triranglechoke89 ·

I rode a motorbike by myself in Vietnam. Was Day 1 and I underestimated how soon the sun sets, was in the middle of nowhere with a shitty headlight that barely lit up, Google maps brought me to a road where the centre was caved in and there was a huge drop onto bush and debris, I found an alternate route for obvious reasons, good times.

[deleted] · 2 yr. ago

Yeah Google Maps *sucks* for walking directions. There's really no way around this other than to look at the actual map, pick your own route, and hope Google Maps figures out what you're trying to do.

⬆ 12 ⬇   💬 Reply   ↑ Share   ···

Google maps will kill me one day

Currently traveling in Italy. I (F 49) have no sense of direction and rely heavily on google maps. However, it happened again last night when I tried to find my way back to the Airbnb after dinner. Google maps took me throught the scariest and darkest streets home instead of the well-lit street nearby. This happens all the time. I remember being directed through a park one day when there was a perfectly safe route through a busy street (found this out in daylight) Do I have my settings wrong? Do you guys experience this too? Is it hacked by serial killers? I seriously hate wandering about feeling absolutely lost and scared.

Often, Google Maps doesn't even have perfectly accurate info for walking routes (tbh, in some countries, even the road networks aren't that accurate).

Emily 🇺🇦
@kanocarra · Follow

I wish Google Maps had a "I'm walking home by myself at night" mode that would show you a way with well lit paths and open spaces. It always seems to take you on narrow, dark pathways in cities 🙁

4:57 PM · Sep 22, 2019

❤ 209K   💬 Reply   ↑ Share

Problem Statement

Google Maps users encounter challenges with reliability and safety while navigating on foot.

In an era where seamless exploration and navigation is essential, feeling of fear hinder the user experience.

Google Maps

Vision

Navigating the world Securely, with a little help from google maps

Google Maps

User Segment

Google Maps User

- Walk
  - SOLO
  - Group
- Cars
- Bike
- Public Transport

User Personas

Name: Kylie Gale
Age: 19
Profession : Student

Bio
- International student at Northeastern University
- Enjoys the freedom and independence of city life
- Often walks to university and grocery stores.

Needs/Goals
- Seeks a navigation solution prioritizing her safety.
- Desires local tips & suggestions to enhance the enjoyment of her city exploration.

Name: Jake Anderson
Age: 29
Profession : Software Developer

Bio
- Uses travel time not only for professional growth but also for personal enrichment and socializing.
- Takes advantage of the flexibility to explore new cities and cultures

Needs/Goals
- Desires a personalized settings and offline map functionality.
- Wants a real-time safety information to ensure secure travel while to different cities.

Name: Sophie Johnson
Age: 55
Profession : Retired

Bio
- Thrilled about exploring the city and embracing new cultures.
- Enjoys painting in her free time,finding joy in life's simple pleasures.

Needs/Goals
- Seeks real-time incident rates in different neighborhoods.
- She appreciates simplicity and user-friendly interfaces.

Google Maps

User Pain Points

Search here

Navigating Through

Poorly lit areas

Areas with a high incident rate

Secluded areas

Google Maps

Problem Validation

Safety Measure taken on Unsafe Path · · · · **71%** · · · · People Feel like Calling Someone

Frequency of GMaps Users · · · · **63%** · · · · Of the People use this Often

Factors defining Shady and Unreliable Paths · · · · **54%** · · · · Of the people feel it's Isolated Surroundings

Concerns about Present Suggested routes to be Unreliablee · · · · **82%** · · · · Of the People Feel is Unreliable

Google Maps

Market Analysis

TAM

SAM

SOM

200 Million Users

40 Million Users

15 Million Users

Total Google Maps users in the USA

Users relying on Google maps for walking navigation

Realistic target market based on user preferences and competition

Google Maps

Competitive Analysis

	Google Maps	Apple Maps	Footpath	HERE WeGo	MapQuest
Crime Rate Display	❌	❌	❌	❌	❌
Offline Maps	✅	❌	✅	✅	❌
3D Street View	✅	✅	❌	❌	❌
Reviews	✅	❌	❌	❌	❌
Line Customised Direction	❌	❌	✅	❌	❌

Search here

Google Maps

MVP

Search here

Reliable Mode

Optimised Reliable Route

SOS To Contact Emergency Contacts

Historic / Live Incident Updates

Share Loation

Google Maps
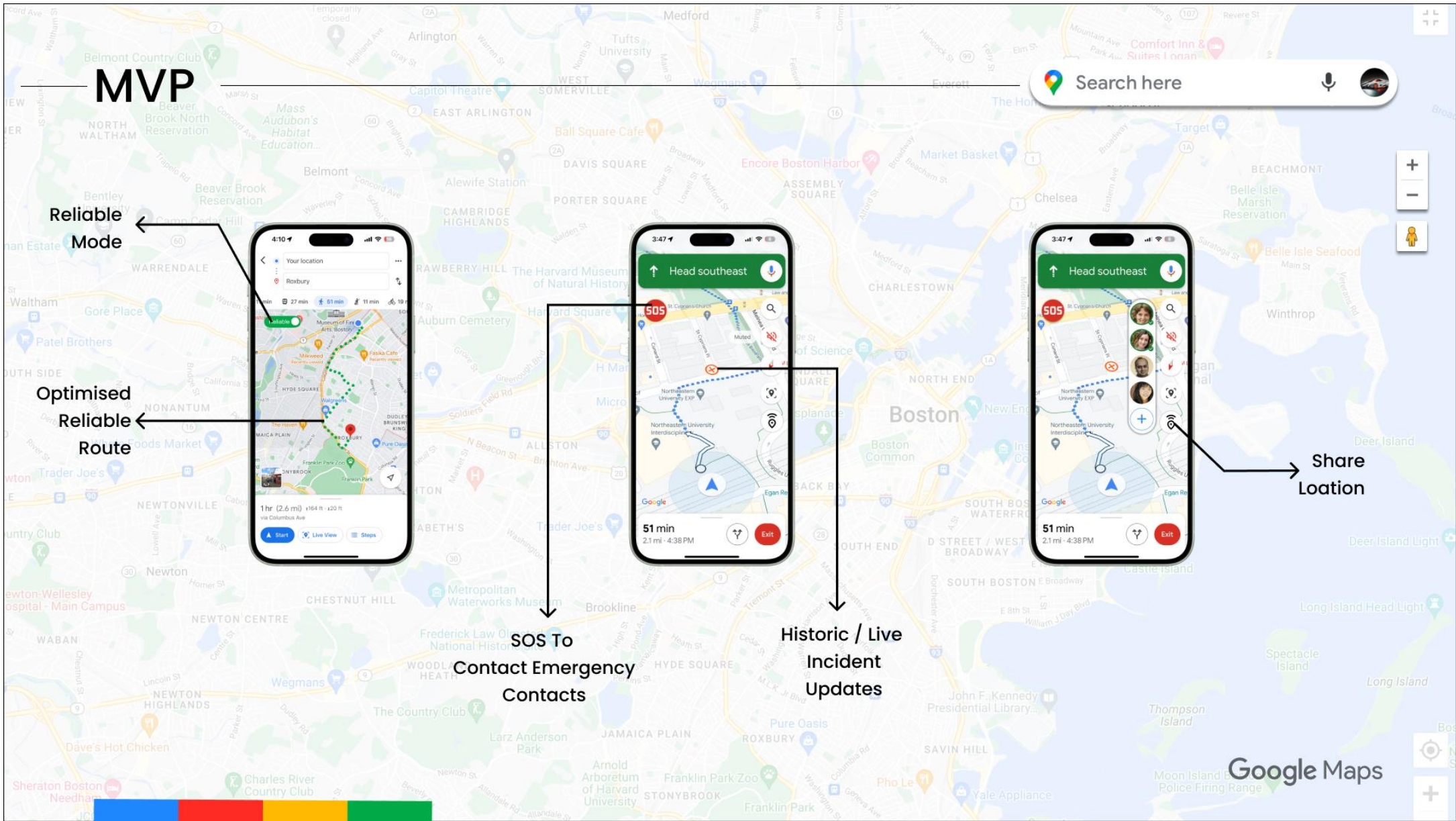
Feature Prioritization

Delightful

SOS Button

Share location button

Reliable path recommendation

Attractive

Absent

Present

Boston

Incident Display

Performance

Must-Be

Unsatisfied

Metrics

Northstar Metric

Total # users enabled Reliable mode

Total # users using the walking feature per week

Success Metrics

People finishing the trip with Reliable mode enabled

Total # users enabling Reliable mode per week

Times the share location button is clicked

Total # users enabling Reliable mode per week

Times the SOS button used in a week

Product Road Map

Q1

Q2

Q3

Q4

Safe path recommedation & Incident report display launch

SOS Button & Share location button development

Customized line Direction implementation

Addition of Survey feature to collect user data and improve functionalities

Google Maps

Meet the team

Sai Surya Rebbapragda

Tanai Cheedella

Varun Sanchetee

Aditi Joshi

Shweta Shinde

Google Maps