

Redesign Sketch

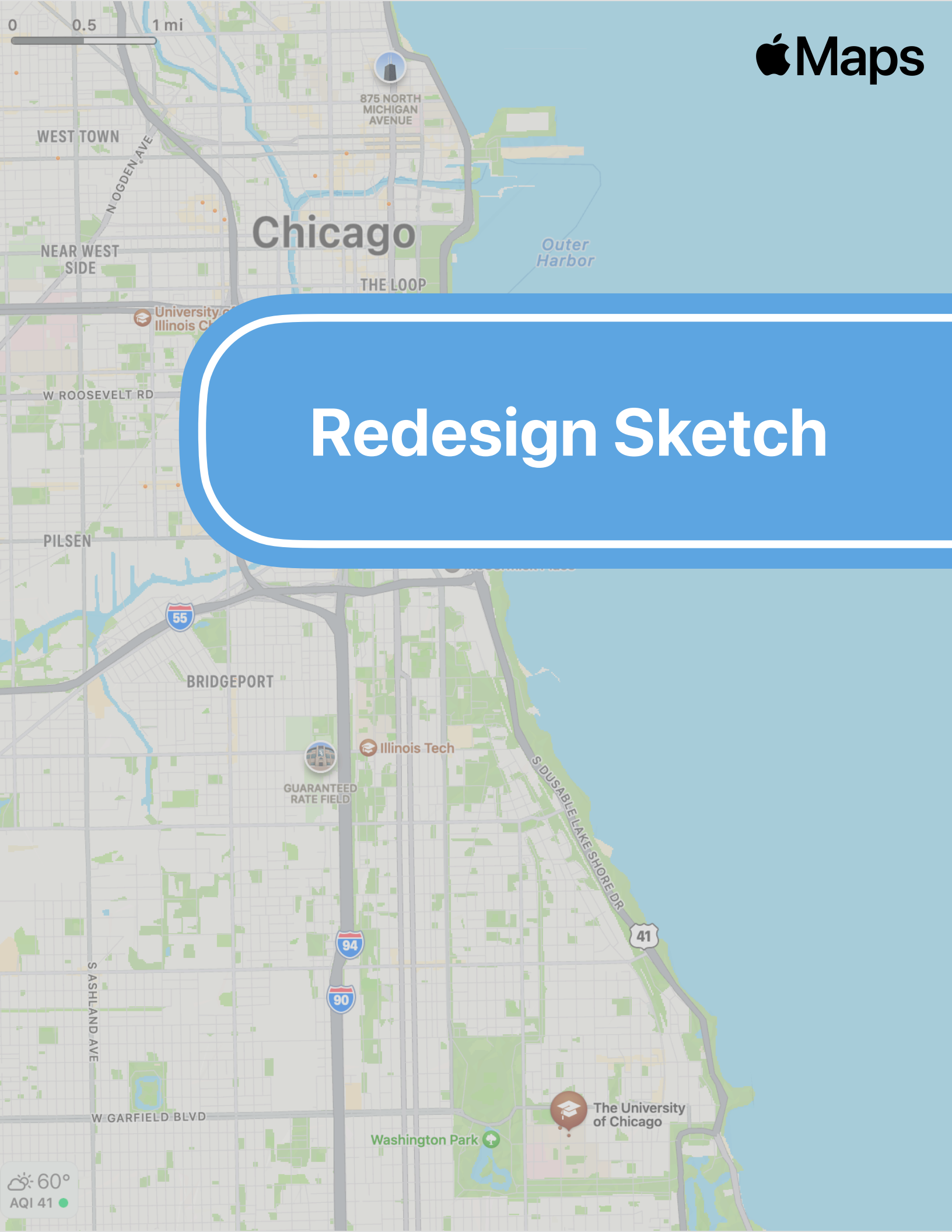


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1. Logo



Figure 1: Apple Maps Logo.



Figure 2: Redesign of Apple Maps Logo.

User Concerns:

Currently, the Apple Maps logo appears muddy, especially at smaller sizes. The color palette is pale, and the busy background makes the logo look flat overall, which makes it hard to find the Apple Maps on the user's phone screen.

Redesign Description:

By following Apple's best practices, we avoid adding too much detail by placing the primary image/icon on a simple background. We also want to offer different versions of the logo with light and dark color palettes to contrast with the user's phone background, making the logo stand out.

Redesign Rationale:

The redesign aligns with the Neilson and Norman principle to encourage Recognition Rather Than Recall, allowing the user to recognize the app right away instead of remembering the location where the Apple Maps is stored on their phone.

2. Lack of Search Bar in Location Details

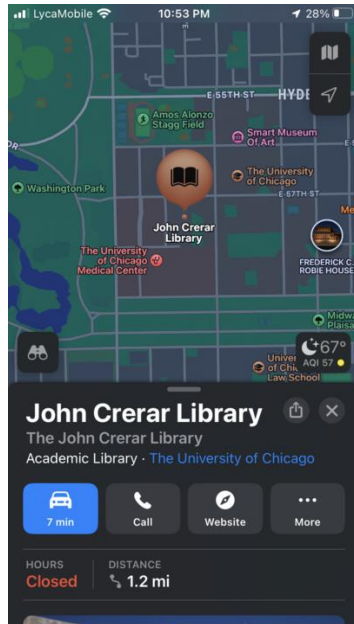


Figure 3: Apple Maps page for John Crerar Library.



Figure 4: Redesign of Figure 3.

User Concerns:

Currently, the user must navigate to the previous screen whenever they want to edit their searches or make a new query.

Redesign Description:

We plan to add an edit search bar on the map view to always allow easy and quick access to the search function.

Redesign Rationale:

The redesign aligns with the Neilson and Norman principle to encourage Flexibility and Efficiency of use, and user control and freedom as it enables the user to edit the search at any point.

3. Redundant Edit Search Button in Table of Suggestions

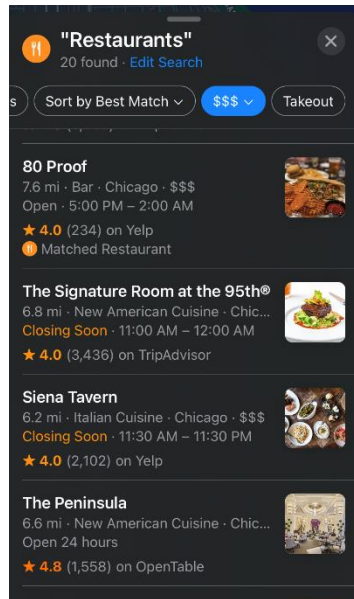


Figure 5: Apple Maps page for nearby Restaurants.

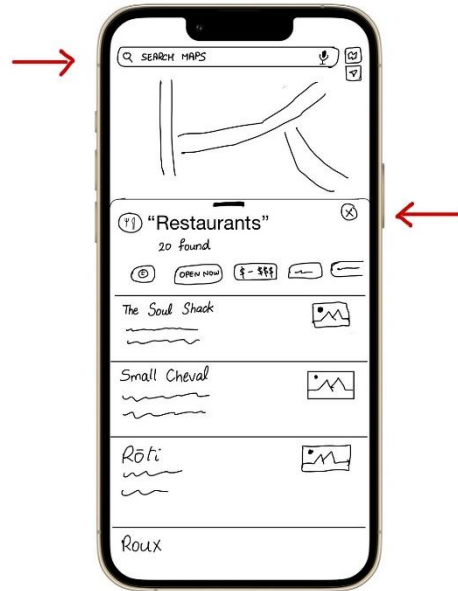


Figure 6: Redesign of Figure 5.

User Concerns:

Currently, the table of suggestions contains an edit search button as well as the "X" button which provides the same functionality of navigating back to the search bar.

Redesign Description:

We are eliminating the ambiguity and confusion by taking out one of the two options.

Redesign Rationale:

The redesign aligns with the Neilson and Norman principle of consistency, providing a consistent standard.

4. Inefficient Access to 'Add to Favorites' Button in Location Details View

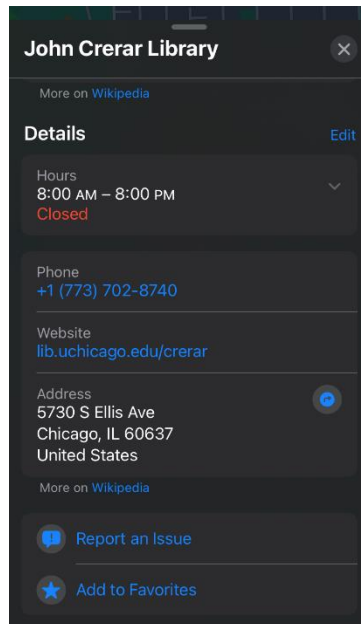


Figure 7: Apple Maps page for John Crerar Library.

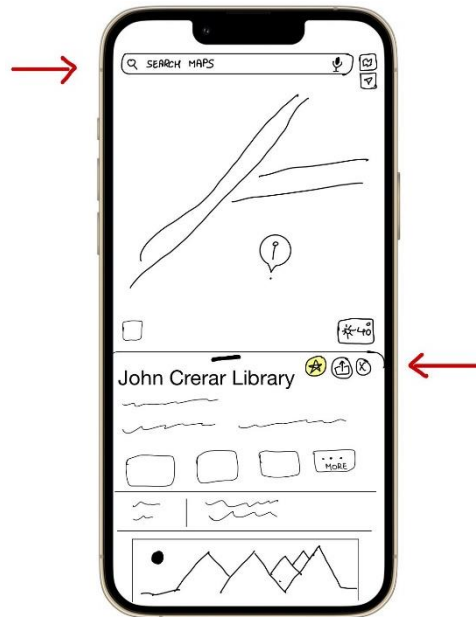


Figure 8: Redesign of Figure 7.

User Concerns:

Currently, the user must scroll down to the bottom of the detail view to favorite a place. This is not intuitive and adds extra work to the user.

Redesign Description:

We are planning to add a favorite button on the top of the detail view beside the title of the place which makes it more intuitive and user friendly.

Redesign Rationale:

The redesign aligns with the Neilson and Norman principle of Flexibility and Efficiency of Use.

5. Lack of Offline Access

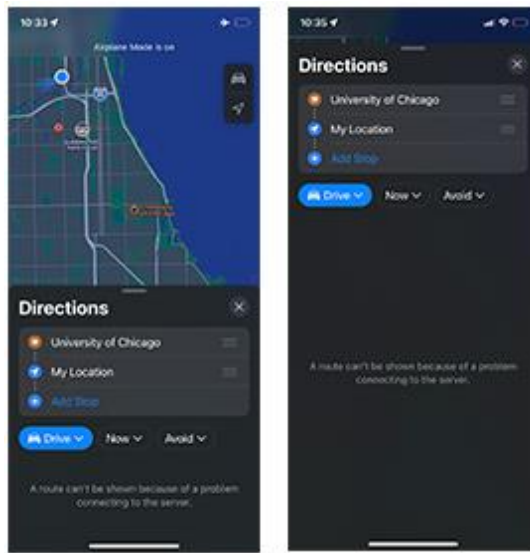


Figure 9: Apple Maps page when there is no network connectivity.

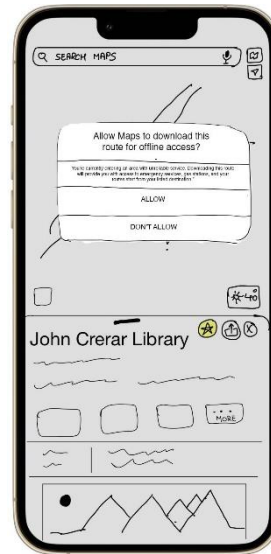


Figure 10: Redesign of Figure 9.

User Concerns:

Currently, the user cannot access any route information offline, so if they are traveling somewhere that does not have cellular service, they cannot get directions to emergency services or the place they came from.

Redesign Description:

We are planning to add a pop that appears when cellular service becomes unreliable. The popup text will read, “Allow Maps to download this route for offline access? You're currently entering an area with unreliable service. Downloading this route will provide you with access to emergency services, gas stations, and your routes start from your listed destination.”

Redesign Rationale:

This design will help the user handle error prevention once they arrive at their destination.

6. Screen on Screen Functionality



Figure 11: Screen-on-Screen Functionality of Apple Maps.

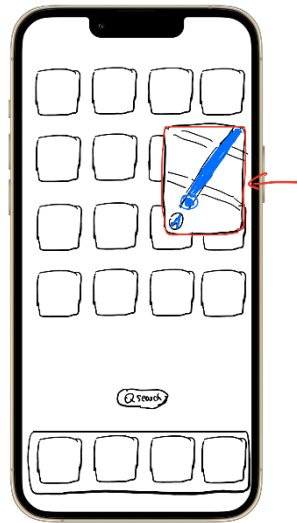


Figure 12: Redesign of Figure 11.

User Concerns:

Currently, the user cannot view the apple maps when he/she moves to other apps. User must switch between the apps to have a view again.

Redesign Description:

The redesign adds a minimized view of the apple maps when the user switches to other apps so that the user can have a view of both the applications simultaneously.

Redesign Rationale:

The redesign aligns with the Neilson and Norman principle of Flexibility and Efficiency of Use.

7. Desktop Browser Interoperability Leads to Google Maps for Directions



Figure 13: Opening an Apple Maps link from email.

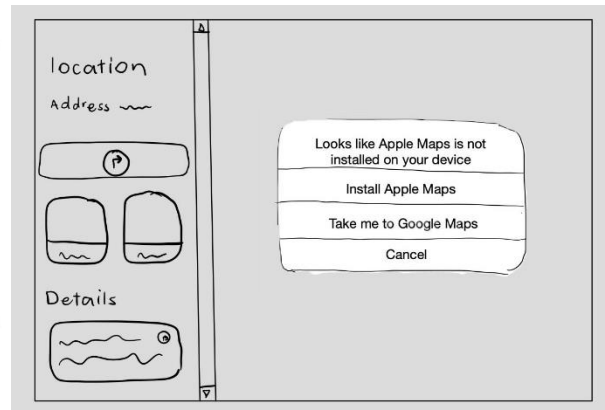


Figure 14: Redesign of Figure 13.

User Concerns:

Currently, non-Apple device users receiving an Apple Maps location link will be prompted into a static view of the location in Apple Maps but once the users click on the “Navigation” button - a web version of Google Maps will launch for actual navigation without any notification or explanation, which breaks the consistent standard in Nielsen Heuristic and affects the users’ understanding on the application’s behavior.

Redesign Description:

We implemented a pop-up window to convey certain messages to the users once they click on the “Navigation” button, such as “Looks like Apple Maps is not installed on your device, Google Maps will be launched in the browser for navigation”. This helps the user to understand the reason why the switch from Apple Maps to Google Maps occurs. The pop-up window also contains a list of options: “Install Apple Maps”, “Go to Google Maps”, “Save My Choice for Future Navigations”.

Redesign Rationale:

The newly added pop-up window follows Nielsen’s Heuristics on Providing Visibility of System Status by clarifying why the jump from Apple Maps to Google Maps occurs. It also maintains Nielsen’s Heuristics on User Control and Freedom by providing the user different options for customized experience.