2.2 Task – Surveys and Interviews

Christian Watson

Research Goals

- Identify users' general attitude toward scavenger hunts.
- Collect user opinions on competing apps to inform our own app's design.
- Confirm if addition of Augmented Reality to clue/step types resonates with users.
- Get users' general method of exploring new cities.

Interview Questions

1. Have you been on a scavenger hunt? If so, what did you find fun? Was there anything that frustrated you?
2. Have you ever arranged a scavenger hunt? What was the most difficult part of this task? What is your first thought if you were to arrange a scavenger hunt?
3. (Never been on a scavenger hunt) Is there any part of a scavenger hunt that sounds fun? Any part that seems annoying?
4. Opinions on GooseChase? Pokemon Go? Munzee?
5. What do you think makes an interesting scavenger hunt?
6. Have you used augmented reality before? In what situation/application? Did it enhance or subtract from your experience?
7. How do you explore a new city? Do you do much exploring at all? Any tool or app you use to do so?
8. What uses do you think a scavenger hunt app could have in your personal and professional life?

Interview 1

Duriel Harris – 24 year old Male Student

1. Have you been on a scavenger hunt? **Yes, an easter egg hunt. I did another at a convention.** If so, what did you find fun? **The thrill of there being hidden things that couldn't be found.** Was there anything that frustrated you? **No. But I didn't find anything, there were no clues so very hard to find stuff.**
2. Have you ever arranged a scavenger hunt? **No.** What was the most difficult part of this task? What is your first thought if you were to arrange a scavenger hunt? **Prizes, some kind of incentive.**
3. (Never been on a scavenger hunt) Is there any part of a scavenger hunt that sounds fun? Any part that seems annoying?
4. Opinions on GooseChase? Pokemon Go? **Pretty neat AR implementation, new, could have been more successful if more user friendly and usable. An actual working Pokemon Go app would be a game changer.** Munzee?
5. What do you think makes an interesting scavenger hunt? **A theme or purpose. Some context.**

6. Have you used augmented reality before? **Yes.** In what situation/application? **Pokemon Go, Ingress.** Did it enhance or subtract from your experience? **Enhanced, made it more believable. The sense of one less layer of abstraction.**
7. How do you explore a new city? **I usually don't. If I were to explore, I would Google search the type of place I would like to visit.** Do you do much exploring at all? **No.** Any tool or app you use to do so? **Google Search**
8. What uses do you think a scavenger hunt app could have in your personal and professional life? **Professionally I'd use it as a team building exercise. Personally, I wouldn't use it very much.**

Interview 2
Carlotta Amos – 58 year old Female Oracle Programmer

1. Have you been on a scavenger hunt? **Yes, on a cruise. We had to find a list of items.** If so, what did you find fun? **Made me feel like a kid again, a lot of adults acting like kids again.** Was there anything that frustrated you? **No.**
2. Have you ever arranged a scavenger hunt? **Yes. A Christmas Hunt.** What was the most difficult part of this task? **Keeping it a secret from the kids.** What is your first thought if you were to arrange a scavenger hunt? **To make it simple and fun.**
3. (Never been on a scavenger hunt) Is there any part of a scavenger hunt that sounds fun? Any part that seems annoying?
4. Opinions on GooseChase? Pokemon Go? Munzee?
5. What do you think makes an interesting scavenger hunt? **The relative ease of finding items, too difficult = no fun.**
6. Have you used augmented reality before? **No.** In what situation/application? Did it enhance or subtract from your experience?
7. How do you explore a new city? **Drive around, use a travel app.** Do you do much exploring at all? **Not much.** Any tool or app you use to do so? **Don't remember.**
8. What uses do you think a scavenger hunt app could have in your personal and professional life? **Personal: fun to discover something you don't know about. No idea how to use in professional life, besides team building exercise.**

Interview 3
Cameron Caple – 27 year old Male 3D Graphics Artist

1. Have you been on a scavenger hunt? **Yes, Boy Scouts, around town, or in the forest.** If so, what did you find fun? **Exploring, seeing new things.** Was there anything that frustrated you? **No.**
2. Have you ever arranged a scavenger hunt? **No.** What was the most difficult part of this task? What is your first thought if you were to arrange a scavenger hunt? **Location.**
3. (Never been on a scavenger hunt) Is there any part of a scavenger hunt that sounds fun? Any part that seems annoying?
4. Opinions on GooseChase? Pokemon Go? **Fun, but very limited, very poor reception of feedback from fans.** Munzee?
5. What do you think makes an interesting scavenger hunt? **A challenge, can't be too simple. You should have to work for it.**

6. Have you used augmented reality before? **Yes.** In what situation/application? **Through the 3DS, scan cards and they would show things and play games. Played Ingress, similar to pokemon go. Random attractions at amusements.** Did it enhance or subtract from your experience? **I generally enjoy its inclusion, not always necessary, but it can be a fun gimmick if implemented successfully.**
7. How do you explore a new city? **If I know someone, I would ask them, otherwise, I would start with landmarks.** Do you do much exploring at all? **If in a new place yes.** Any tool or app you use to do so? **GPS and Google Maps to find routes to different places.**
8. What uses do you think a scavenger hunt app could have in your personal and professional life? **Not very much use outside of purely entertainment.**

Interview 4
Monique Watson – 30 year old Female SHE Manager

1. Have you been on a scavenger hunt? **Yes. Intern, team building intern event at work.** If so, what did you find fun? **I liked getting to see different parts of the city we were in. Got to see sights I wouldn't usually see. I also enjoyed solving the clues and the competitive aspect of it.** Was there anything that frustrated you? **Nothing jumps out at me.**
2. Have you ever arranged a scavenger hunt? **No.** What was the most difficult part of this task? What is your first thought if you were to arrange a scavenger hunt? **It needs to be something phone or tablet based, paper is just cumbersome and more challenging. If I were doing one I would use local businesses as items to find on the hunt.**
3. (Never been on a scavenger hunt) Is there any part of a scavenger hunt that sounds fun? Any part that seems annoying?
4. Opinions on GooseChase? Pokemon Go? **I played a little bit. It was cool, the augmented reality was interesting, it was something different. I didn't play often, but I was interested to see what pokemon would be around destinations.** Munzee?
5. What do you think makes an interesting scavenger hunt? **It requires brain games/puzzles to get to the different destinations. Challenging. Some kind of prize or goal. Having the option to work in a team is also good.**
6. Have you used augmented reality before? **Yes.** In what situation/application? **Pokemon Go and at The International Dota 2 Tournament.** Did it enhance or subtract from your experience? **Definitely enhanced.**
7. How do you explore a new city? **I look on yelp or TripAdviser. Talk to friends and family if they've been there.** Do you do much exploring at all? **In general, I try to when my husband agrees to go.** Any tool or app you use to do so? **Yelp and TripAdvisor.**
8. What uses do you think a scavenger hunt app could have in your personal and professional life? **Personal, unless I organize with friends and family, not much. Professional, definitely as a teambuilding exercise or as a companion to a teambuilding exercise. I see more potential on the professional side.**

Learnings
The interviews went okay, I learned that people are generally not aware of or don't use scavenger hunt apps in their lives. I also learned that people want a challenge, but not too great, just enough to have to

use their brains a little by solving some fun riddles or problems. Potential users also like the idea of augmented reality and its inclusion into a scavenger hunt app would be received positively. Potential users also like the use of scavenger hunt apps as team building exercises.

Bottom Line:

- Will need to explain what our app is and does
- Provide differing levels of challenge for different players, or provide a difficulty filtering system for hunts
- Augmented reality should be further tested
- Push scavenger hunt app as excellent team building exercise