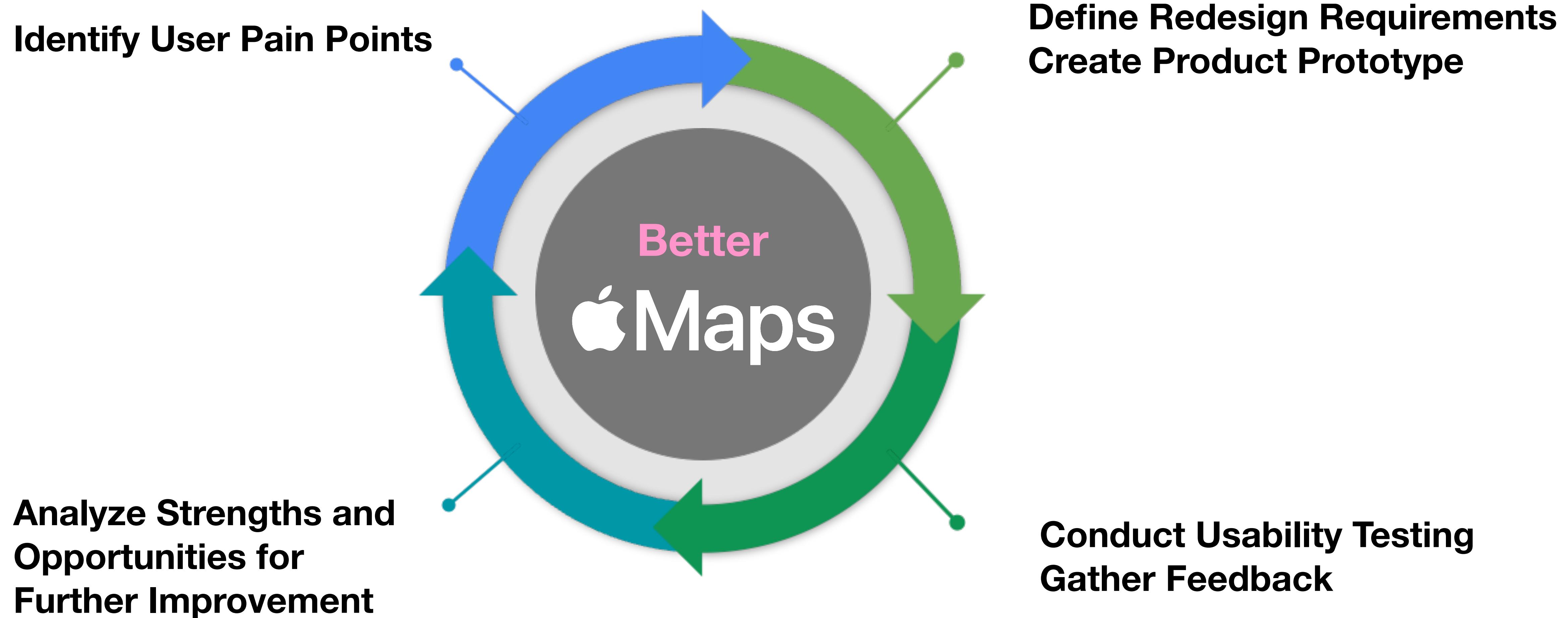




# Maps

Product Redesign Report

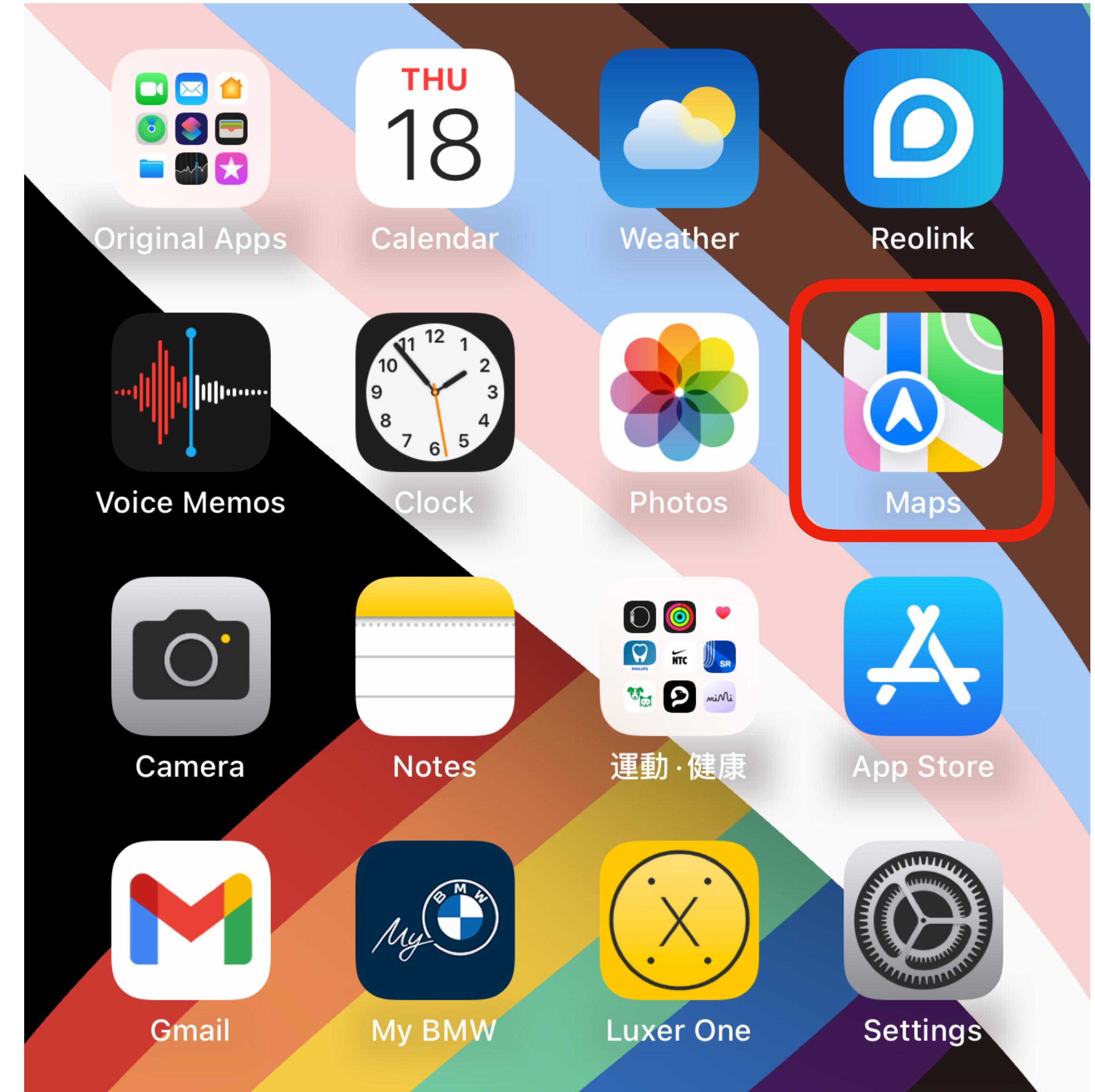
# Product Redesign Life Cycle



# Apple Maps Icon

# User Concerns

- Pale Color Palette
- Flat and Busy Background



# Design Solutions

- Simplified  
Reduce ~~excessive color blocks~~
- Accessible  
Color palette for color-blind users
- Findable  
Stand out with an outer white space



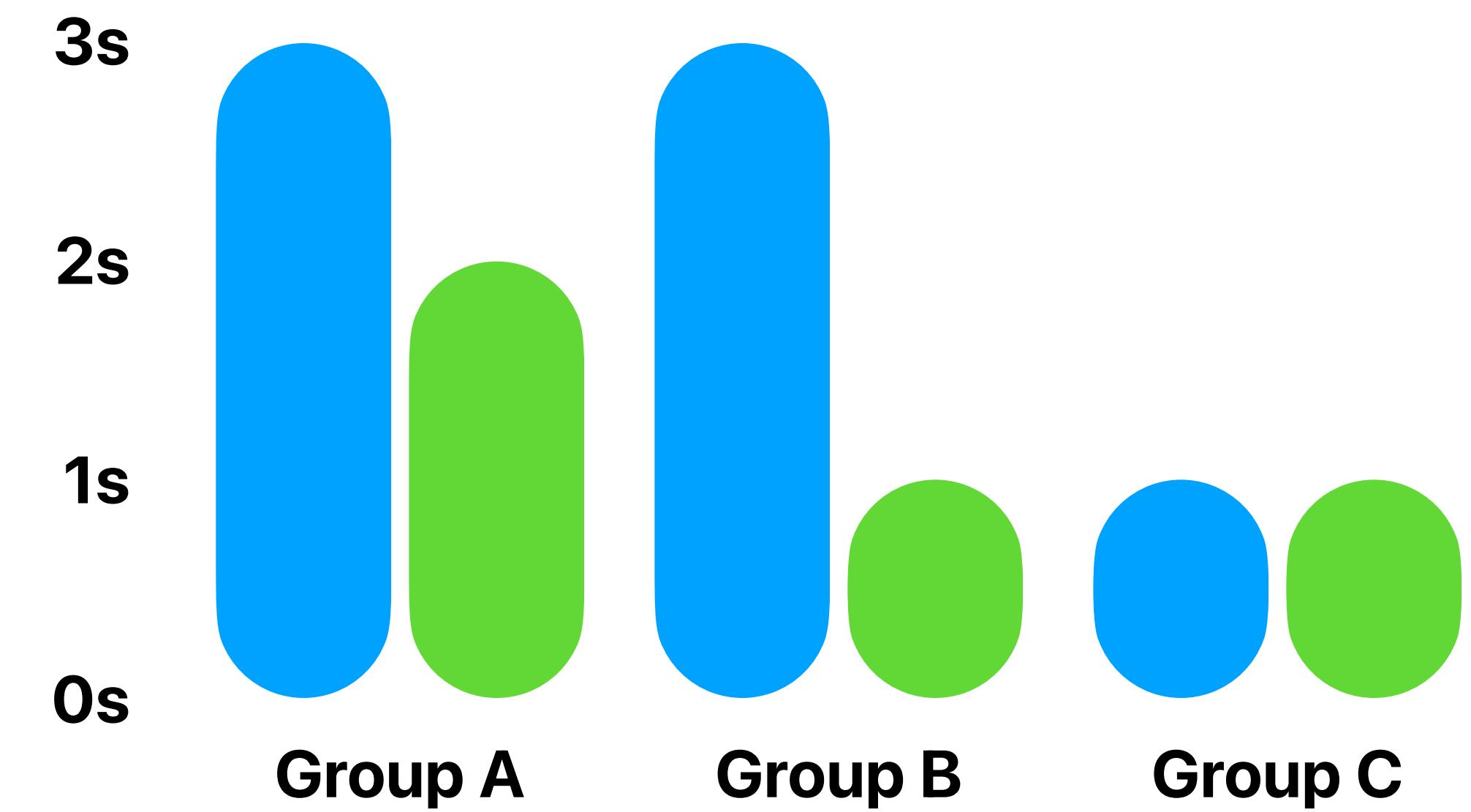
Nielsen Norman Principles: Recognition rather than Recall

# Testing & Feedback

Participants spent **less** time locating the logo and reported that:

The logo made the process easier due to simpler colors and shapes.

Time Locating Old and New Icon



# **Search Bar & Favorites Button**

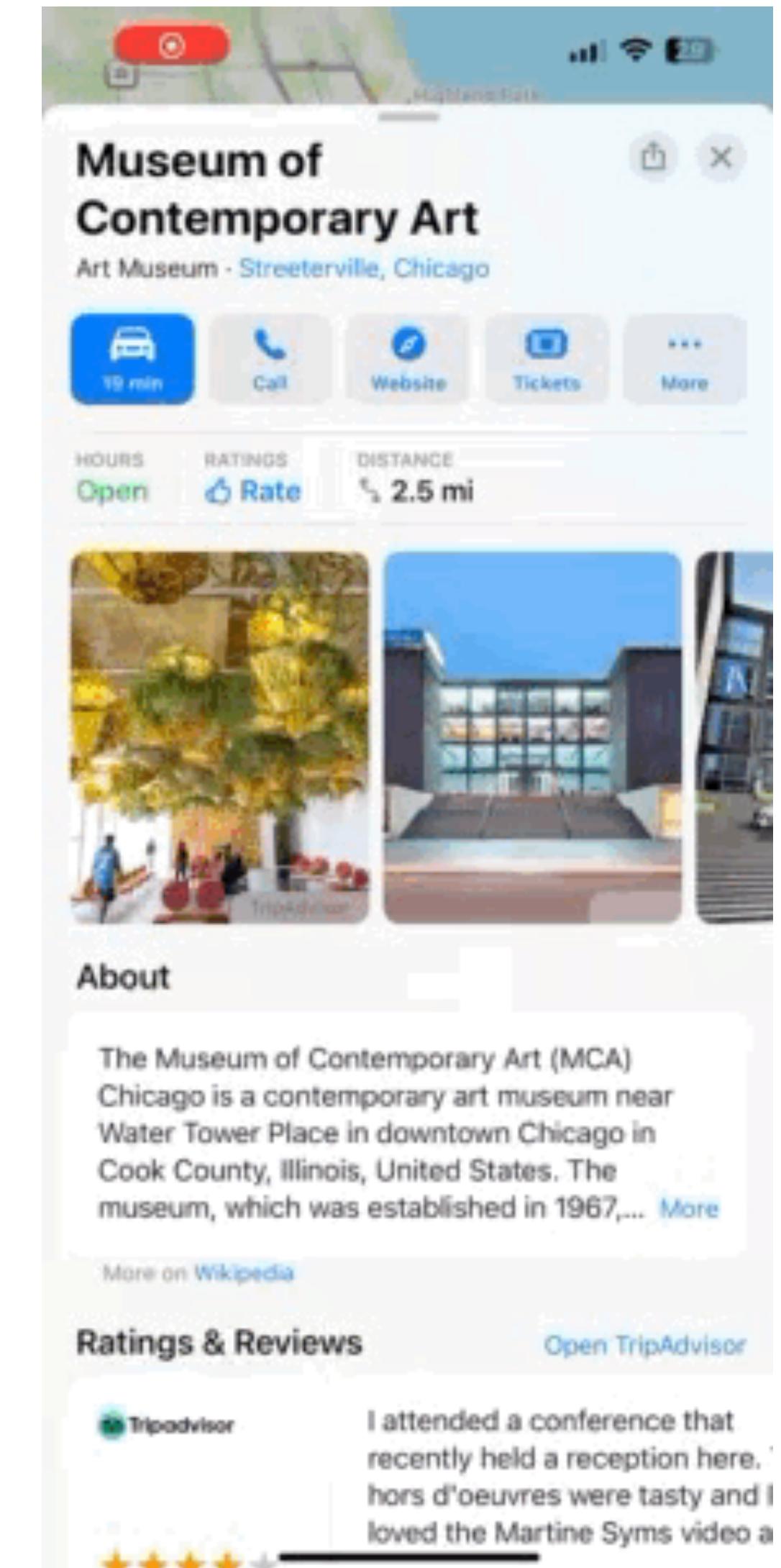
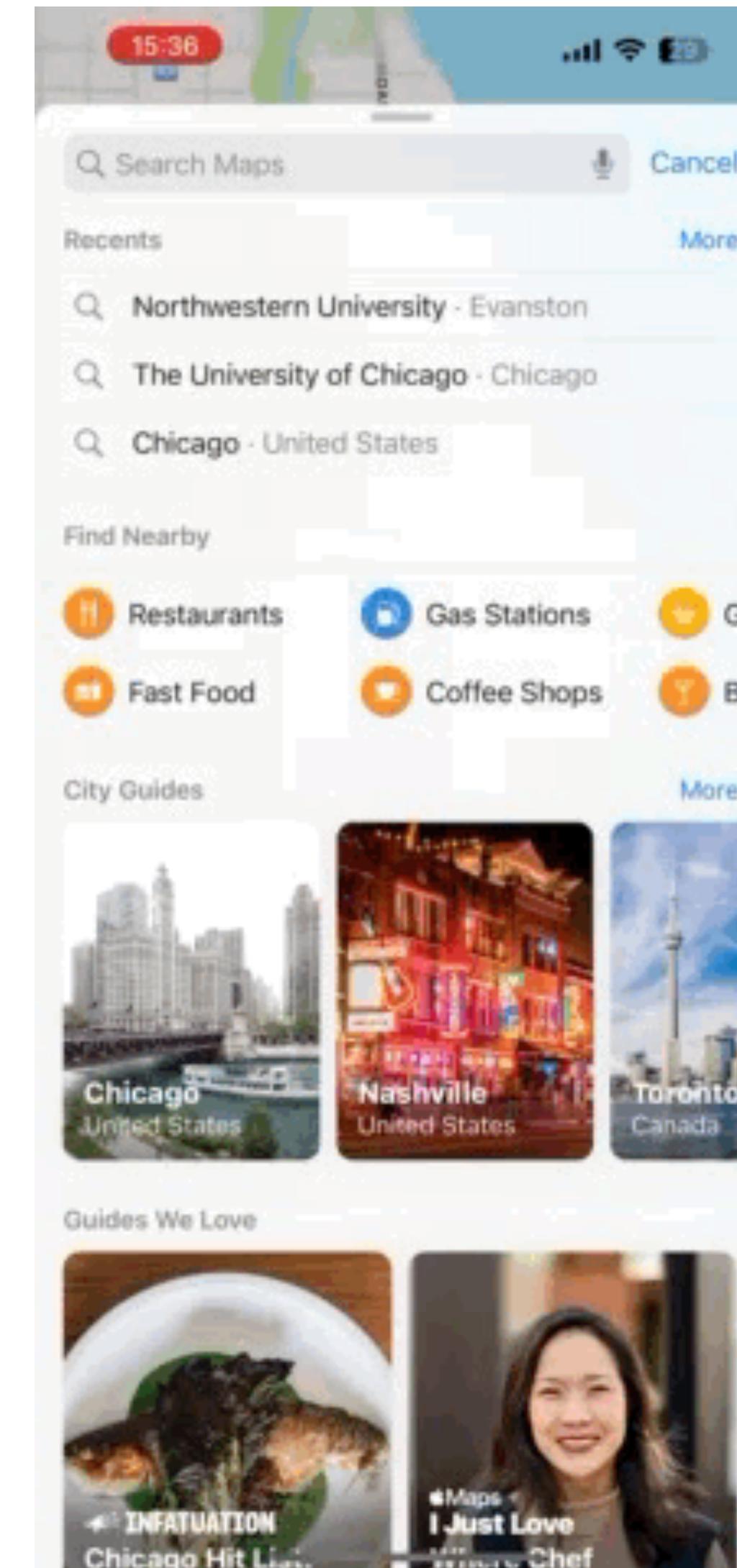
# User Concerns

## Duplicated Steps

- Go to previous screen to edit searches or make a new query.

## Extra Workloads, Not Intuitive

- Scroll down to the bottom of the detail view to ‘favorite’ a place.

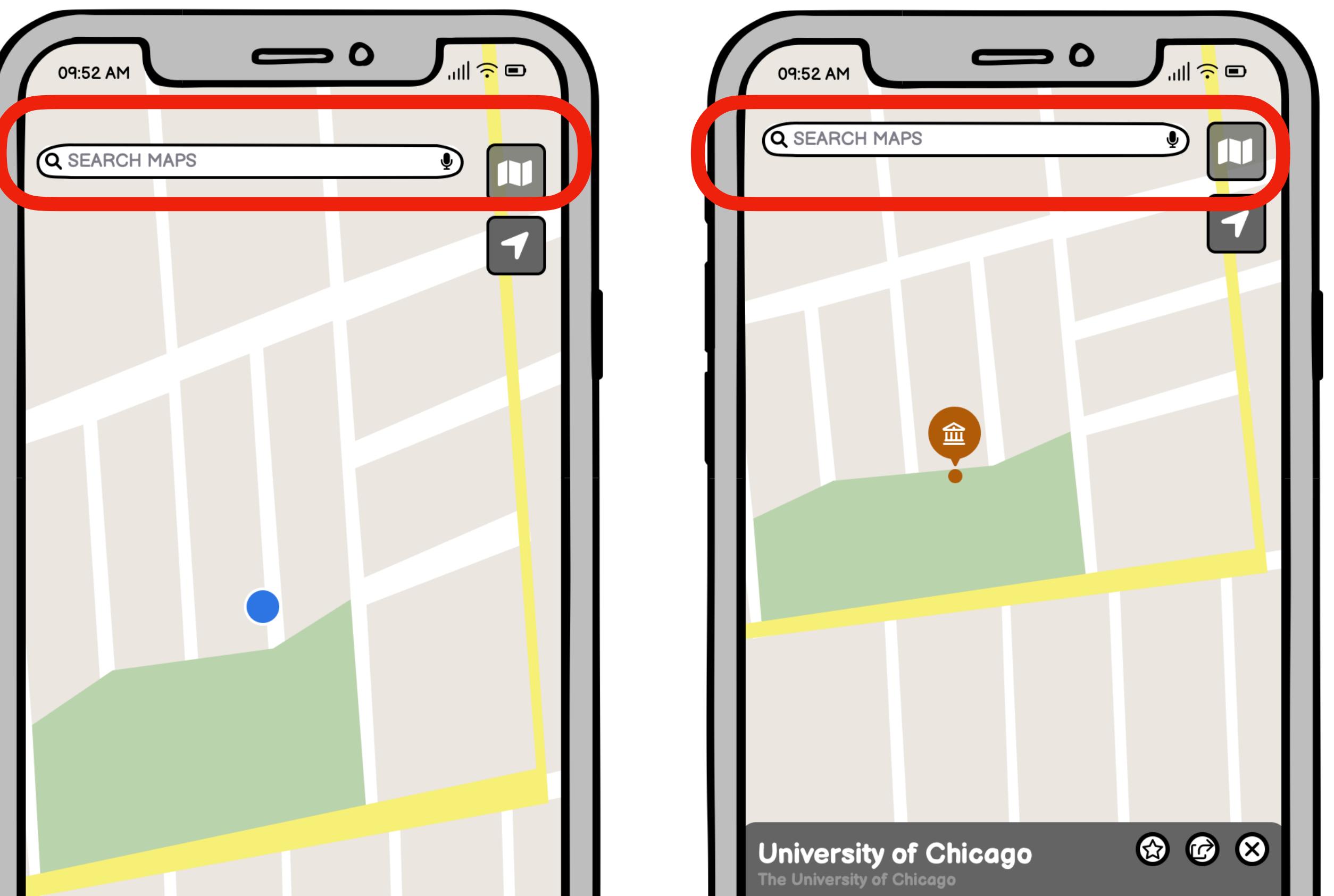
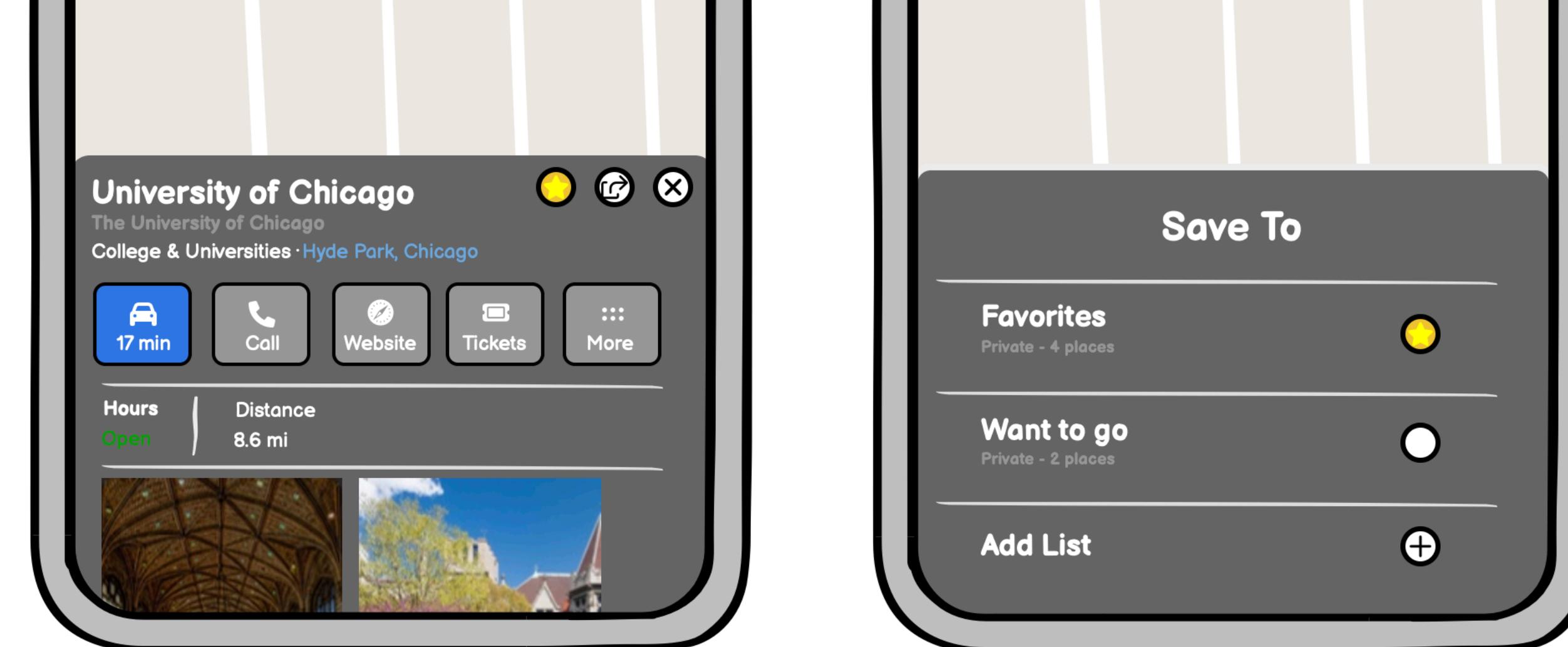


# Design Solutions

- Consistency and Easy Access  
Search bar is consistently at the top of the screen
- Easy-to-find “Favorites” Button  
“Add to Favorites” button is placed right beside the name of the location



Nielsen Norman Principles:  
Flexibility and Efficiency of Use



# Testing & Feedback

All participants shortened the time to conduct search and edit search by at least 30%

The “Favorites” button got 10 out of 10 for the user-friendliness score by all participants.

Further improvements based on participants feedback:

Add subcategories to “Favorites” option:

Upon clicking the favorite button, present a popup menu that includes subfolder selection.

# **Screen-On-Screen Functionality**

# User Concerns

Users cannot view the Apple Maps  
when they switch to other apps



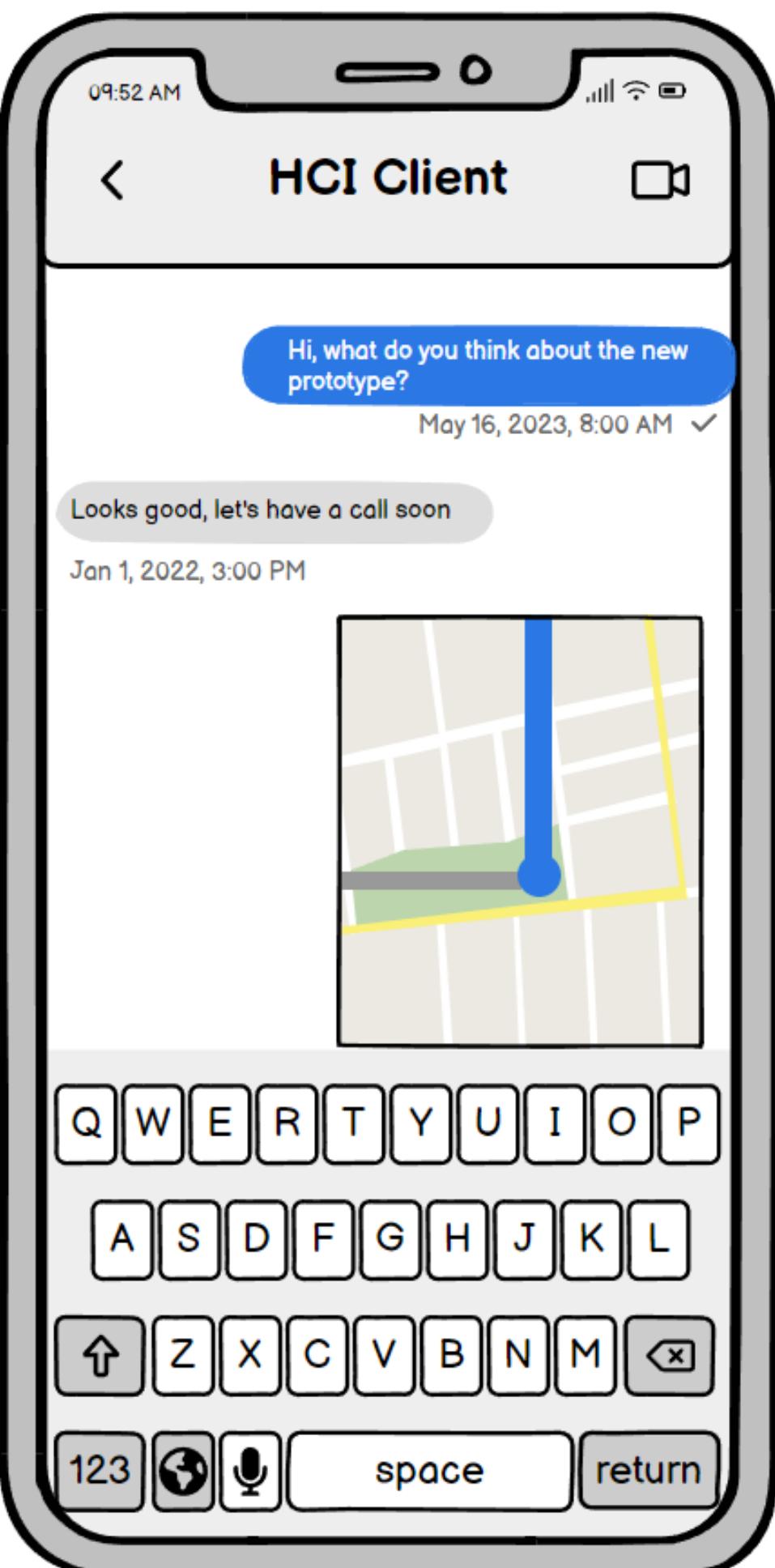
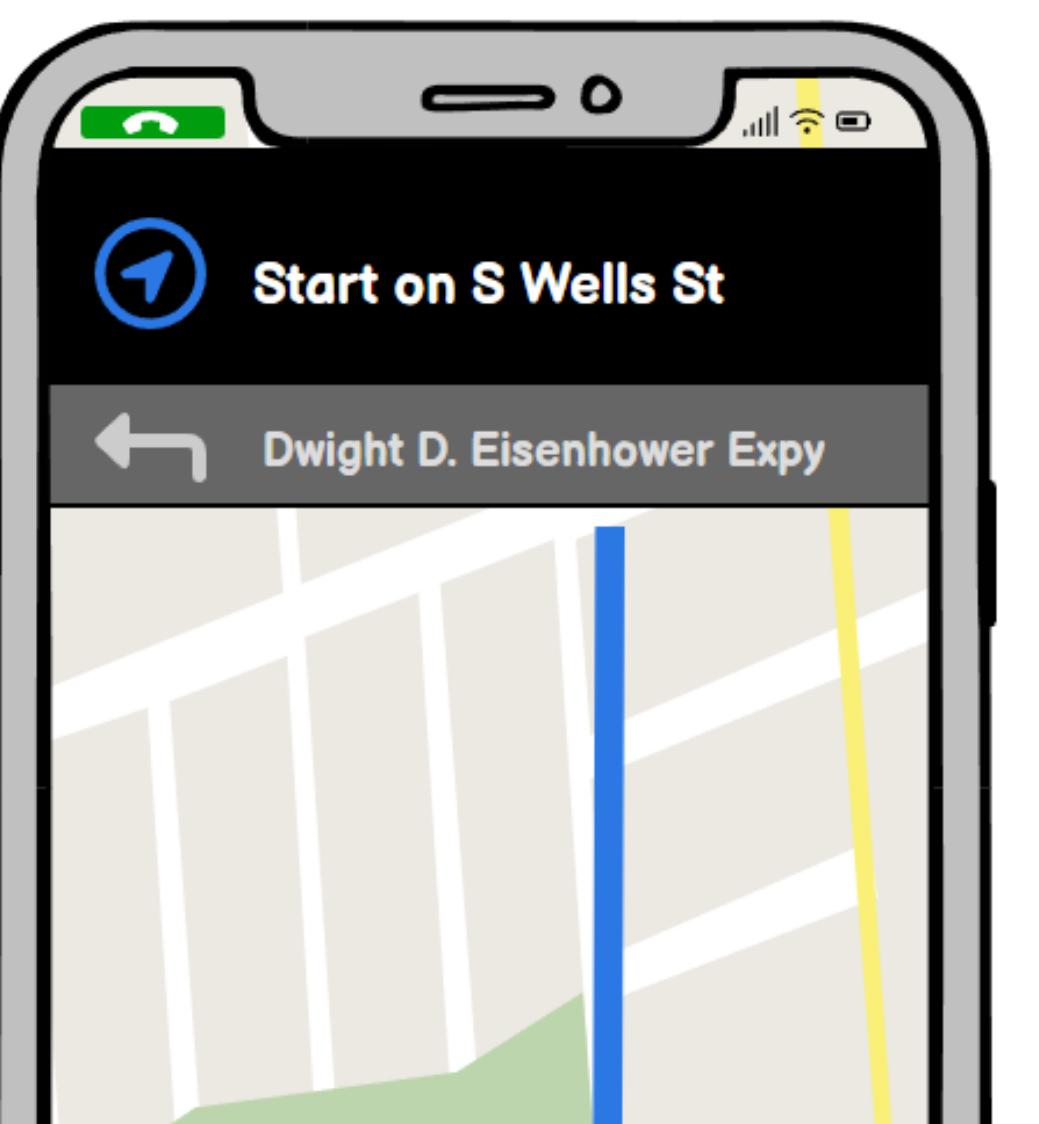
# Design Solutions

Add a minimized navigation interface

Provide different behaviors for different contexts:  
telephone functions(calling),  
app switching,  
messaging.



Nielsen Norman Principles:  
Flexibility and Efficiency of Use



# Testing & Feedback

Some participants found the minimized window to be **very helpful** in providing route information without interrupting other tasks.

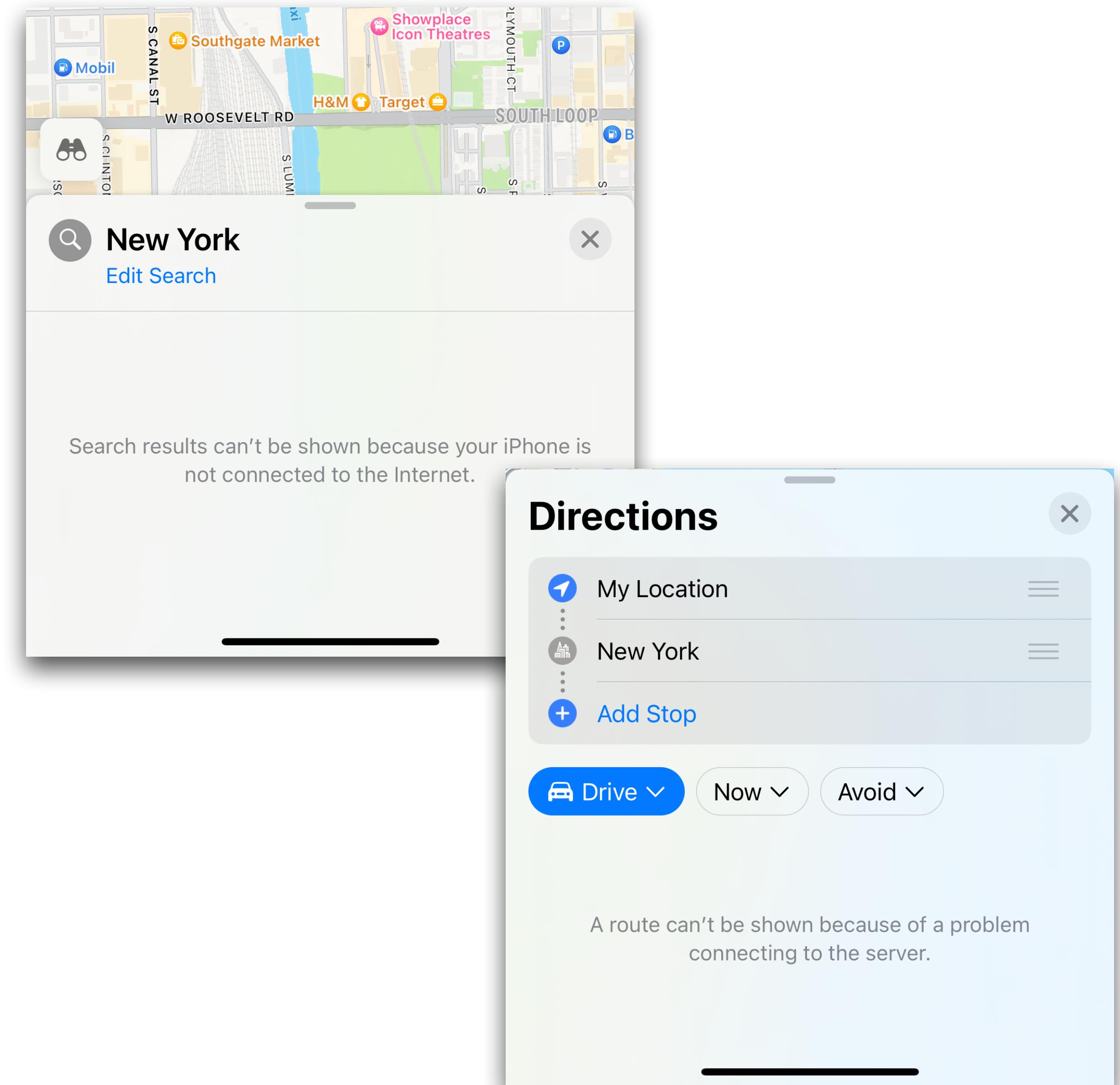
One Consideration:

Safety concerns for driving while using the screen-on-screen navigation.

# **Offline Services**

# User Concerns

Users cannot access any route information while offline



# Design Solutions

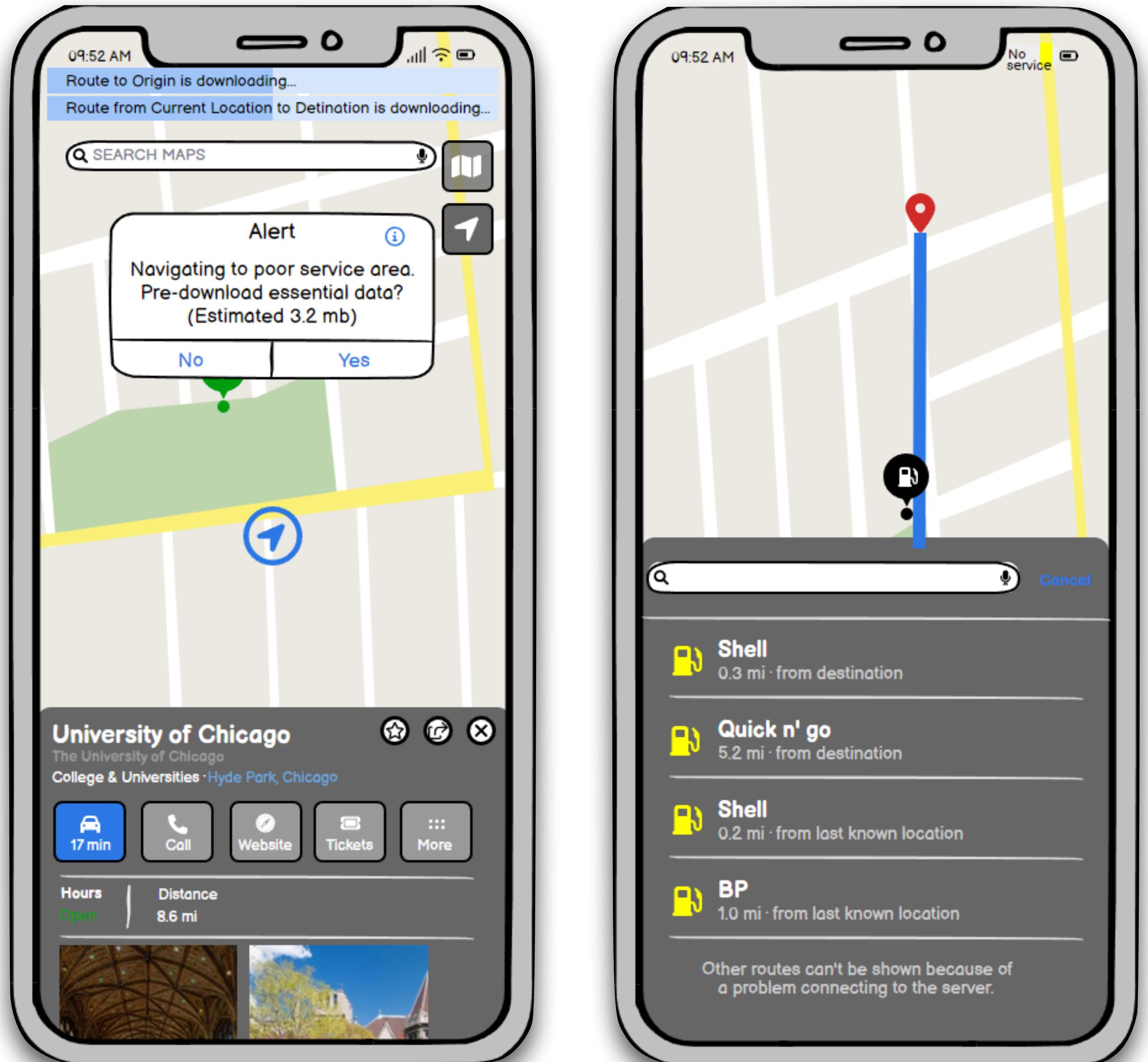
Automatic downloads of essential routes

Option to cache emergency service locations and data

Option to save offline cache permanently



Nielsen Norman Principles:  
Error Prevention



# Testing & Feedback

**All participants agreed that the offline feature and essential services information would be very useful.**

**One participant reported that**

it's a lot better since it fills the gap that current Apple Maps can't provide.

Participants provided constructive feedbacks on the position of alert, providing options to cache data permanently, clearer display of system status, etc.

Our redesign adopted these feedbacks and improved accordingly

# Summary

# **Summary**

## **Positive Feedbacks**

**Providing accessibility,  
Enhancing user efficiency,  
Expanding the usage scenarios.**

## **However**

**as an iterative process, our redesign  
will be continuously reviewed and  
revised.**



**Scan to Test**

**Thank you for watching!**

**Special thanks to testing participants, all peer review groups and faculty at University of Chicago.**

**Presented by**

**Yves Yang  
Fah Chotnoparatpat  
Jaswitha Reddy Guntaka  
Manaswini Aitha  
Graham Livingston**