have a log that shows where they've been on the app.
- Guides/Information on how to setup caches.
- Being able to compare stats/progress against friends on the application.
- Less features behind a paywall, Geocaches that unlock with the more you find/use the application.

Semi-structured interviews were conducted with people who'd indicated as to having done Geocaching previously as well as people who had not. This gave us a wide range of insights into why someone would participate in Geocaching as well as why someone doesn't. The questions asked were open-ended to foster ideation and more detailed responses in relation to the key focus areas, this is a summarization of the the information we gathered from the semi-structured interviews.

Geocaching Engagement
(Issues/concerns/thoughts around current offerings)

- The cost of the Geocaching® app is too high for the amount of use, there's no real incentive to keep using it.
- People engage with current offerings to see statistics or to explore new areas.
- People who haven't Geocached before are hesitant to start due to a lack of knowledge on where to start.
- Geocaching® is the only real option on the market and is heavily pay-walled. There are some alternatives, however they aren't easy to use.
- Geocaches need to be around something interesting and not just hidden behind a rock, they also can't be too close together.
- It's not super common, but it's also not uncommon for Geocaches to just be missing.
- Everyone interviewed mentioned time being a factor in Geocaching and why they don't do it/do it more.

Overall Interest
(Thoughts and feelings around Geocaching)

- Most people interviewed were more inclined to do it with someone else opposed to doing it alone.
- Everyone interviewed was interested in at least trying Geocaching if they hadn't done it before.
- Would like to do it more If it was more accessible and not as locked down behind a paywall as it currently is with the Geocaching® app.
- Most people said they would be interested in Geocaching if there were more tangible rewards or incentives to find geocaches.
- There is some anxiety around finding geocaches and not being able to find them.
- Users would like to be able to compare their statistics/badges/progress with other people (friends) on the app.

AFFINITY MAP
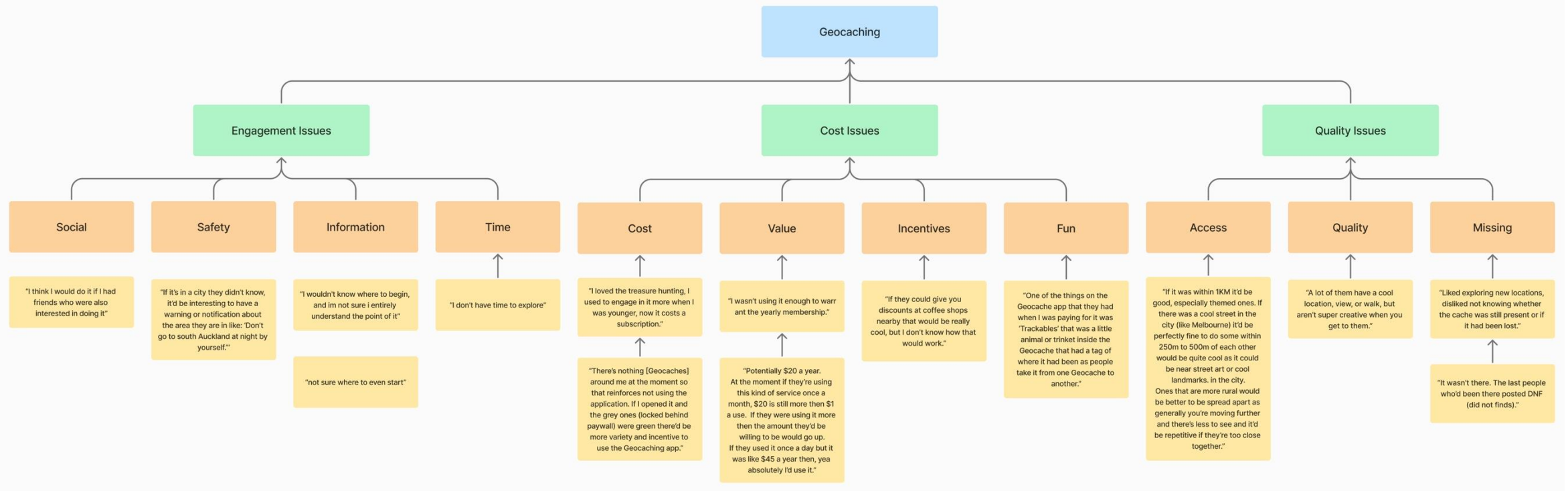
The affinity map was created to consolidate and summarise research findings into distinct categories that can be referred to throughout the various stages of the design process. For the affinity map, 4 stages of analysis were completed; these were:

1. Taking the raw data and direct quotes from the survey and interviews.
2. Taking the key points and insights from the quotes and raw data then creating short and concise descriptions for them.
3. Taking the summarised key points and breaking it down even further into keywords.
4. Finally, the keywords were grouped into 3 categories.

Completing an affinity map showed that the three main categories of issues that need to be considered are; Cost Issues, Quality Issues, and Engagement Issues.

QUALITATIVE PERSONAS

Abigail

Age: 18
Occupation: Full Time University Student Majoring in Arts w/ Part Time Retail Job
Location: Christchurch
Experience Level: Recently started Geocaching

Bio
Abigail has been in Christchurch for 2 years after moving from Auckland to study at the University of Canterbury. Now that Abigail is a bit more familiar with the city, they are wanting to get out and explore Christchurch in a social and engaging way, while keeping active. Abigail's schedule for University varies a lot, which in turn means they are often time poor, so they want something they can do casually with friends when it suits them. They are active and regularly exercise at least 3 times a week.

Context
As a full-time student, Abigail has little to no free time outside of studies and their part time job, but still wants to explore the city. They are normally getting their physical activity in at a gym, but want to change it up and explore more of Christchurch. Abigail recently discovered Geocaching through a friend and is wanting to use it as a tool to help explore Christchurch independently and with friends.

Goals & Concerns
Abigail wants to use their spare time to use Geocaching to explore Christchurch in a fun, engaging, mentally, and physically stimulating way. This is so they can incorporate their workout into it. They are concerned for their safety while exploring new areas of the city and are wanting to ensure that there's a good balance of risk to reward. They're also concerned about the costs of such an activity while a student with limited funds.

Luke

Age: 26
Occupation: Part Time Student Majoring in Physics & Part Time Professional Worker in IT
Location: Christchurch
Experience Level: Familiar with Geocaching, Recently started again

Bio
Luke has grown up in Christchurch, and has recently gone back to study as a 'Mature Student' after a quarter-life crisis, while in high-school they actively participated in Geocaching, however as life got busier they stopped, and grew stagnant with physical activities. Luke is wanting to focus on their health and get more active while using it as an opportunity to meet new people and be more social.

Context
As Luke is only working and studying part-time they have more free time then they have had previously and are wanting to get outside and explore, while meeting new people in a social and fun engaging way. They are also wanting to increase their physical level and be more active, as they have neglected it in the pat years. They have previously Geocached, however they haven't done it in about 8 years and a lot has changed since they did it last.

Goals & Concerns
Luke wants to use their new-found free time to pickup Geocaching again and improve their physical activity, in a hobby that they've previously done, that they know to by physically and mentally stimulating. They want to be able to use the hobby as a way to meet new people. Luke is concerned about losing motivation, as well as not meeting new people and failing to be socially fulfilled by the hobby.

QUALITATIVE SCENARIOS

Qualitative Scenario for Luke

Actor:
Luke

Motivation:
Luke feels lazy and bored at home, and with a new found sense of motivation, as well as free time they are wanting to pickup an old hobby that they remember enjoying in high school. As someone who has worked in front of a computer for the last 6 years an activity that is social and gets them outdoors is appealing, and they like the modern connectivity of it with being able to see who else has visited a Geocache, and they enjoy the gamified aspects of the Geocaching experience through the application.

Intention:
Luke wants to increase their fitness and activity level that takes them outside, in a social, stimulating, and fun manner. They have a love of technology as well as being able to meet new people through shared experiences, they're also familiar with Geocaching and want to start doing it again. They intend to use the app as a way to get back into Geocaching, and an excuse to meet new people.

Action:
Luke downloads and installs the app and is immediately back in familiar territory from his previous experience with Geocaching. He navigates to a Geocache close to his workplace on lunch, after taking a bit longer then he felt he should have, he finds the Geocache.

Resolution:
Luke finds the Geocache and adds a log to the ledger, he also notes that over the course of finding the Geocache he walked over a 2KM in 20 minutes. Having realised the activity was so effective and rewarding, he plans to complete all the ones near his office on his lunch breaks going forwards.

Qualitative Scenario for Abigail

Actor:
Abigail

Motivation:
Abigail feels trapped in the same routine at the Gym, and has been wanting to explore more of the city. She has recently been introduced to Geocaching through a friend, Geocaching provides Abigail with an active experience that allows them to explore the city while being active, with the added benefits of getting discounts at local businesses.

Intention:
Abigail wants to explore more of the city they are living in while keeping active and switching up their regular exercise routine. They have a hectic schedule between part-time work and full-time study that is constantly shifting so they prefer activities they can do with friends or independently that suits them. Abigail intends to use this application as a way of continuing Geocaching independently when they aren't necessarily with friends.

Action:
Abigail follows the application's intuitive tutorial that guides them through to their first Geocache of their choosing, the app provides them with hints and clues while they are looking for it. Abigail initially experiences some minor confusion with not being able to find the Geocache, but after persisting they are able to find it with help from the clues provided by the app.

Resolution:
Abigail is able to successfully add a log to the ledger and receives a voucher for a nearby cafe. After having enjoying the activity they look at the app again and decide to find another on the way to the cafe, they also proceed to message their friend group and tell them about it.

USER JOURNEY MAP

	Onboarding	Discovery	Geocaching	Progression	Recommendation
User: New to Geocaching. **Goal:** Find a Geocache and learn the basics of Geocaching. **Expectations:** A simple and easy to understand user interface.	"This is new and exciting, I'm really excited to try something new and engaging."	"There's a lot going on, this is confusing…"	"This is impossible, I can't find it anywhere… Does it even exist?"	"Now that I'm better at finding Geocaches this has become really fun and rewarding."	"This app isn't really worth recommending, some parts of it are really cool, while others are hard to use and unintuitive."
Actions	• Gets recommended the app through a friend. • Downloads the application.	• Reads through the beginner information. • Looks through the various application sections/screens.	• Searches for a Geocache using the app. • Invites friends to help them search for a Geocache.	• Is more frequent on the app. • Enjoys progressing and getting rewards. • Is searching harder for Geocaches.	• Leaves a star rating on the app store. • Is on the fence on suggesting it to others to download it and going out with them.
Pains / Needs	• Unable to find resources on Geocaching that aren't paywalled. • No real tutorial or introduction to Geocaching.	• Overloaded with technical and unclear information. • Needs an app that's user friendly for beginners.	• Needs an application that provides them drip-fed clues for the Geocache the longer they spend looking.	• Is running out of caches close to their work and home. • Needs a system for keeping them exploring further afield.	• Needs an inbuilt feedback/review system, is missing a way of providing reviews/feedback to the developers.

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PRODUCT OBJECTIVES

Key Areas of Design Focus

The creation of an affinity map earlier in the process helped narrow down the project goals for this application by narrowing down the research to three key areas to factor into the design:

1. ENGAGEMENT ISSUES

    Multiple users made comments around not having time or not wanting to do it because friends aren't interested and wouldn't want to do it alone. They were also put off by the lack of knowledge on knowing where to start.

2. COST ISSUES

    People are dissuaded to go Geocaching because the primary application (Geocaching®) is heavily paywalled and is not that fun unless you pay, people are also worried about the cost of something they may not end up using that often.

3. QUALITY ISSUES

    People worried about getting to a Geocache and it being missing, or the Geocaches they look for are easy to find/aren't that creative or mentally stimulating when finding them.

These three key areas of focus were used to create three key objectives, as well as factors that will be utilized to achieve the goals. The objectives created will shape the project going forwards and provide a clear direction towards the final product.

Create an engaging, social, and time friendly way of going Geocaching and exploring.	Reduce the barriers to entry with more free content to encourage more users to go Geocaching.	Ensure quality over all active Geocaches by frequently verifying them with and having functions to report issues.
To achieve this, the app will include:	To achieve this, the app will include:	To achieve this, the app will include:
• A way to view other people's stats, badge progress, as well as a way to add friends within the application.	• A modern, clean, and intuitive to use user interface that makes it easy to do what the user wants to do.	• An easy and quick to use form for users to report a missing, damaged, or poorly placed Geocache.
• Notification settings that users can customize that gives them information about nearby caches that can be done quickly.	• Lots of Geocaches that are free, and ones that can be unlocked for free, without having to rely on paid features to use the core functions of the applications.	• A rating system for caches, as well as a public ledge of comments.
• A clear indication on how hard Geocaches are to find within the app, as well as info on the average time to find.	• Provide a one-off purchase for premium features and not just a subscription.	• Frequent verification of caches with high ranked community members or staff.
	• Easy to follow guides and tutorials on Geocaching.	• Guides on how to create high quality Geocaches with ideas on puzzles or unique ways of hiding it.

NEXT STEPS

To aid in the continuation of the design process, several next steps of the process have been identified and mapped out, this will provide a clear guide on how to the project should advance going forwards while ensuring progress is constantly being made at a steady pace.

01 IDEATION

This phase will utilize standard ideation methods to further collate and refine the research collected into different ideas, providing further inspiration on how the final product will look and feel. This process will move quickly and iterate fast through various ideas.

Week 6 & 7

02 LOW-FIDELITY MOCKUPS AND PROTOTYPES

This phase will build upon the ideation phase and rapidly prototype and test various ideas and designs while narrowing it down some of the finer layout details and feel of the application by using low-fidelity mockups made from paper and wireframing techniques.

Week 8

03 FEEDBACK AND EVALUATION

This phase will be a check in with the stakeholders and potential users as we take the designs we have settled on at this time and gather user feedback and insights on them. From here we'll take the feedback and improve and iterate through more designs as needed.

Week 8 & 9

04 HIGH-FIDELITY MOCKUPS PROTOTYPES

This phase will take the designs up to this stage and will turn them into high-fidelity mockups in Figma, allowing for a clearer understanding of what the application will look like.

Week 9 & 10

05 USER FEEDBACK AND TESTING

This phase will use the high-fidelity mockups to take the current state of the application to the users and have them use it in the context of Geocaching, allowing for further feedback and any last-minute changes that are needed to be identified and made.

Week 10

02 TECHNICAL VALIDATION AND FINALISATION

This phase will be the final step where all finishing touches are made to the application, and it goes through various levels of technical testing before it is released to the market.
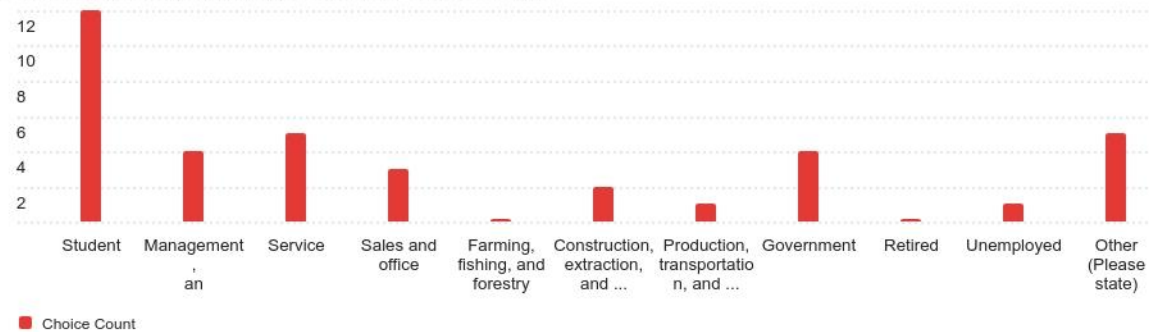
Week 11

APPENDIX

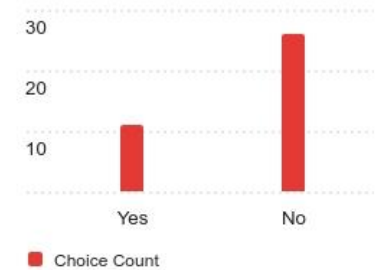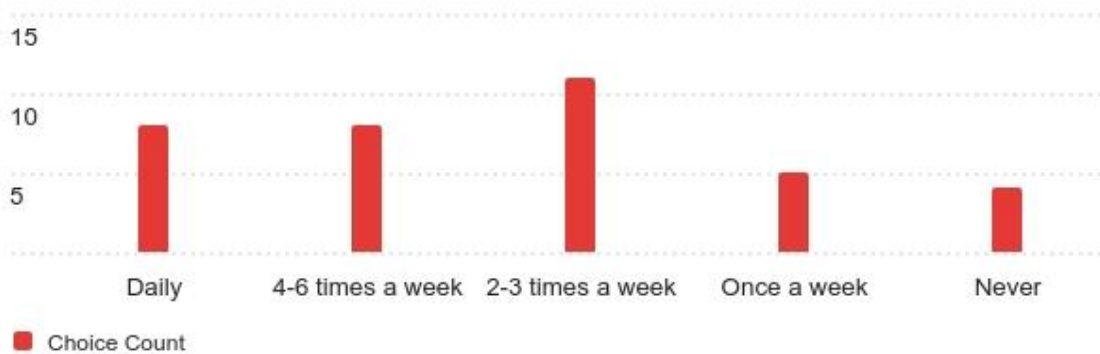## Survey Questions & Results

1 - How old are you?

2 - Please indicate your primary occupation: - Selected Choice

3 - Have you moved city within the last 3-5 years?

4 - How often do you engage in physical activities like walking, running, cycling, or hiking? (Select one)
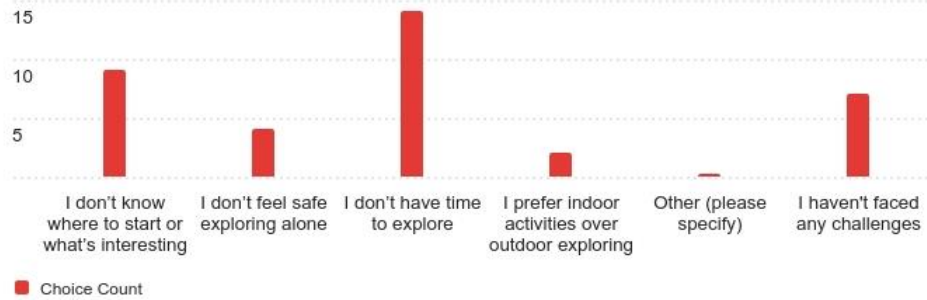
5 - How do you usually explore and get familiar with your surroundings? (Select one) - Selected Choice
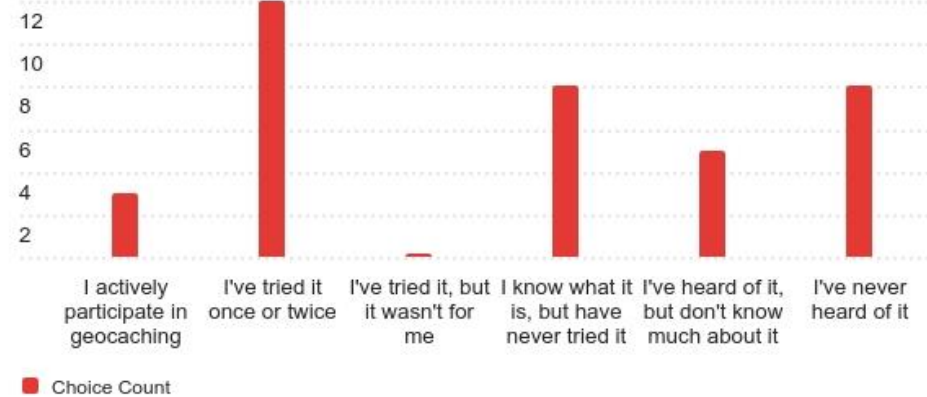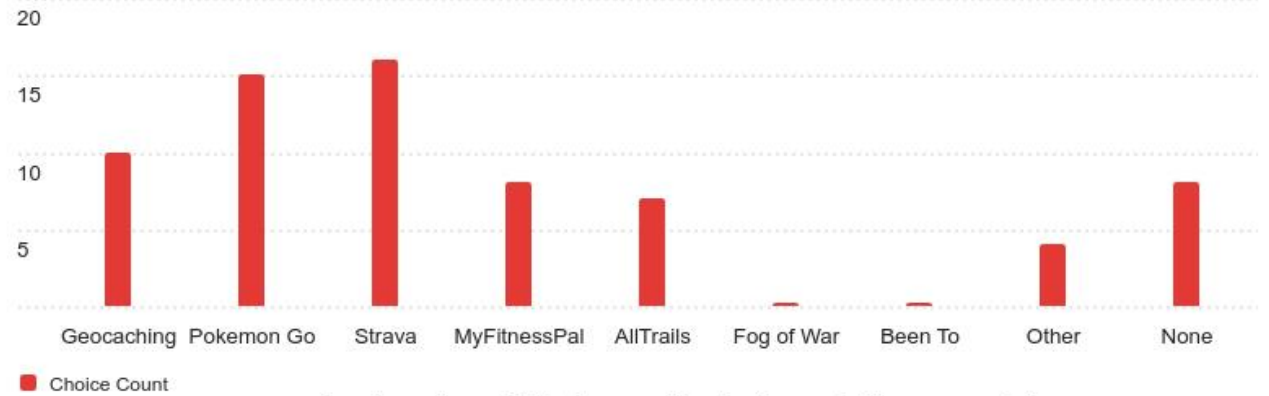
APPENDIX

6 - What challenges have you faced when trying to explore or exercise outside? (Select one) - Selected Choice

7 - Which of the below apps or services have you used in the past? (Select all that apply) - Selected Choice

8 - How familiar are you with geocaching as an outdoor activity? (Select one)

8a - If you haven't tried geocaching before, what has prevented you from doing so?

If you haven't tried geocaching before, what has prevented you from doing so?

I wouldn't know where to begin, and im not sure i entirely understand the point of it

Didn't seem interesting enough?

Don't know where to start

Just haven't been wanted too

Social stigma

Not knowing enough to get started

APPENDIX

Survey Questions & Results

8b - What did you like and dislike about the geocaching experience?

What did you like and dislike about the geocaching experience?

I was a child so it was fun at the time

Liked finding new spots to explore

Liked exploring new locations, disliked not knowing whether the cache was still present or if it had been lost.

Orienteering with a surprise treasure-hunt element - but I'm not a fan of orienteering and the surprise is often lame/missing

I was still in school and we didn't have phones with GPS, needed an expensive handheld

It was fun to go on a treasure hunt as a kid

The diversity

Fun side quests with my buddies

Interesting locations fun to do with friends

I loved the treasure hunting, I used to engage in it more when I was younger, now it costs a subscription.

Sometimes a bit confusing

Like - creativity, diversity, exploration and everything really :)

Dislike - (not often) meaningless caches with no thought for longevity and when placed

9 - How important is social interaction in apps you use? (Select one)

Choice Count
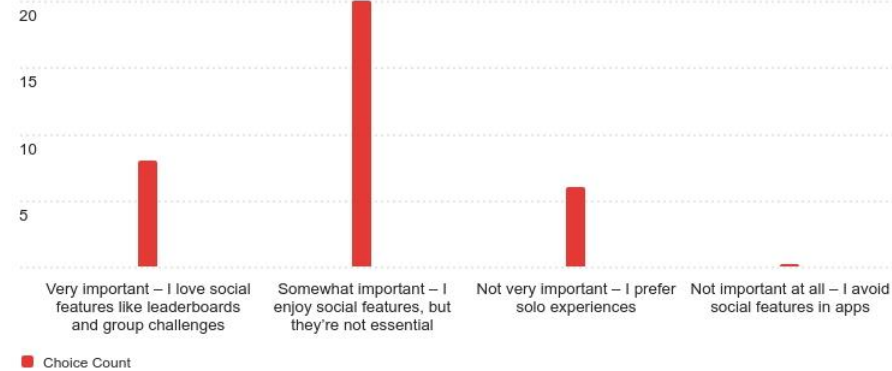
10 - Would you be interested in participating in a mobile app-based geocaching experience? (Select one) - Selected Choice

Choice Count
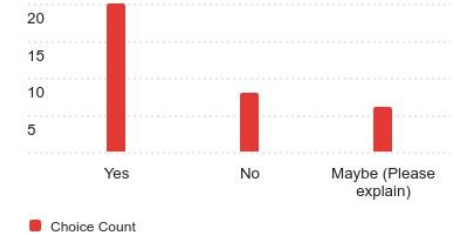
11 - Please rank the below rewards from most to least likely to motivate you to...

Field	Min	Max	Mean	Standard Deviation	Variance	Responses	Sum
Digital badges and achievements	1.00	5.00	3.20	1.35	1.83	30	96.00
Discount codes or perks at local businesses	1.00	4.00	1.70	0.94	0.88	30	51.00
In-app currency for unlocking special features	1.00	5.00	3.60	1.20	1.44	30	108.00
Fitness-related rewards (e.g., unlocking new workout modes)	1.00	5.00	4.10	1.14	1.29	30	123.00
Exclusive access to hidden locations or bonus challenges	1.00	4.00	2.40	0.95	0.91	30	72.00

APPENDIX

Survey Questions & Results

12 - Would you be willing to participate in a 10-15 minute online interview to answer some additional questions? Your responses will remain anonymous. - Selected Choice

Semi-Structured Interview Questions

Semi-Structured Interview Questions:

1. What features would you like to see in an app to make you feel safer when exploring alone?
2. What motivates you to engage with these types of apps? (Strava, Pokémon Go etc)
3. Are there any specific features you'd like to see in this kind of app that would make it more appealing to use?
4. Would you feel unsafe going Geocaching at night, even in a group?
5. If Geocaches were closely grouped together would you enjoy finding them, or would you prefer for them to be further spread apart?
6. Would you or have you ever wanted to setup your own Geocache?
7. Would you be interested in participating in temporary or unique Geocaches, if so, why?
8. Would gamification features benefit you or be appealing to you in any way (Gamification features are like achievements/badges for completing tasks or even potentially getting rewards)?