



<https://www.goosechase.com/>

Overview

The company focuses on allowing its customers to organize and run their own scavenger hunts easily. Users create their own experiences through a mixture of methods, called “missions” including photo + video, text, and GPS features. This app is diverse in what it can do, and is targeted towards conferences, corporations, universities, and educators for grades k-12.

Key Objectives

Their slogan is “Scavenger hunts for the masses”. Goosechase prides themselves on being customizable to meet different needs. The key objective for the company is to simplify the organizing process, so you can focus more on having fun in your scavenger hunt. What sets them apart is the customization capabilities to cater to a wide audience.

Bottom line

- Quick and easy set up so that you can focus on the fun. Either use premade questions/puzzles or create your own.
- So customizable that it can be used in a variety of ways (From formal assessment in education to hosting a bachelorette party)
- Fun features like leader boards and live updates to promote competition.

Overall Strategy

Other than the main website, Google results that show are the overall reviews on both GooglePlay as well as the App Store. The app is also reviewed in depth on two separate education blogs. Goosechase does not heavily promote themselves on social media platforms. Their twitter consists of retweets from users mentioning their product, their Facebook has a few promotional posts to give users ideas on how to create a fun game, and their Instagram barely has 6 posts, with the last one being from March 2019.

Bottom Line

- The app has a 4.3 rating in GooglePlay with 973 reviews, and 4.7 rating in the App store with 3.5k reviews.
- The company doesn't seem to promote much on advertising and focuses on their current user base by posting blogs and tutorials to give ideas for games.
- The app seems to be very popular for education, and even has a separate website for educators.

Marketing Advantage

Aside from the Ad promotion at the top of Google search, Goosechase holds the number one spot when the key terms “Scavenger Hunt App” are searched. The results also show Youtube Videos of “How to create a game in Goosechase”, which can attract and engage potential users. The app does hold more market strategy within education since teachers are sharing how they use the app to make formal aptitude testing fun for their students.

Bottom Line

- Goosechase is ranked well in both the App store and Google Play
- It has more power in education with teachers who blog about their app.

Ratings and Reviews

[See All](#)

4.7

out of 5

3.5K Ratings



Powellonia, 10/30/2019

Wish you could see attached pictures in th...
My first attempt at a scavenger hunt app was a different app, and this one is so much easier to use than that one. I made a simple little Halloween hunt for my four year old, but [more](#)



shrimpy toes, 04/17/2020

Awesome! Just what I needed!
This app is awesome because during quarantine, me and my friends wanted to stay active, but continue social distancing to avoid contracting coronavirus. We didn't know [more](#)



Ken de Fire, 07/13/2018

Awesome!
The GooseChase App worked perfectly for my scavenger hunt. Everything about the app is great...the mission selection options of photo, video, text and GPS location, the ability to [more](#)

REVIEWS

[Review Policy](#)

4.3



937 total



Marketing Strategy

According to pitchbook.com, Goosechase was founded in 2011 and was funded for 41k by a private investor. The company is still in its Startup/infancy phase with 1-10 employees but is actively expanding.

The company offers pricing Game Tiers, depending on the customer's need. The Recreational tier is free, and allows up to 3 teams per team game, or 3 players per individual game. The starter tier costs \$299 and allows up to 8 teams per team game or 8 players per individual. There is also a professional tier that allows 20 players as well as customizable splash screens to promote a customer's company logo, and the Enterprise tier that offers custom pricing.

Recreational	Starter	Professional	Enterprise
Free	\$299 USD/game	\$499 USD/game	Custom Pricing
✓ Up to 3 Teams per Team Game ✓ Up to 3 Players per Individual Game ✓ Limit of 1 Live Game at a Time ✓ Unlimited Missions ✓ Automated Notification and Mission Release ✓ Real-Time Activity Feed ✓ Automatic Scoring & Leaderboard ✓ Submission Downloads ✓ Offsite Technical Support from the GooseChase Team SIGN UP	✓ Up to 8 Teams per Team Game ✓ Up to 8 Players per Individual Game ✓ Single Game License for Use at One Event ✓ Unlimited Simultaneous Upgraded Games ✓ Unlimited Missions ✓ Automated Notification and Mission Release ✓ Real-Time Activity Feed ✓ Automatic Scoring & Leaderboard ✓ Submission Downloads ✓ Offsite Technical Support from the GooseChase Team UPGRADE	✓ Up to 20 Teams per Team Game ✓ Up to 20 Players per Individual game ✓ Single Game License for Use at One Event ✓ Unlimited Simultaneous Upgraded Games ✓ Unlimited Missions ✓ Automated Notification and Mission Release ✓ Real-Time Activity Feed ✓ Automatic Scoring & Leaderboard ✓ Submission Downloads ✓ Offsite Technical Support from the GooseChase Team UPGRADE	✓ Unlimited Teams & Individuals ✓ Unlimited Missions ✓ Automated Notification and Mission Release ✓ Real-Time Activity Feed ✓ Automatic Scoring & Leaderboard ✓ Submission Downloads ✓ Dedicated GooseChase Account Manager CONTACT US

Bottom line

- Goosechase doesn't utilize social media to promote much
- Their pricing tiers make affordable packages for different types of users

SWOT ANALYSIS

Strengths • Customizable and easy set up • Has fun features such as leaderboards and live updates • Overall positive presence online • Can join international games or create your own	Weaknesses • Doesn't use social media to its full potential • Doesn't engage with users
Opportunities • Build social media presence • Focus on education since they have a large user base of teachers • Engaging users through promoting on social media • Create virtual experiences for Shelter in Place	Threats • Competitors with a larger user base (Lets Roam) and more positive ratings (5.7k vs 3.7k in App Store) • Escape rooms that provide an offline/off-screen experience • Other event hosting companies that promote team building • Kahoot - Trivia game for kids

UX Analysis

Overview

Goosechase is very easy to use, despite its many features. One thing to note is that it requires a facilitator to be able to work via desktop in order to create a game. The onboarding process and site navigation is straight forward, with comment bubbles throughout to give you ideas on how to fill out certain forms. Once a game goes live, participants are able to start tackling on missions and see other Teams points via live notifications and a leaderboard.

Usability: Ranked 3 out of 5

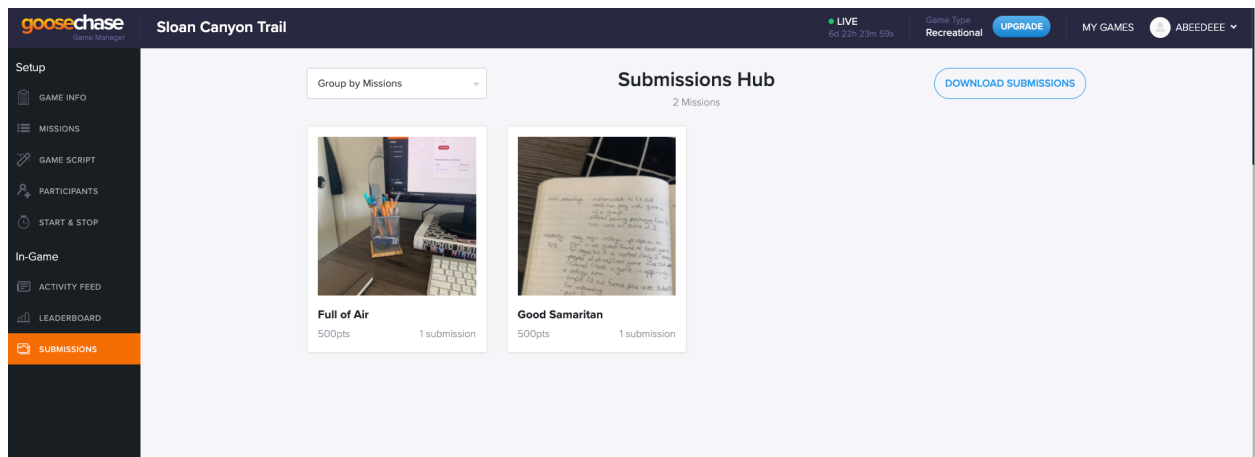
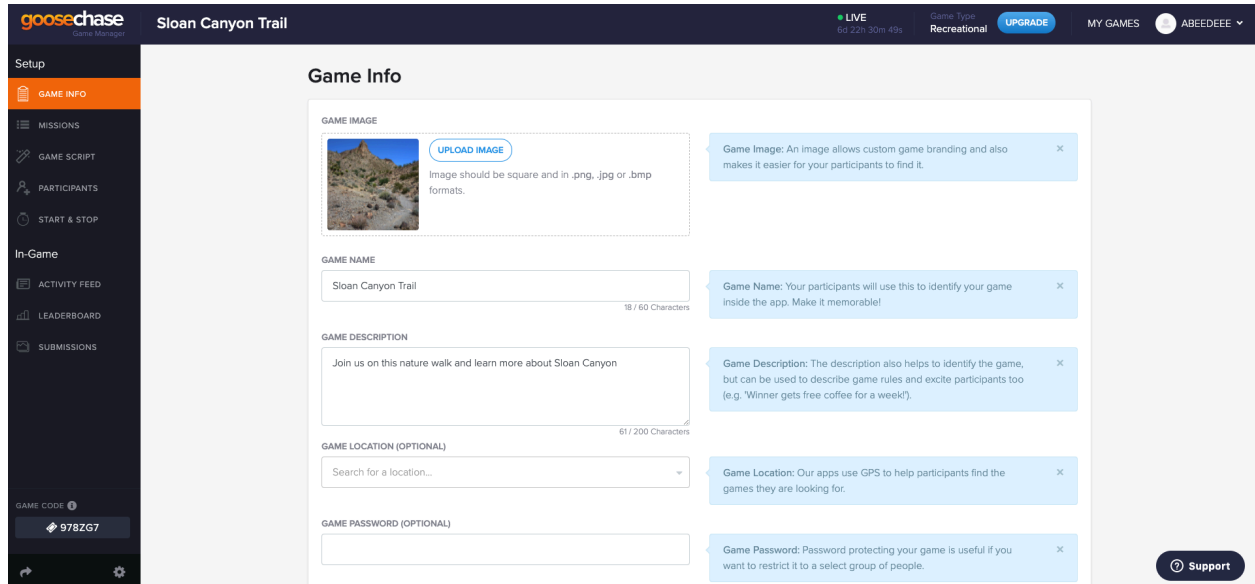
Downloading the app and opening for the first time can be misleading. You cannot create your own game from your phone, and a page in the setting menu tells you to go to the website to create a game. The website has clear onboarding instructions once you choose to create a game, and the fill out forms are straight forward. There are a few areas where drop down menus or submission buttons are redundant.

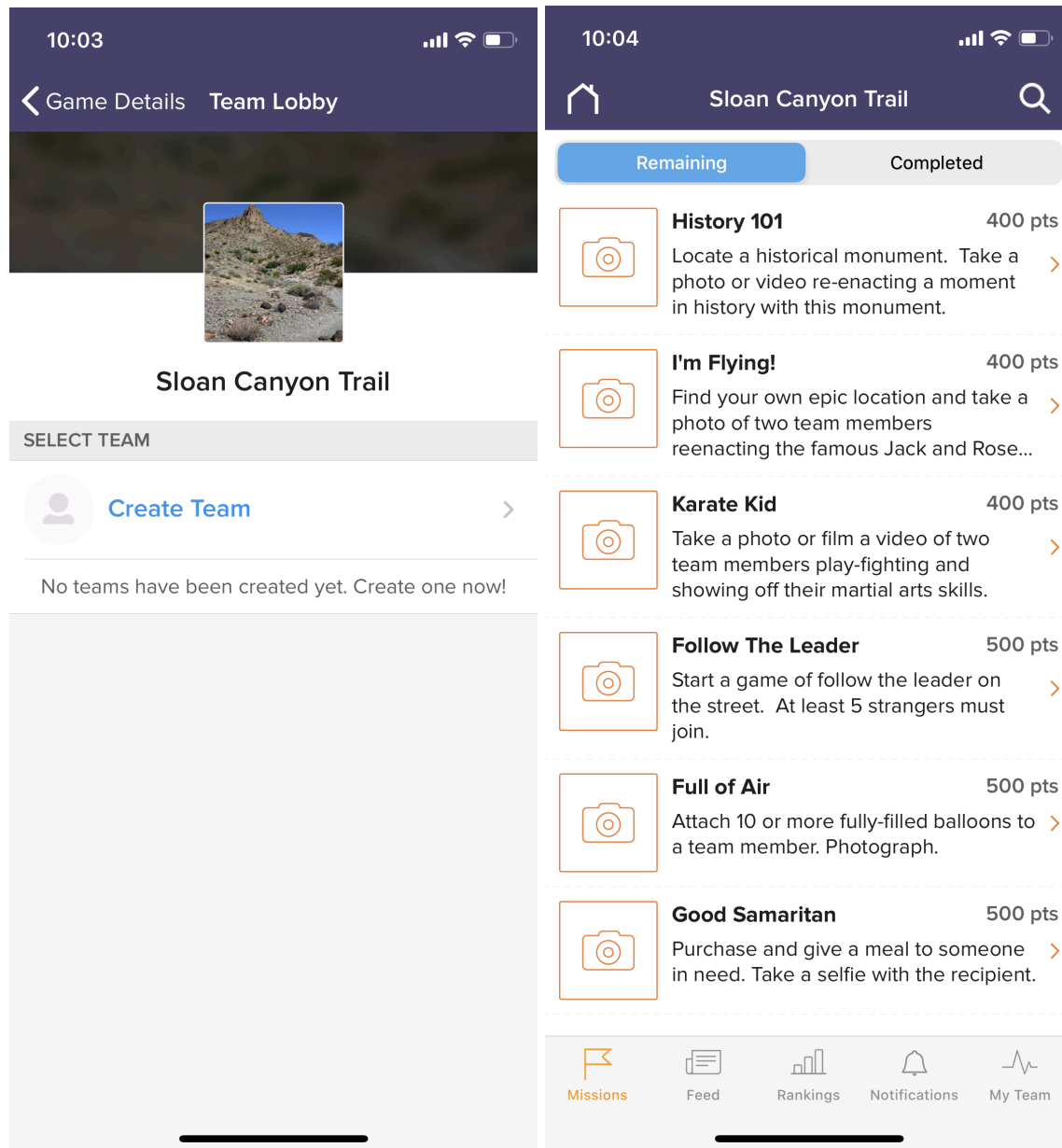
The screenshot shows the 'Missions' form in the Goosechase app. The 'MISSION LIST' tab is selected, and a dropdown menu is open, showing three options: 'PHOTO/VIDEO MISSION' (Photo or video submissions), 'TEXT MISSION' (Text-based answers), and 'GPS MISSION' (Locational check-ins). The form includes a 'Search missions' field, a 'MISSION NAME' field (0 / 60 Characters), a 'POINT VALUE' dropdown (400 Points), and a 'MISSION DESCRIPTION' field (0 / 300 Characters). At the bottom, there are buttons for 'ATTACH IMAGE', 'ATTACH LINK', 'ADVANCED SETTINGS', 'CANCEL', and 'SAVE CHANGES'.

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Layout: Ranked 4 out of 5

Fairly easy navigation across both desktop and mobile. Navigation is linear, from creating a game to moderating submissions. Padding on left and right seems a bit much, but nothing too concerning. There is an option to download submissions, but not a way to share directly to social media feeds.





Navigation

Navigation on both desktop and mobile are very intuitive. Having a navigation follow the timeline of the game on desktop is very useful to facilitators managing teams, missions, and submissions. On mobile, participants have navigation that focuses on remaining/completed missions, as well as being able to see a live feed and rankings.

Compatibility

Works with IOS, Android, Chrome, Safari, and Internet Explorer.

Differentiation

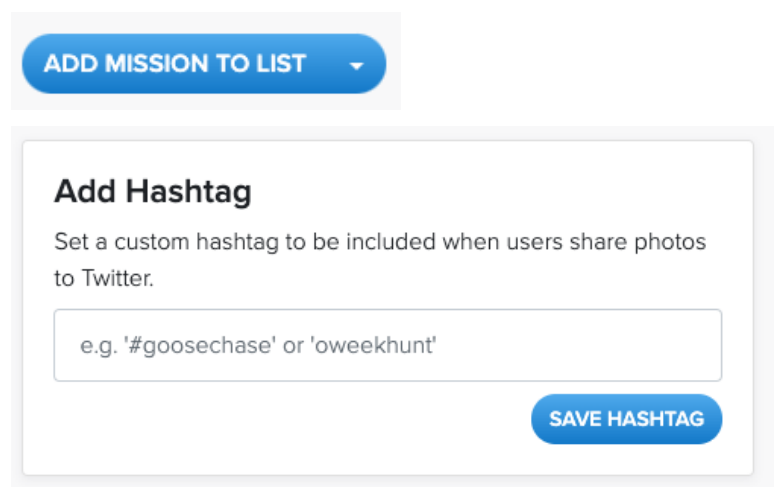
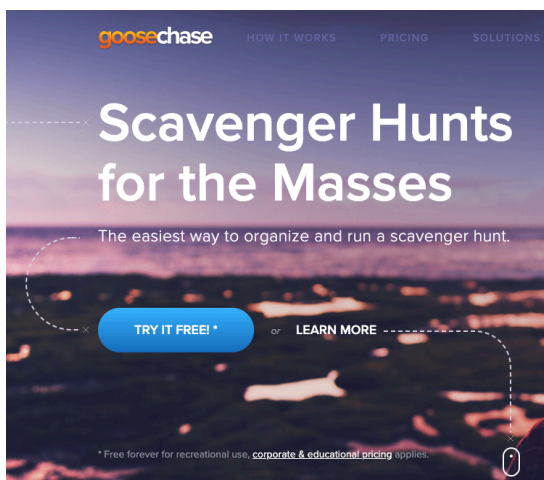
The interface is really easy to use and very customizable. You can create your own experience by customizing not just missions, but also instructions, messages to participants, sending out invites, and also the notifications sent out to participants before, during, or after the game. This allows the user to be in control of the game experience, with Goosechase as the platform of communication versus hosting a hunt through Facebook, Twitter, email or text.

Though Goosechase is highly customizable, there aren't enough features for plug and play for facilitators that are too busy to put in the effort to the customization of a game. Perhaps it would be beneficial to create preset games under different categories (team building, birthday parties, outdoors, indoors etc) so that it would be easier to get up and running on the fun.

The pre-set mission bank also seems to be lacking. There are only about 50 to choose from, and they don't seem to be contextual to Goosechase's target audiences. Though the missions are fun, they are also rather generic and lack thought or purpose. This could be a feature point for us to create "starter packs" so that users don't have to start from scratch and can choose a pack from different categories.

Calls to Action

Visually speaking, it's hard to not notice the call to actions. They are big blue buttons. Some buttons are not very clear. For example "save hashtag" allows you to customize a hashtag, but doesn't clearly show where the hashtag is saved to. It just disappears.





<https://www.letsroam.com/>

Overview

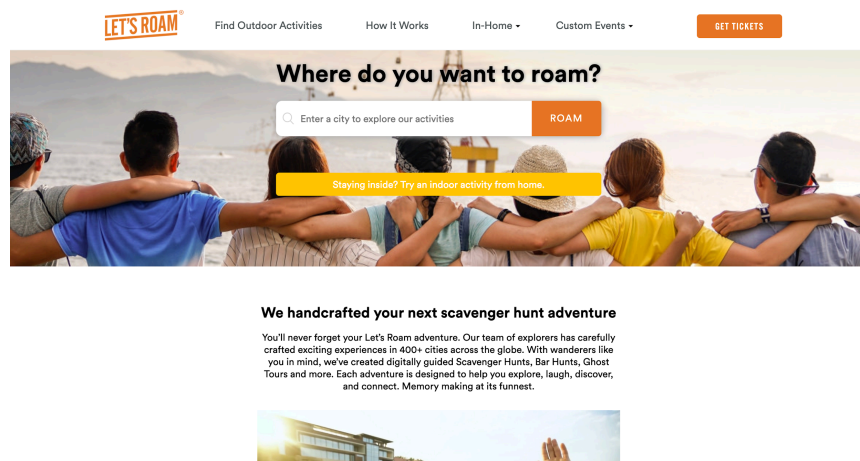
This company features scavenger hunts in 400+ cities, and aims to bring fun to users by handcrafting adventures through the different cities. The main types of hunts are the ones you can do from city to city, or you can customize your experience via team building, birthdays, or bachelorettes. Due to COVID-19, the company even has special virtual team building activities and virtual birthday parties.

Key Objectives

The home page features a hero image of people linked arm in arm, with a large search box with “Where do you want to roam?” above it and the text “Enter a city to explore our activities” inside the search box. The company has its own team of “explorers” that have hand crafted different adventures within different major cities. You can buy tickets to gain access to the scavenger hunts that last up to a year.

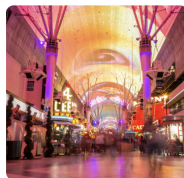
Bottom line

- Geared towards tourists visiting new cities
- Cost per game is one ticket (rather than a tier system)
- Explore cities by searching plaques, statues and art to solve riddles and earn points.

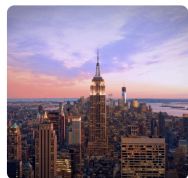


Popular places to roam with your friends or family

[Find your city >](#)



Las Vegas
★★★★★ 4.43 (221)



New York City
★★★★★ 4.34 (326)



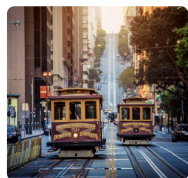
Boston
★★★★★ 4.71 (373)



Melbourne
★★★★★ 4.60 (606)



Chicago



San Francisco



Atlanta



Nashville

Overall Strategy

When doing a quick google search on the company, there is one GoogleAd at the top. Other than the main website, results that show are the overall reviews on both GooglePlay as well as the App Store. On Facebook, the app positions itself as a travel company; It is also reviewed on Tripadvisor as the 10th link on a Google Search. Let's Roam has a moderately used Instagram account with 3k+ followers and consistent posts that are on brand. Their twitter lacks activity, but their Facebook page is most active with daily posts and a 4.9 average rating out of 2.6k reviews.

Bottom Line

- Moderate use of social media. Very responsive in responding to customer complaints.
- Uses Tripadvisor to sell tickets in major cities starting at \$13.08/ticket.

Marketing Advantage

This unique Scavenger Hunt app positions itself in front of tourists and those travelling. They offer a unique experience for those exploring new cities at a way cheaper cost than the average city tour. The average reviews on Tripadvisor, GooglePlay, App Store, and Facebook range from 4.3-4.9.

Bottom Line

- Positive reviews across platforms
- Uniquely positions themselves as travel app



Let's Roam

110 reviews

#14 of 71 Fun & Games in Denver

Day Trips, Historical & Heritage Tours, Ghost & Vampire Tours, More

Denver, CO, USA

More

About Let's Roam

We focus on connection through exploration, creating new ways for people to see the world, create memorable experiences and meet new people. Our mission is to help everyone explore and connect with others. As we grow, every decision we make begins with our mission.

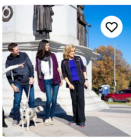
Travelers talk about

"scavenger hunt" (5 reviews)

Tours & Tickets Reviews

Save Share

Tours and Tickets by Let's Roam



Let's Roam Phoenix Scavenger Hunt

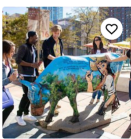
Phoenix is often referred to as the Valley of the Sun. On today's epic scavenger hunt of Phoenix we're heading to all the best landmarks in the sizzling city core. Along the way,

[Read more](#)

2 hours

from **\$13.08**

[More Info](#)



Let's Roam Houston Scavenger Hunt

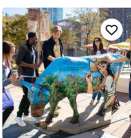
One of America's largest cities is home to parks of all shapes and sizes. On today's epic scavenger hunt of Downtown Houston, we'll discover parks, ballparks, cathedral squares

[Read more](#)

2 hours

from **\$13.08**

[More Info](#)



Let's Roam Chicago Scavenger Hunt

1 Review

Named for the cable car turnarounds and the prominent elevated railway that encircled the area at the end of the 19th century, the Loop is Chicago's commercial and cultural core.

[Read more](#)

2 hours

from **\$13.08**

[More Info](#)

Marketing Strategy

The company offers individual tickets that can be bought on their website, or through third party vendors such as TripAdvisor and Groupon. There are also options to customize your gameplay for a Bachelorette party, or subscription based models for their virtual game nights.

Flash Sale Until Monday, 05/18

Welcome to your next adventure. In addition to outdoor scavenger hunts, now you can go on exciting in-home adventures from the comfort of your home. Choose a package below. Pro-tip: Buy a season pass to unlock access to new in-home activities (more activities coming soon), and our 400+ outdoor activities around the world. You can also go on a customized adventure with a [custom birthday party](#), [team-building event](#), or [bachelorette party](#).

Create An Epic Event ⓘ

Create an epic event with our writers.



Bachelorette Party

Bride-tribe meets epic scavenger hunt.

Other Epic Scavenger Hunt Options ⓘ

Our exciting scavenger hunt adventures are the perfect way to explore and connect.

Play Inside



In-Home Scavenger Hunts

Turn your home into a world of adventure! Family and date options available. Tickets valid for 2 years.

Explore Outside



Outdoor Scavenger Hunts

Explore the world on an epic adventure! Hunts in 400+ cities worldwide, accessible at any time. Tickets valid for 2 years. Gift cards available.

Explore Everywhere



In-Home Scavenger Hunt Monthly Subscription (3 hunts/month)

Turn your home into a world of adventure three times a month.

Outdoor/In-Home Monthly Subscription (Unlimited hunts/month)

Career Foundry
<https://careerfoundry.com/en/dashboards/mal...>
hunts for up to 6 people.

Virtual Game Nights ⓘ

Play super-fun online games, answer trivia, laugh 'til it hurts, and connect with far-off friends. Embedded video chat technology included.



Virtual Game Night (One-Time)

One fun virtual game night for up to 16 players.



Virtual Game Night Subscription (8 Players): 7-Day Free Trial

Perfect for large groups of friends/families. Host a virtual game night up to 4 times a month.



Virtual Game Night Subscription (16 players): 7-Day Free Trial

Perfect for large groups of friends/families. Host a virtual game night unlimited times a month.

Bottom line

- Limited options for customizing a hunt for a special event
- Packages that allow you to save more when you play more
- Third party vendors to gain more attention

SWOT ANALYSIS

Strengths • Over 400+ cities to choose from • Overall positive presence online + interaction with customers • Niche travel market	Weaknesses • Not very customizable; Can't customize yourself • Misses out on other potential customers (corporate, education) • May not be available in smaller cities • Costly to send explorers to create new games • Games may not be up to date (City landmarks/art can change quickly)
Opportunities • New cities + new adventures in cities that already exist. Endless opportunities for their explorer team to create new adventures • Virtual Game Night subscriptions or In-Home scavenger hunts can be pushed during quarantine • Can partner with third party apps for more sales • In app purchases or ad promos	Threats • Shelter in place mandates • Less travel happening • Potentially losing staff to explore and create new experiences • Other guided tours posted on TripAdvisor • Other Scavenger Hunt apps

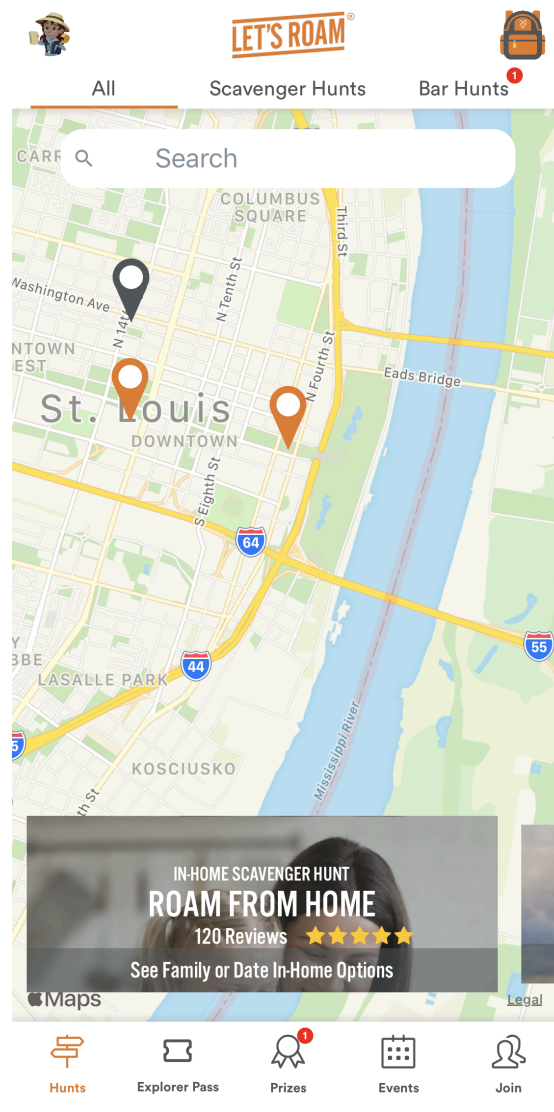
UX Analysis

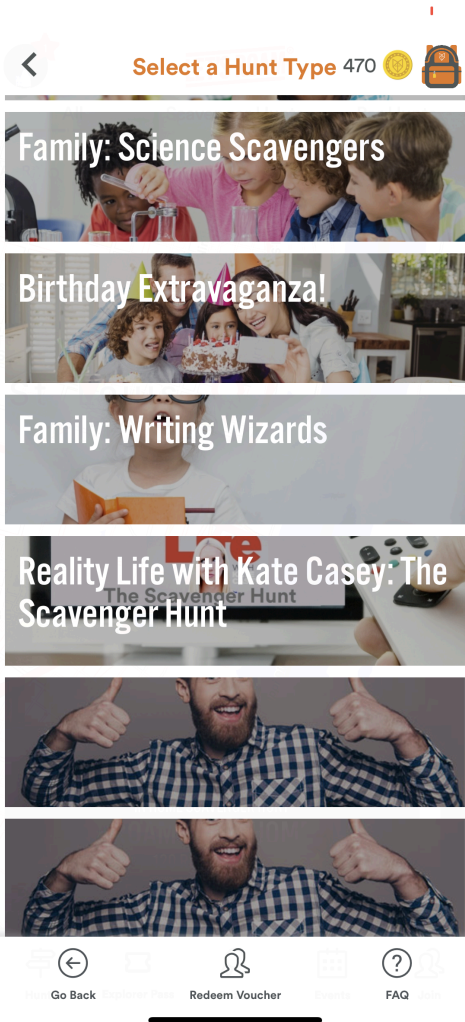
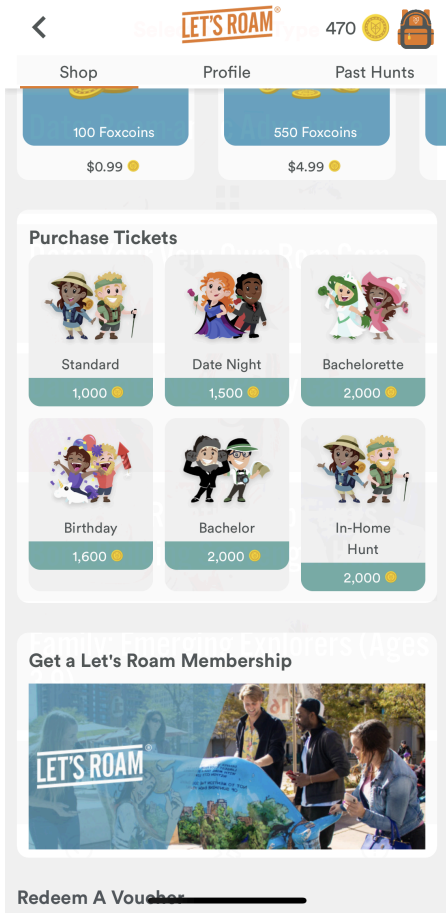
Overview

The app plays more like a video game, where you can play as different characters, earn badges, earn coins and redeem them for more game play. The app definitely focuses on different cities with a map and search bar front and center upon first opening. The app has many features to play with as well as different themes to suit a wide audience.

Usability

This app is not very user friendly or intuitive. The app has many features, navigation bars, pages, and buttons -- all on one screen. It makes it difficult to know where to start and where to go next. There is a brief onboarding that tells you what icons are, but doesn't show you how to use the different features. *Home Screen below:*





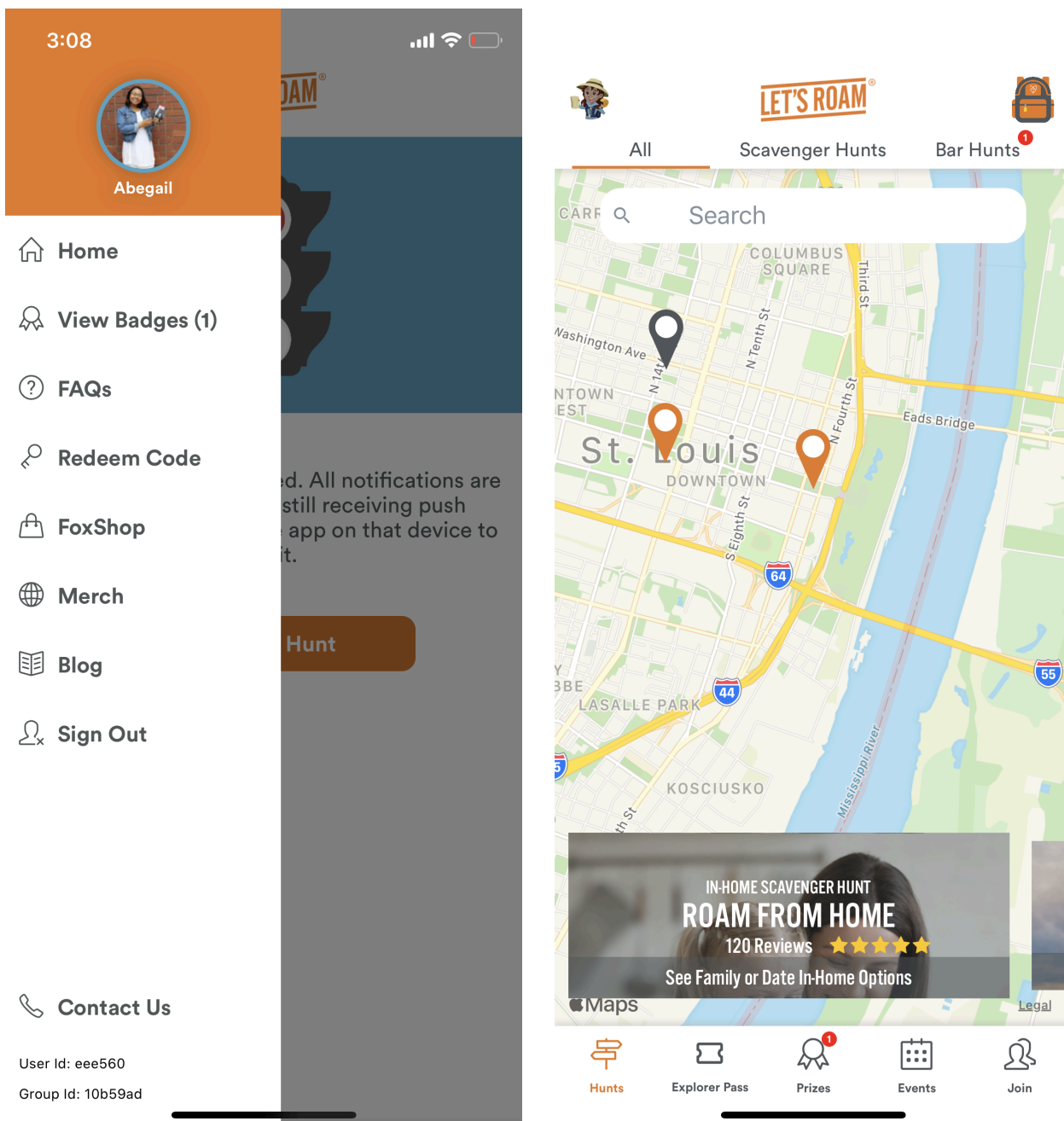
Left: In-Home Hunt extends longer than other ticket options

Right: When scrolled down, there is a bug that shows 2 of the same images.

Navigation

The main feature would be the search bar to help you locate different hunts geographically. At the bottom of the screen, there is a 5 page bottom navigation bar, and even then, there are sub pages to those pages. The final navigation is the pull out from the left, which allows you to view your badges, buy more coins (redundant with a button on the top right), buy merch on their website, or contact support. Navigation is not easy to understand with the verbiage being used for each page, nor is it structurally sound with its IA.

Side Nav Versus Home Screen



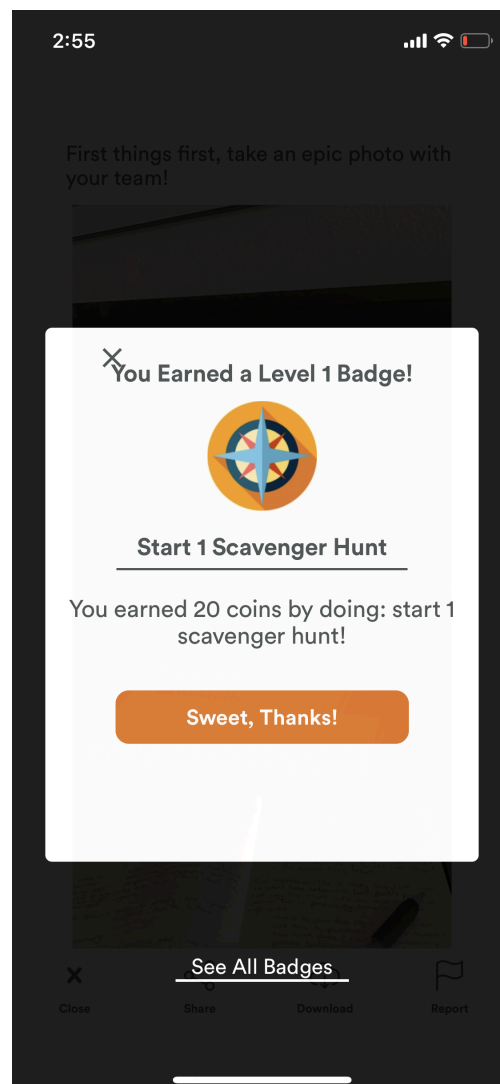
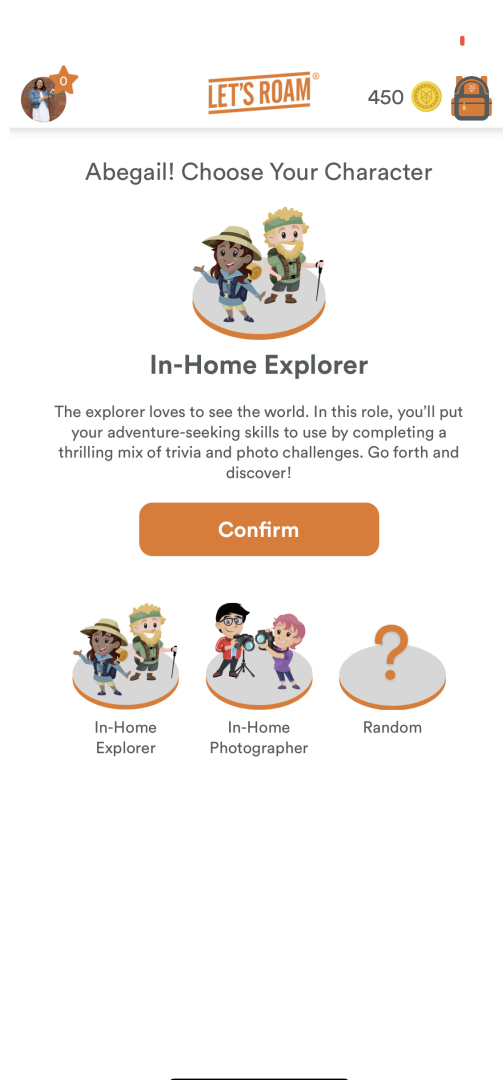
Differentiation

The app seems to have its own character given the vector stylization, typography, images, color etc. It is very lively and gets users excited to explore new cities. It's especially exciting to see what other plays are doing across the country.

There's a lot of good features, but I think the company should focus on a few and execute them very well.

For our app, I would like to make sure onboarding is clear to make sure users are able to accomplish their tasks without being overwhelmed.

If we were to gamefy our app, we need to make sure that redeeming points and converting them to tickets is an easy concept for users to understand.



Call to Action

There is a “Shop Page” with several ways to redeem vouchers. Wording is inconsistent between vouchers, tickets, coins, etc making it hard to understand how to purchase and play.

