

# Geocaching locator Website/App

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Ben Ferdinands

# Project overview



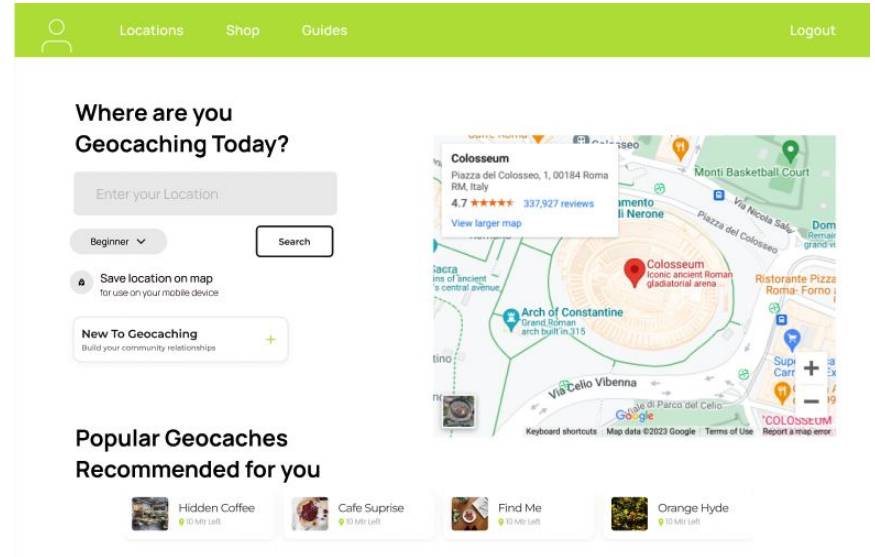
## The product:

The goal was to create a geocaching website that allowed users to find geocaches in their local area.



## Project duration:

This project was completed in the month of March 2023



# Project overview



## The problem:

Finding geocaches locally can be tricky and sometimes unreliable due to loss or damage the idea was to create an easy to use geocache locator that also has a reporting and rating system to give users the best geocaches in there area.



## The goal:

Create a website and mobile app that allows users to locate a geocache and rate it or flag it if necessary.

# Project overview



## My role:

lead UX designer, UX researcher & UI designer.



## Responsibilities:

user research, wireframing, prototyping..

# Understanding the user

- User research
- Personas
- Problem statements
- Competitive audit
- Ideation

# User research: summary



I conducted both quantitative and qualitative research. Initially, I assumed that users would primarily be experienced geocachers who would value the accuracy of the location data and the quality of the caches themselves.

However, through surveys and user interviews, I discovered that there was a wider range of users, including beginners, families, and groups, who were interested in geocaching for various reasons, such as exploring new places, spending time outdoors, and engaging in a fun and challenging activity.

I also learned that users wanted features that would help them filter and sort geocaches based on different criteria, such as difficulty level and location, and allow them to report issues, such as damage or missing caches, to the community. These insights helped me refine my assumptions and prioritize the features that would be most useful and user-friendly for a diverse audience reach.

# Persona 1: Sarah

## Problem statement:

Sarah is a busy mother of two who wants to find family-friendly geocaches that are suitable for young children and provide educational and cultural experiences.



"As a parent, I want to find geocaches that my children will enjoy and that provide educational and cultural experiences. It can be frustrating when the caches are not suitable for families. I want to be able to easily find and report family-friendly caches, and learn more about the places we visit."

### Demographic Information

Name: Sarah Age: 42  
Occupation: Teacher

### Frustrations:

- Difficulty finding family-friendly caches in rural areas
- Inaccessible or unsafe terrain for young children
- Lack of information on the quality or suitability of caches for families
- Unable to report issues or provide feedback to other geocachers
- Limited educational or cultural information about locations

### About the User

Sarah is a busy mother of two who wants to find family-friendly geocaches that are suitable for young children and provide educational and cultural experiences. However, she is frustrated by the difficulty of finding appropriate caches in rural areas and the lack of information on the quality or suitability of caches for families. Sarah wants to be able to easily filter caches by location and quality, as well as report any issues that she encounters and learn more about the history and culture of the locations.

### Goals:

- Find family-friendly geocaches in rural areas
- Filter caches by Skill and Quality
- See ratings from others
- Report issues such as broken or missing caches
- Learn about the history and culture of locations

# Competitive audit

Users are still missing an option that is family friendly and easy for a casual audience that is also reliable.

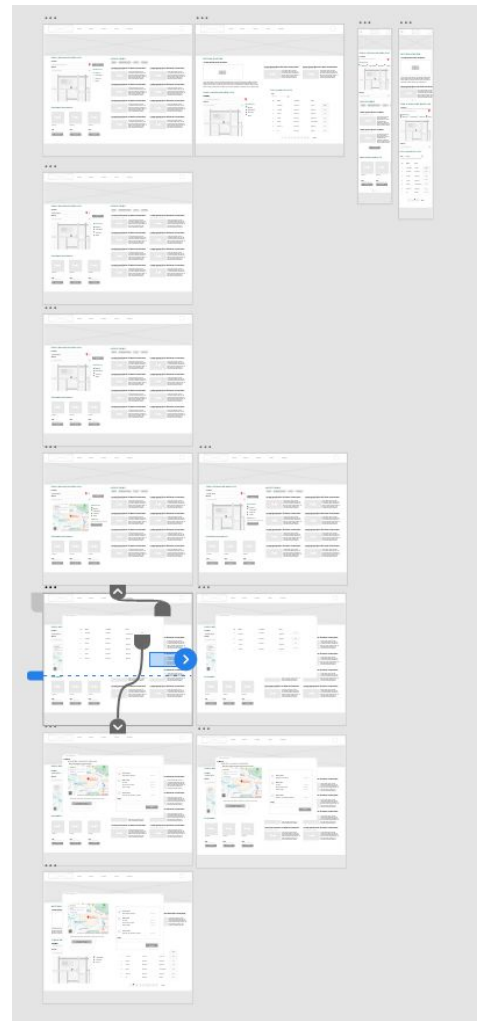
Website Name	Features	Comments
Geocaching.com	Large community, extensive cache database, premium membership with additional features	Geocaching.com has a large and active community of users and a comprehensive database of caches worldwide. However, some features are only available with a premium membership, which may discourage some users.
OpenCaching	Free and open-source, customizable filters, user-generated content	OpenCaching is a free and open-source platform that allows for customizable filters and user-generated content. However, the community is smaller and less active than other websites, which can limit the number of available caches.
Terracaching	Emphasis on environmental conservation, complex rating system, unique cache types	Terracaching places a strong emphasis on environmental conservation and sustainable geocaching practices. The rating system is more complex than other websites and includes factors such as environmental impact and cache maintenance. The website also offers unique cache types, such as Earthcaches and Virtual caches. However, the community is smaller and the website can be more difficult to navigate for beginners.
GPS Games	Social media integration, community events, game-like elements	GPS Games incorporates social media integration and game-like elements into the geocaching experience, making it more engaging and interactive. The website also hosts community events and offers a wide range of caches. However, the website can be slow to load and some users may find the game-like elements distracting or unnecessary.
C:geo	Mobile app, offline maps, live updates	C:geo is a mobile app that offers offline maps and live updates, making it a convenient and accessible option for on-the-go geocaching. The app also allows users to log caches and communicate with other users. However, the user interface can be confusing and the app may not be as reliable as other websites.





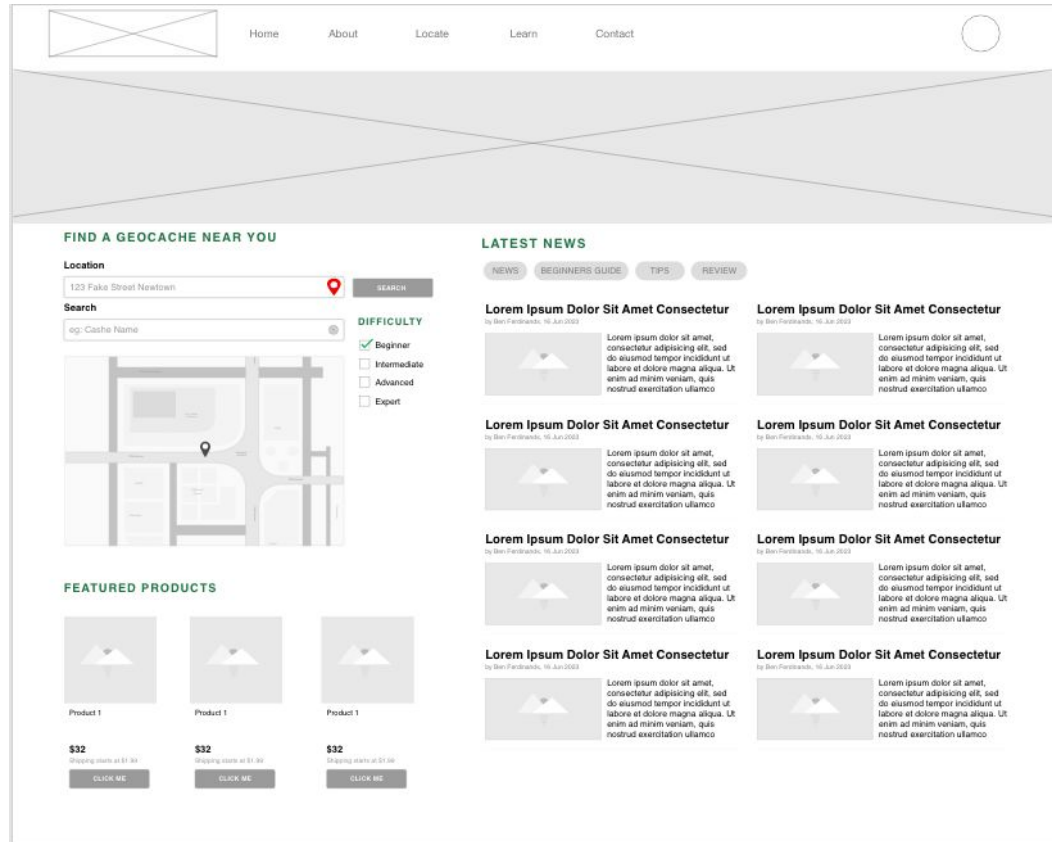
# Digital wireframes

The Original location tool was designed to be a plugin for a blog however users found this too confusing and wanted a dedicated flow



# Low-fidelity prototype

This was the [prototype](#) tested with the original group of users



# Usability study: parameters



## Study type:

Unmoderated usability study



## Location:

Australia, remote



## Participants:

4 participants



## Length:

30-60 minutes

# Usability study: findings

Insert a one to two sentence introduction to the findings shared below.

1

## Filter and Sort options

Participants appreciated the availability of filter and sort options that allowed them to find caches based on difficulty level however they got confused and needed more of a recommendation engine.

2

## Navigation

Participants found the navigation of the website to be straightforward, but some suggested adding recommended caches to give easier access to the top caches.

3

## User-Friendly Interface

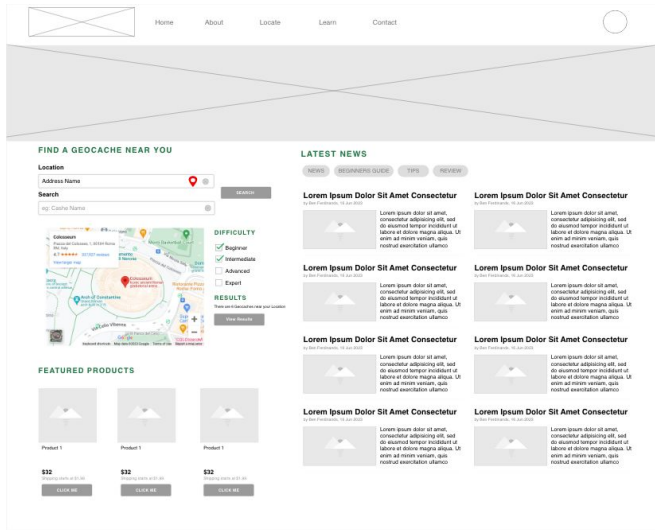
Participants appreciated the user-friendly interface of the website, but some suggested improving the aesthetics to make it more visually appealing and less cluttered.

# Refining the design

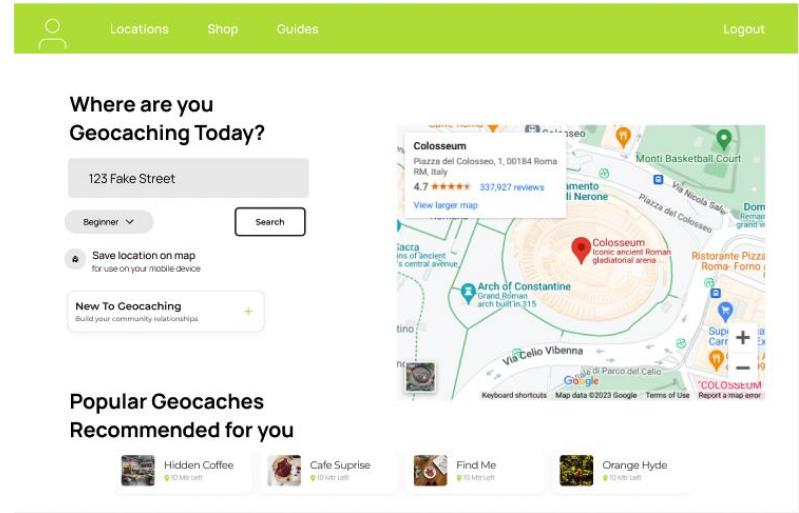
- Mockups
- High-fidelity prototype
- Accessibility

# Mockups

Users preferred a dedicated flow rather than a module on a content page



Before usability study

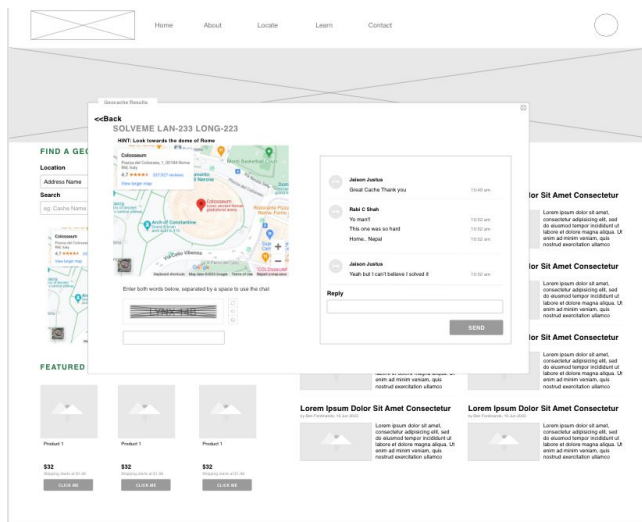


After usability study

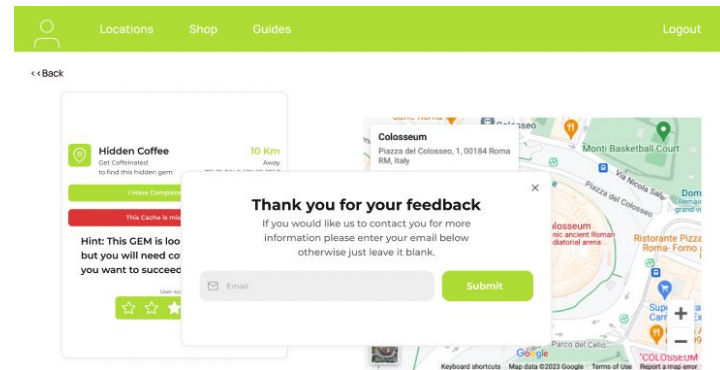
# Mockups

Users also preferred flagging cache issues with an admin rather than a community chat

Before usability study



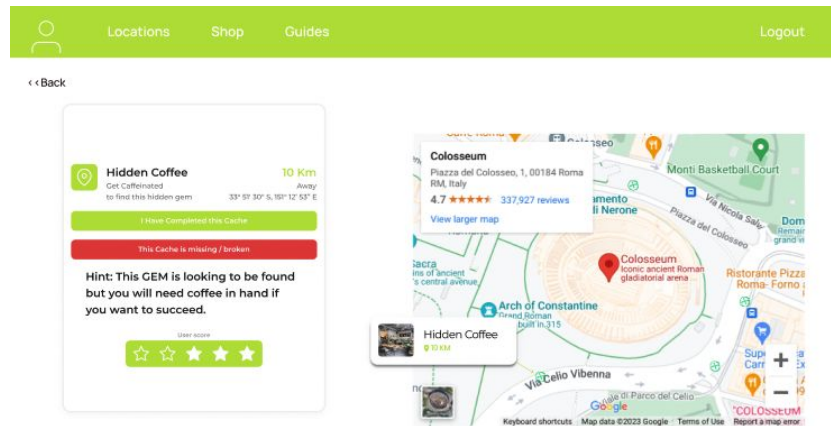
After usability study





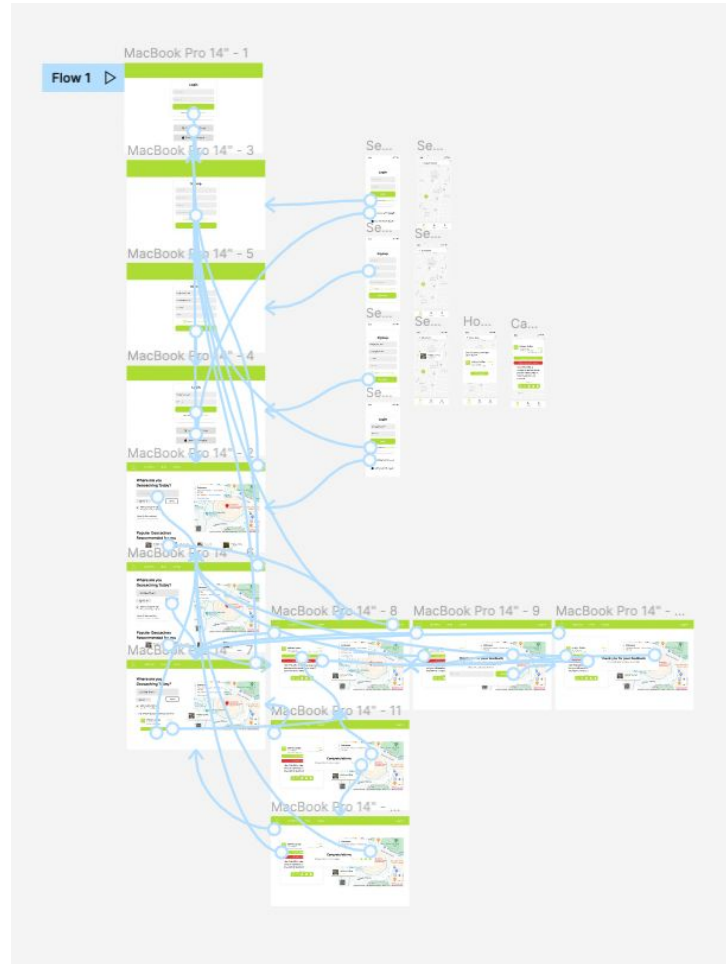
# Mockups

Report a missing Cache Flow with  
the rating system was also  
implemented due to feedback



# High-fidelity prototype

High-fidelity prototype



# Accessibility considerations

1

## **Screen Reader Compatibility:**

The website should be compatible with screen readers to ensure that users with visual impairments can access the content and functionality of the website. This includes providing appropriate HTML markup, labeling images with alt text, and using descriptive headings and links.

2

**Color Contrast:** The website should ensure sufficient color contrast between text and background to ensure that users with visual impairments or color vision deficiencies can read the content. This can be achieved by using high contrast color combinations and avoiding color combinations that are difficult to distinguish.

3

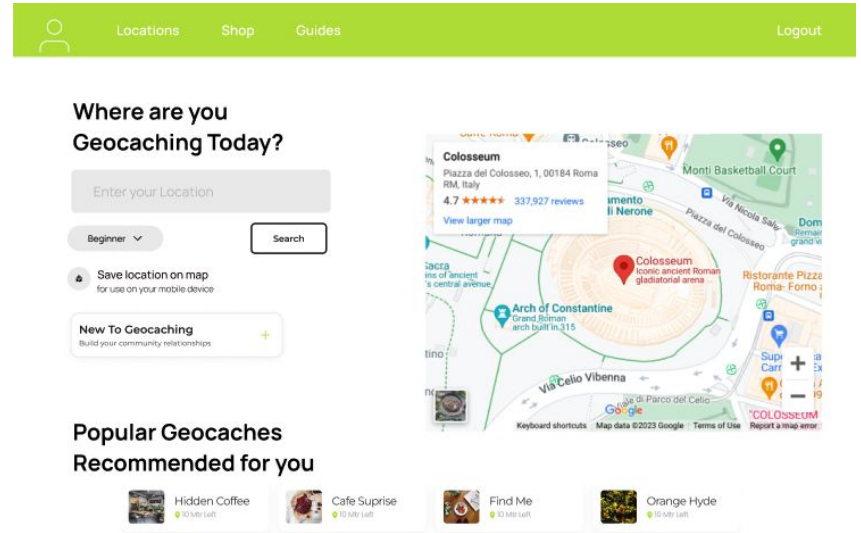
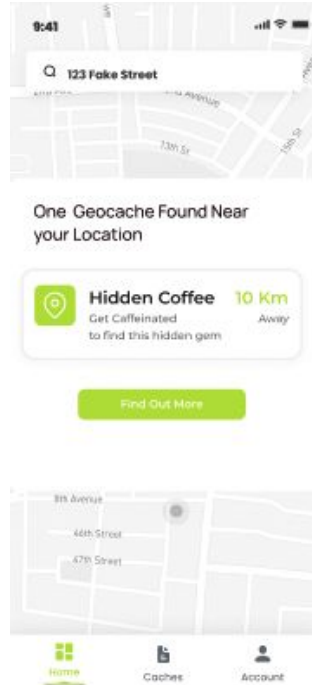
**Scalable Text and Responsive Design:** The website should be designed to accommodate users who have difficulty reading small text or who have visual impairments. This can be achieved by providing scalable text that can be resized by users, as well as using responsive design techniques to ensure that the website can be accessed and navigated on different devices and screen sizes.

# Responsive Design

- Information architecture
- Responsive design

# Responsive designs

The Mobile Version of the site is simplified and uses the advantages of mobile devices.



# Going forward

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- Takeaways
- Next steps

# Takeaways



## Impact:

The impact of this project is that it helped to create a more user-centered and accessible geocaching website that allows users to find local caches, rate and flag them. By conducting user research and a fictional usability study, we were able to identify user needs, preferences, and pain points, as well as accessibility considerations that needed to be addressed.



## What I learned:

I learned that conducting user research and usability testing can help to identify areas of improvement and create a more effective and user-friendly website.

# Next steps

1

## **Introduce new features:**

Based on the findings of the usability study, there may be new features that users would like to see on the website. The next step would be to explore these ideas and consider adding new features that would enhance the user experience. This could involve conducting additional user research and A/B testing to validate the potential impact of new features on the website.

2

## **Refine the user interface:**

The usability study may have identified areas where the user interface could be improved, such as by simplifying navigation or improving the layout of certain pages. The next step would be to refine the user interface to make it more intuitive and user-friendly. This could involve conducting further user testing and making incremental changes based on feedback.

3

## **Expand the website's reach:**

Now that the website has been optimized for usability and accessibility, the next step would be to expand its reach and attract new users. This could involve developing a marketing strategy to raise awareness of the website and its features, as well as exploring partnerships with other organizations or websites that could help promote geocaching and the website.



# Let's connect!



Thank you for reading this case study for more info go to [benferdinands.com](https://benferdinands.com)