Memo

To: Christine Cranford
From: Drake Davis, Jason King
Date: September 28, 2007
Re: Project 2: Audience Analysis for Geocaching Instructions

Introduction

A growing outdoor recreational activity among the more technically savvy, geocaching combines one's Internet and GPS navigation skills into a real-world scavenger hunt. Instructions for this hobby tend to be elusive, however, so the few instructions that do exist need improvement. As geocaching is quite an "under the radar" activity, we assume that the general audience knows little-to-nothing about it. The target audience for our instruction set involves adults with basic Internet skills and some GPS navigation experience. The purpose of this memo is to analyze our audience through a series of relevant questions. By answering these questions, we help ensure that the details and actions associated with geocaching remain aligned with the knowledge and experiences of our target audience. As a result, our instructions can remain concise and easy to understand.

Questions

- What kind of information does my user need to know to complete the desired actions?
  Since geocaching is a new concept to many people, the user should know what the concept of geocaching involves. As a technical hobby, it requires the user to retrieve information from and interact with a website. In addition, the user should have some experience with operating a GPS unit. Likewise, a good bit of traveling is involved, so basic transportation is required, whether by walking, biking, driving, etc.

- What kind of information about my topic can my user do without?
  For geocaching, the user can do without knowledge pertaining to navigating the Internet and using their GPS system since the principle of geocaching is built upon general knowledge of these two skills. Otherwise, since geocaching is a relatively unheard-of activity, we include as much basic information as needed through visuals and suggestions to guide newcomers.

- What are the activities the user will need to do to achieve the overall action goal of the manual?
  To achieve the overall goal of geocaching, the user will need to use the geocaching website to research and select a nearby cache location. Then, he or she must use a GPS system to enter the cache's coordinates and a form of transportation to travel to the cache site. Next, the user must observe his or her surrounds at the cache area for clues in locating the cache container. Finally, the user should return to the geocaching website to log his or her cache find.

- What kinds of frustrations is the user likely to bring to the task, and how can I keep from making these worse and avoid others?
  Geocaching is intended to be a fun hobby, so frustrations will probably be minimal. However, some common problems would be getting lost, running out of gas, having your GPS batteries die, encountering bad weather, or even failing to find the cache container. Our instructions will mention preparation and provide suggestions to make sure others avoid these pitfalls.

- What kinds of strengths will my typical user bring to the task, and how can I build upon these in delivering the instructions?

Anyone interested in this hobby will have basic knowledge of information retrieval online. Since all GPS systems come with extensive instructions, we will assume that the typical user can use it properly. Therefore, we are able to further focus our instructions by omitting steps directly related to configuring a GPS system. Additionally, since geocaching is an outdoor scavenger hunt activity, the user will likely have a strong interest in the outdoors and seeking hidden items through observational skills.

Basics of Geocaching

These instructions are intended to introduce you to the concepts and principles of geocaching. Geocaching is an outdoor recreational hobby similar to a worldwide scavenger hunt and is very easy to learn. While geocaching can be fun for both kids and adults, these instructions were designed for adults who have basic Internet skills and some experience working with GPS systems. Hopefully, these guidelines will encourage you to consider geocaching as a hobby not only for yourself, but for your kids, friends, and family members, as well.

What You Will Need

- GPS System
- Pen or pencil
- Small item to leave in the cache
- Some form of transportation
- Internet access

Instructions

1) **Navigate your Internet browser to www.geocaching.com**

   a) In the upper right corner of the homepage, enter your ZIP code (or select your country).
   b) Click on the arrow button to submit your request.
   c) Scroll through the list of possible caches. Pay attention to cache distance, type, terrain rating, date placed, description, and recent activity.

Search for caches...
By Zip Code
27549
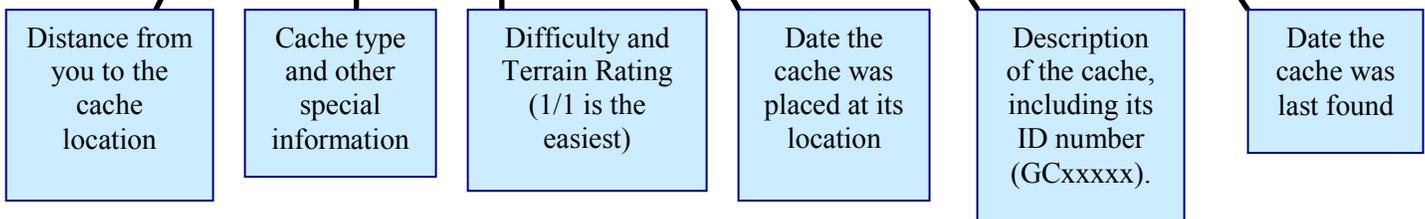By State (US Only)
Choose a State
By Country
Choose a Country
Advanced Search - Click Here

Enter your information and click the arrow button to submit.

Total Records: **2660** – Page: 1 of 133

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Icons	(D/T)	Placed	Description	Last Found	☐
⦿NW 0.4mi	(1/1.5)	29 Jun 07	Technology is the Key, the FCS Student Cache by Tortuga28 and CocnutIsle (GC14013) North Carolina	2 days ago*	

Distance from you to the cache location	Cache type and other special information	Difficulty and Terrain Rating (1/1 is the easiest)	Date the cache was placed at its location	Description of the cache, including its ID number (GCxxxxx).	Date the cache was last found

2) Select a cache from the list
a) Click on the description of the cache you wish you locate.
b) Write down or print the cache's coordinates, description, and clues that may be available to help you locate the cache.

Additional Hints (Encrypt/Decrypt)

"Urnq" va gur evtug qverpgvba.

Decryption Key
A|B|C|D|E|F|G|H|I|J|K|L|M

N|O|P|Q|R|S|T|U|V|W|X|Y|Z
(letter above equals below, and vice versa)

Some caches provide clues to help you find the cache

3) Setup your GPS System
a) Enter the coordinates of the cache into your GPS system using the instructions provided by your GPS manufacturer.
NOTE: The general coordinate type for Geocaching is WGS84 Datum degrees & minutes (for example, N 37° 45.800, W 122° 10.500)

4) Move toward the cache's location
a) Configure your GPS System to display arrows or other navigation information relating to the location of the cache you wish to find.
b) Go outside, away from tall buildings and trees, and wait for your GPS system to receive a strong signal.
c) Walk, bike, or drive according to the directions provided by the GPS system to find the general area in which the cache is located.

5) Search for the cache
a) Once the GPS system indicates you have arrived at the cache coordinates, observe the area for visual clues relating to the exact cache location.
b) Use clues provided by the cache name, description, and hints to help you find the cache.
c) Search everywhere: under signs, behind plants and brush, and even under rocks or behind walls.

OFFICIAL GEOCACHE
PLEASE DO NOT DISTURB!
This is an official game piece.
Refer to GEOCACHING.com for details.

Cache Name: _____
Contact Name: _____
Contact Info: _____

GEOCACHING.COM

Many caches will feature this sticker

6) Open the cache

a) Carefully open the cache container
b) Read the paper or any other written information provided by the cache to understand its purpose.
c) Using your pen or pencil, write a short entry into the log of visitors to the cache site. Include the current date, your name, and a message such as "TFTC!" (thanks for the cache).
d) If the cache contains small trinkets, place your small item into the cache container and feel free to take another small item from the cache as a memento.
e) Return the cache to the location where you found it.

Sample geocache, featuring a logbook and several small trinkets

7) Return to the www.geocaching.com website

a) Enter your zip code in the upper right corner once again.
b) Click the arrow to submit your request.
c) Scroll until you locate the cache you just found.
d) Click on the description of the cache you visited.
e) In the upper right corner of the cache information webpage in the Navigation box, click the link to "Log your visit" to the cache.
f) Provide useful feedback for the cache creator.

GC14013

🏠 Navigation

🔒 log in to log your visit
🔒 log in to watch listing
🖼 view gallery

Always remember to return to the geocaching website to provide feedback and to log your geocache findings.

Suggestions

☑ Wear comfortable clothing and shoes since geocaching is an outdoor recreation activity.
☑ A map may help just in case you get lost along the way.
☑ A camera may prove useful to document not only the geocache, but also sights and points of interest along the way.
☑ Always make sure your GPS system has fresh batteries or is fully charged before beginning a geocache hunt.
☑ Remember that geocaching is a recreational scavenger hunt – you may not always find the cache container!