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UX DESIGNER

GEOCACHING ASSIGNMENT

OVERVIEW

Increase DAU via adding 'achievements' experience to geocaching.com. Deliverables include:

1. Research plan to identify target audience and test initial concepts.
2. Initial wireframes/concepts.
3. One final comp.

Research/Testing Plan

If any previous data is available from analytics, field studies or focus groups then I would gather and anaylize to obtain an accurate representation of our target audience.

Let's say that information is not available, in this case a provisional persona may be the way to go. I'm going to speak to the scenario where previous data is either limited or unavailable for this assignment.

1. Lets make the assumption that the majority of daily vistors have requested additional features on geocaching.com.

2. Customer/problem hypothesis would then be something like "Daily users of geocaching.com are having hard time finding interest in daily site use"

3. We could create a persona based on hypothetical assumptions of this target audience, here is where some data would prove extremely useful.

4. Involve as many members of product team available to conduct problem interviews.

5. Screen customers to qualify participants for study, must match personas to create control group.

6. End with achievements questions and request for participation in testing prototypes sometime in future.

This method would help us to think from the users perspective and address the actual problem they are having with daily use of the website. Upon testing we would be able to prove or disprove our solution and iterative where needed.

It will be important to add tracking to this fetaure and evaluate over time to iteratively improve results!

## INITIAL CONCEPT SKETCHES
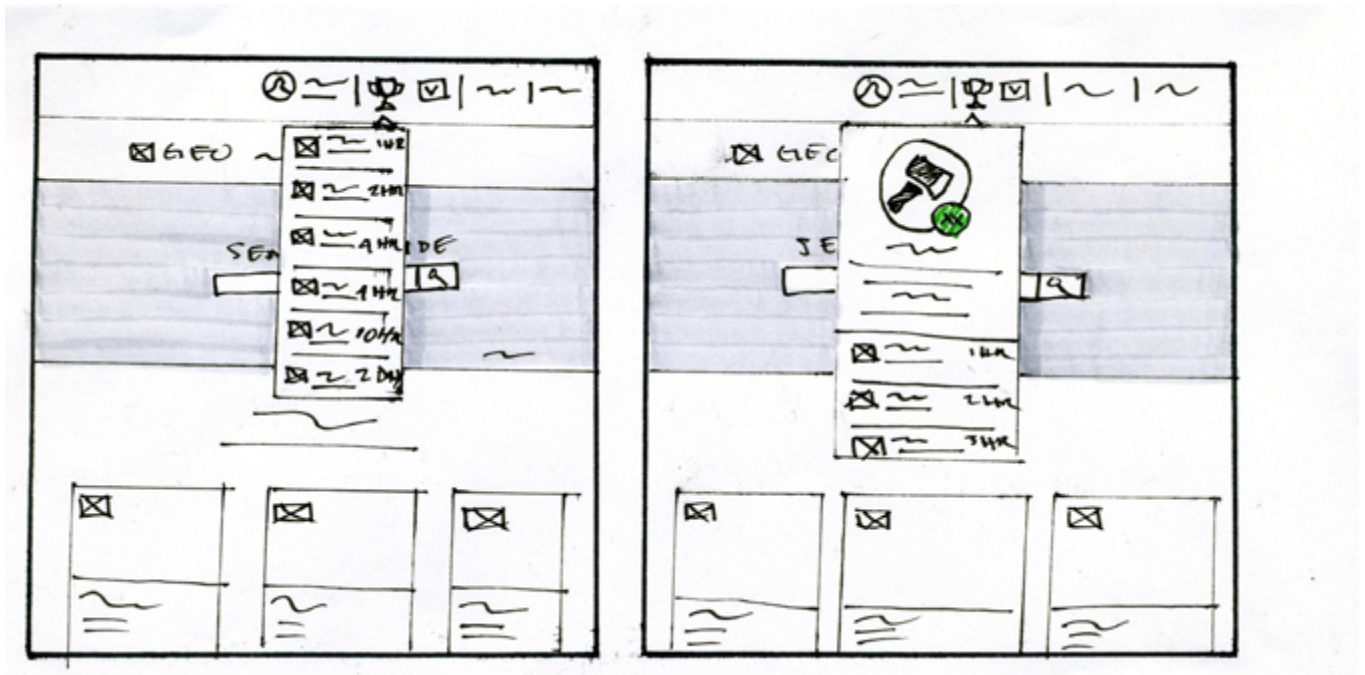
INITIAL CONCEPT SKETCHES [CONTINUED]
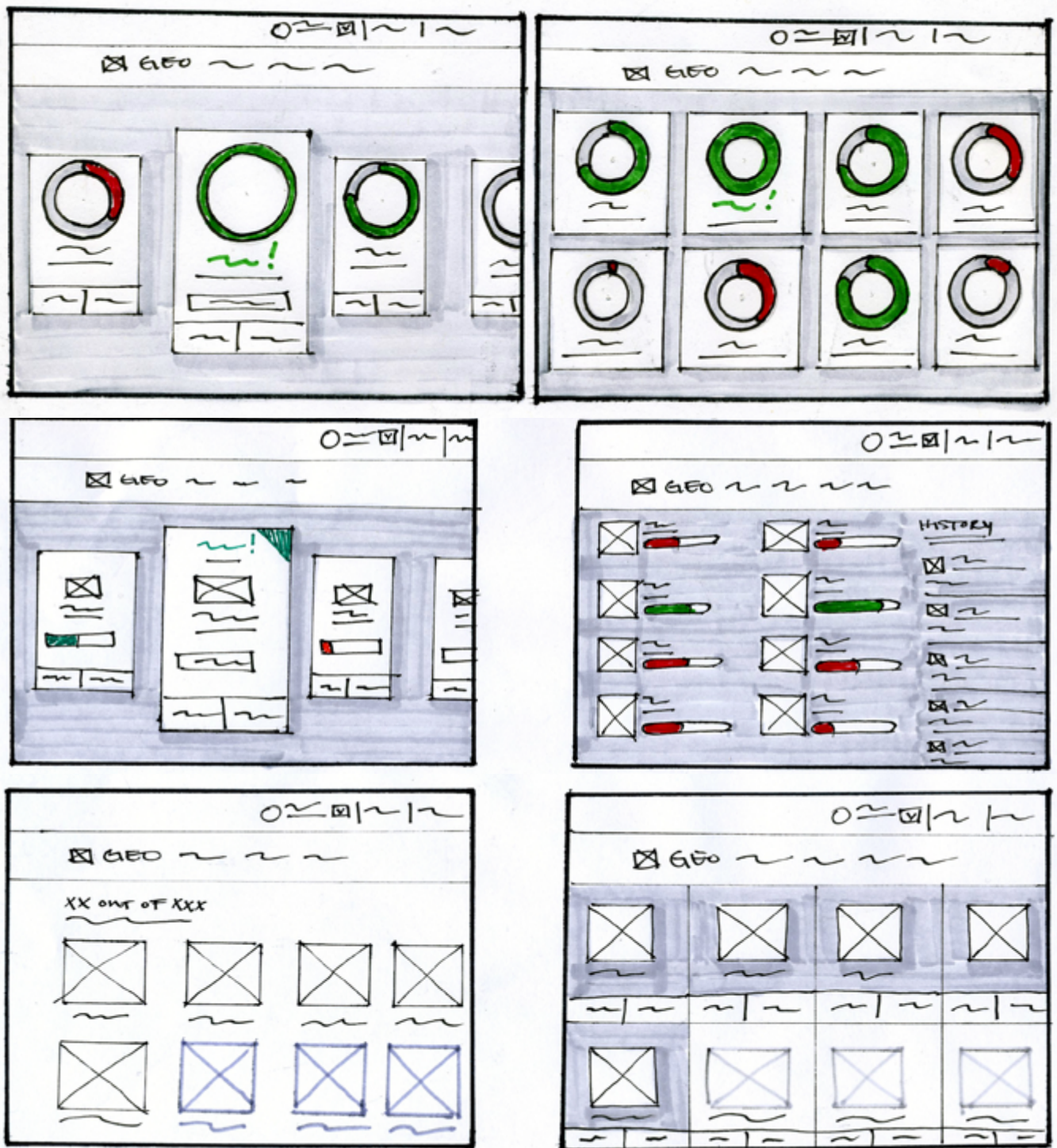
ITERATION

Initial Concept Sketches
Achievements

● **Exploration sketches of desktop achievements.**

• Icon could be added to profile section at top of page, this could show most recent achievements(link to see all).

• Sketches show basic examples of layout options for acheievements sections, flow not included.

• Achievements could have a dedicated page(as shown), or be incorporated with the users profile page. if incorporated with profile page we would need to combine features.

• Image examples could be replaced with icons that match geocaching brand.

• Red/Green donut/bar charts could be progress meters for each achievment.

Detail PDF Link

WIREFRAMES
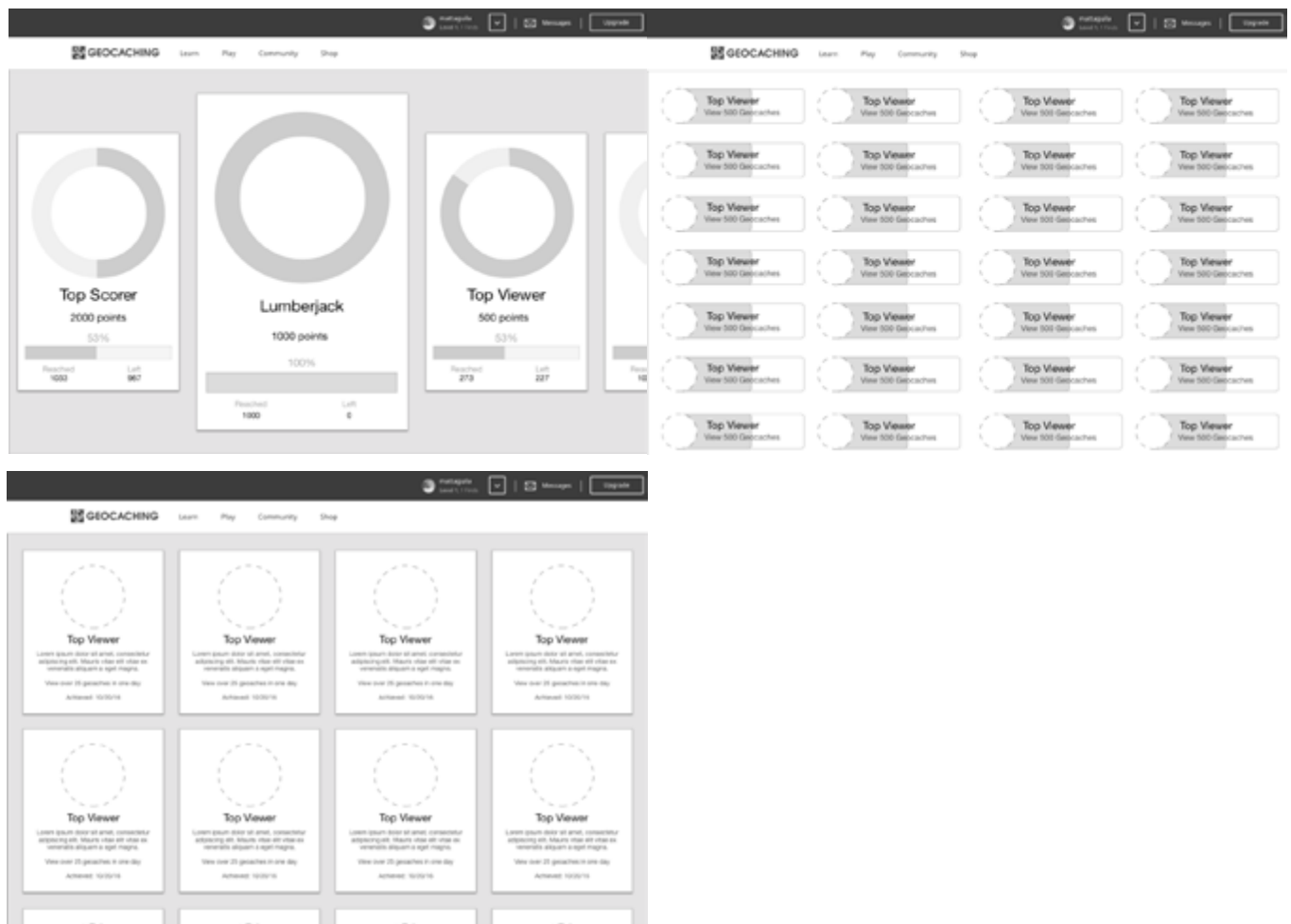
ITERATION

Desktop Wireframes
Achievements

● **Three wireframe examples of possible achievement layouts and presentation.**
  • First example shows donut charts for progress on individual achievements.
  • Second example shows archive of many achievements with indivisual bar charts for progress indication.
  • Third example shows individual badges for achievements with description and achievement date.

Detail PDF Link

COMP
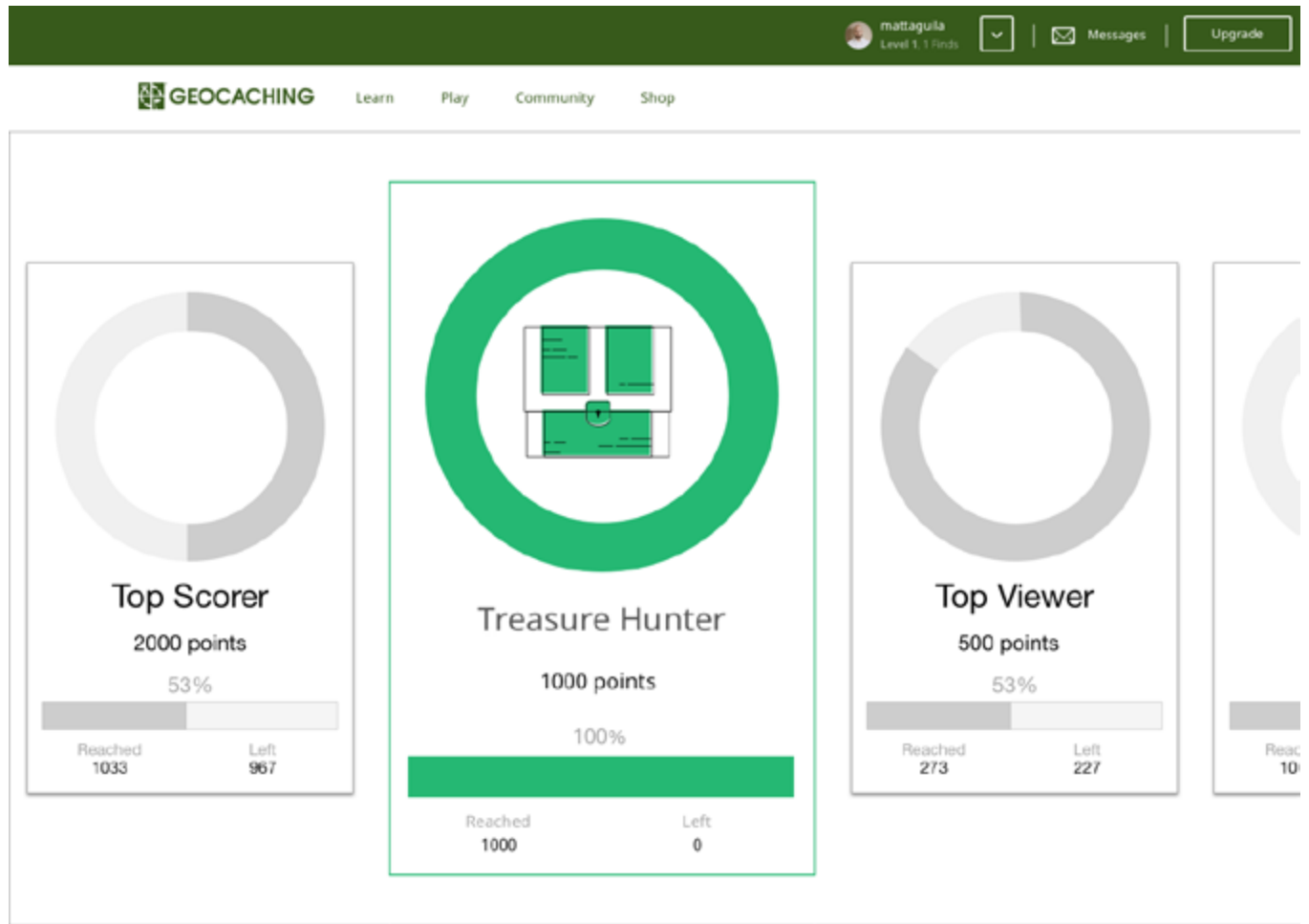
ITERATION

Desktop Comp
Achievement

● **Final comp matching geocaching.com branding.**

• Created an icon for one achievement that matches the geoacaching brand. Design would be chosen after successful testing and iteration.

• Cards could potentially work for mobile as well.

Detail PDF Link