User Sentiments

I started by looking online at how users were experiencing the app. What needs and wants weren't met. A lot of the users had a problem with how premium was strucutured and affected the community

Users prefer full-featured app with ads

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Many think the subscription is too expensive

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People can't get into the hobby because most caches are premium only

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Users relish old days when it was free and community driven. Having so many pay walls ruins it for them.

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The community gets divided by having a premium mebership

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Users want a more polished experience

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Some premium features like the ability to make or sort lists should be basic functionality. People are unhappy that they are not.

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Persona

A lot of the good feedback was about how the app gets people outside or brings them together. Based on that I created a persona the summarized those values.

John

Age: 45
Residence: UK
Family: Married with kids

Scenario: John has taken a trip with his family and a few other friends and their families. It's going to be three days of camping and hiking. John and the group are hoping to spot all the geocaches along the way. John wants to feel a sense of community, enjoy nature along the way and maybe learn a few bits about the place through some of the caches.

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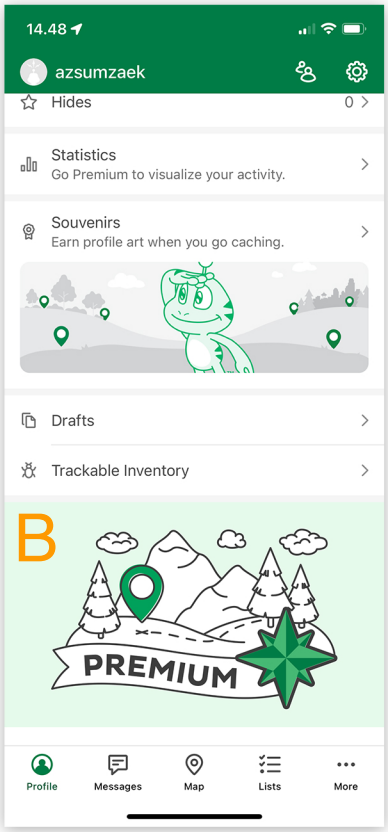
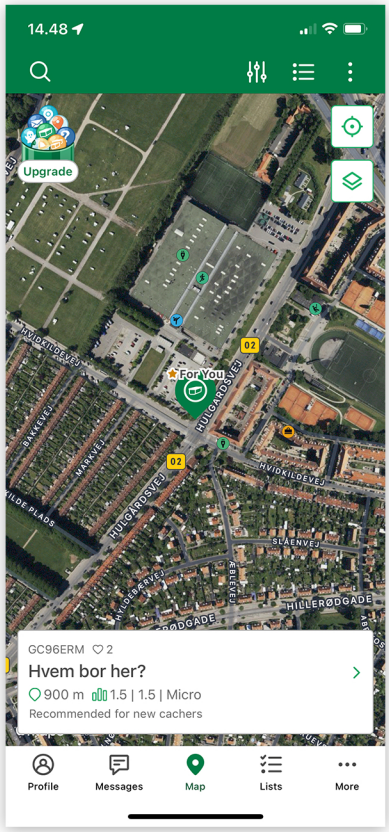
App Notes

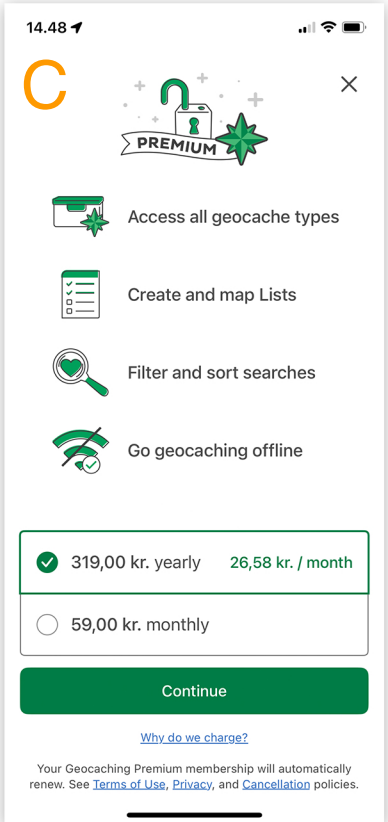


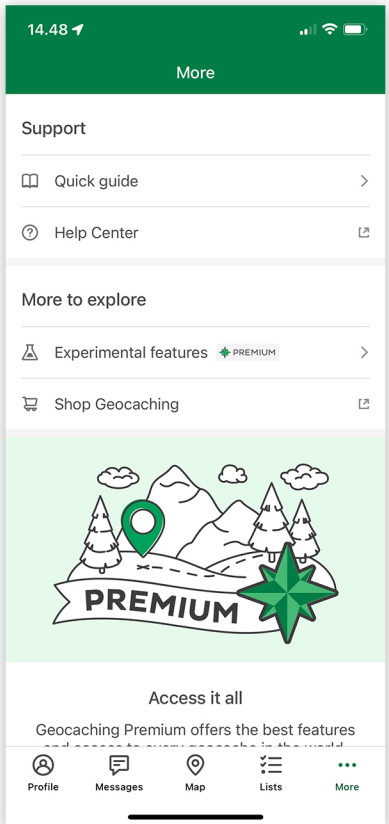


I compared the user feedback with my own observations of the app

A
Premium Badge taking away the functional space

B
The same ad taking up space in two different sections





B
In one of the sections it takes up roughly 65% of the space

C
The whole list area acts as an ad in the free version providing nothing else

D
The functional items in this area can be moved and merged with settings

Affinity Diagram

Putting together an affinity diagram helped me organize new and existing features that can create bigger sense of community and engagement. I also marked ways to monetize the app in a less abrasive way.

User Profile

Expanded statictics

Having user profile more front and center in the section

Gamifying user profile

Detailed statistics could be a paid feature

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Custom backgrounds for your profile could be a paid feature

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Supporter badge and leveling up the more months you support

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Messages

Having log drafts in messages

Having cache related communication in messages

Lists

Lists you saved or own should be able to launch you into a map view of list caches

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Saving lists offline maps should be free

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Being able to substribe to other peoples lists

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Being able to browse top lists

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Being able to create private lists could be a paird feature

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Saving lists offline maps in vector could be a paid feature

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Maps

A mode where you get a compass and beeping when you get closer

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Immersive navigation mode could be a paid feature

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Miscelanious

Creating some of the elaborate caches could be a paid feature

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Access to experimental features

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UI that is not centered around selling premium

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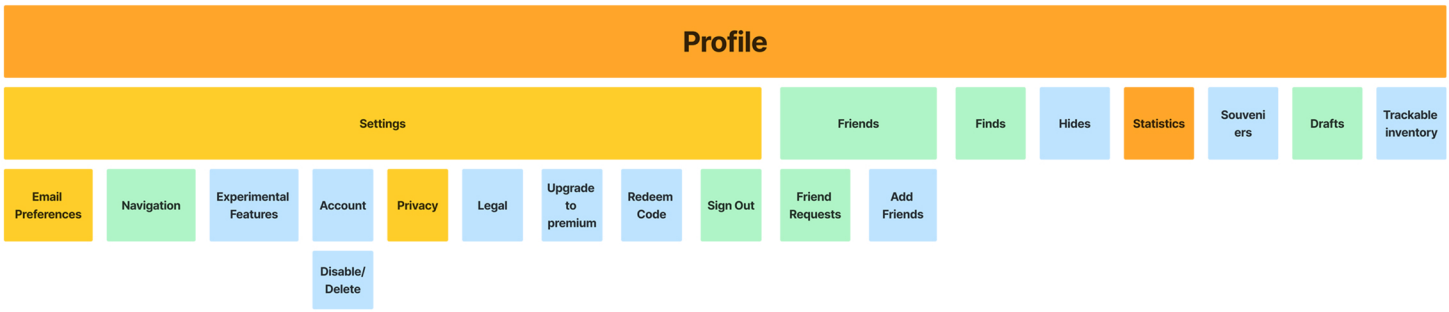
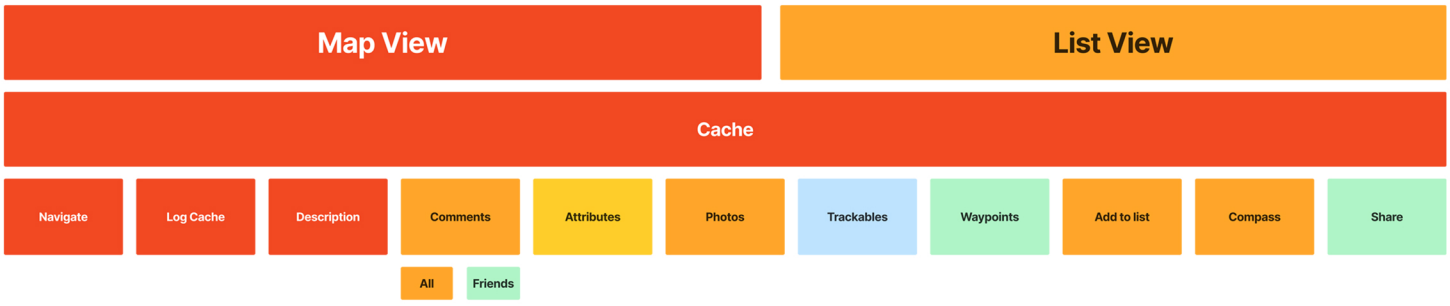
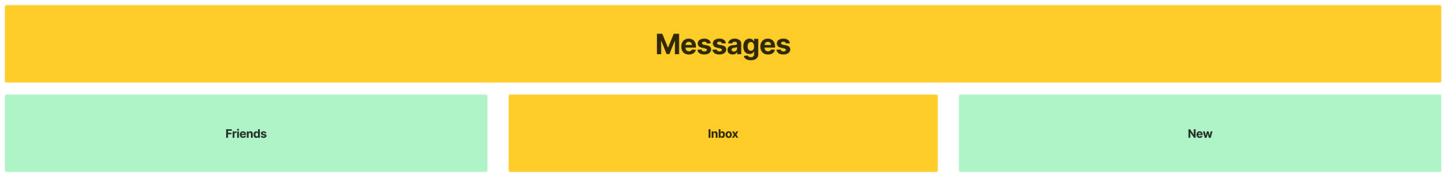
Heat Map

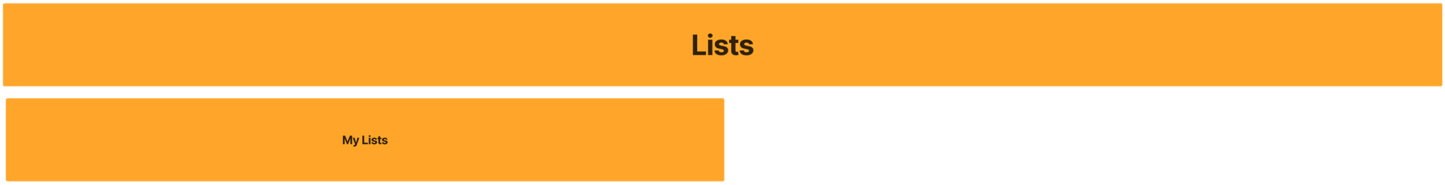
5 4 3 2 1

I tested the app on a group of users and made observations on most frequently used features. Out of that I created a heat map that would inform restructuring efforts.



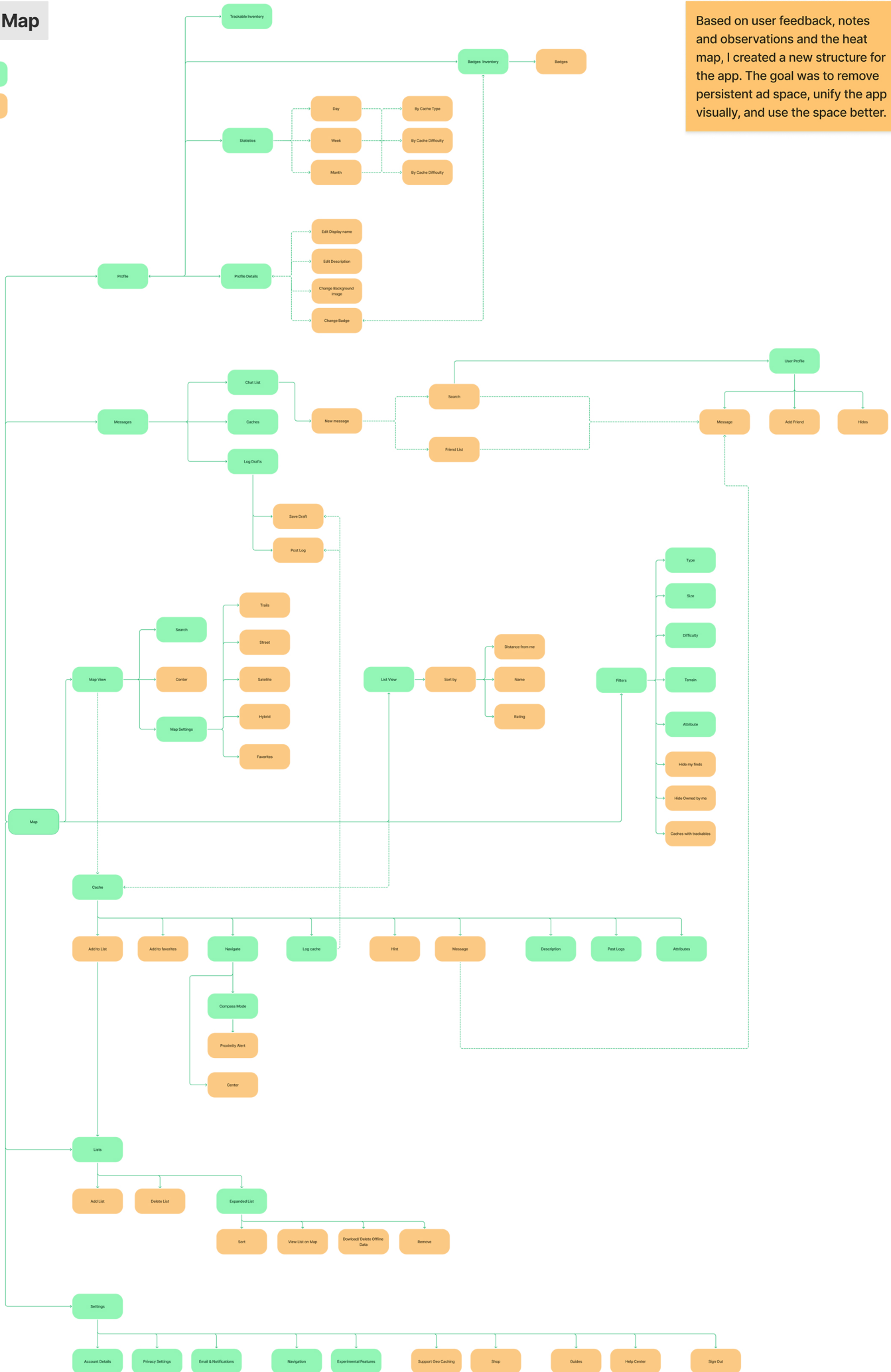






App Map

Screen

Option

Based on user feedback, notes and observations and the heat map, I created a new structure for the app. The goal was to remove persistent ad space, unify the app visually, and use the space better.