

# Google Maps

By: Jacek Czupyt, Amir Ali, Affi Marcel, Jiunkai Chang, Javier Serrano

# Organization Description

Our organization provides mapping services for private users and other organizations. We show road layouts, details about many locations, calculate the best or fastest route from one place to another via various means of transportation, and show various views of our maps, such as satellite view, or street view.



# Stakeholders

- Free Users
- Paying Users (companies, eg. Uber)
- Advertisers (business owners)
- Private data providers
- Satellite image providers
- Mappers
- Public transport data providers

# Stakeholders

- Street view image creators
- Developers
- Managers
- Directors
- Google stock owners
- Other Google service providers
- Phone manufactures

# Critical Stakeholders

1. Free users
2. Paying Users (eg. Uber)
3. Developers
4. Satellite image providers
5. Phone manufacturers
6. Advertisers (business owners)

# Free Users

## Satisfactions:

- Find the fastest or best route to any location (by car, public transport, walking, ect.)
- Find location by address
- Find nearby location fitting criteria (coffee shop, shopping mall, ect.)
- Get details about a location (opening hours, phone number, website, reviews, ect.)
- Up to date traffic conditions (traffic and demographic)
- Sharing ride details

## Contributions:

- Provide data to Google (how crowded was the bus)
- Review locations
- Consume advertisements
- Popularise the product

# Paying Users (eg. Uber)

## Satisfactions:

- Get additional features and increased usage limits
- Allow for integration of maps into their applications
- Stability, continuous maintenance and minimal downtime of the SDK/API

## Contributions:

- Compensation
- More money
- Provide data and feedback about google maps?
- Even more money

# Developers

## Satisfactions:

- High salary
- Good working environment
- Job security
- Google stocks

## Contributions:

- Developing new services
- Maintaining existing code
- Be on call when needed
- Solve customer issues



# Satellite Image Providers

Satisfactions:

- Compensation

Contributions:

- Recent satellite images
- Historical satellite images
- Live satellite feeds

# Phone Manufacturers

## Satisfactions:

- Have Google maps available on their phones, to satisfy their users needs

## Contributions:

- Allow for Google Maps to function on their phone, giving Google Maps access to their users
- Give tools to make Google Maps app simple to port / develop on their machine
- Allow for integration with other phone services, such as with voice assistant

# Advertisers (Business owners)

## Satisfactions:

- Have their business show up on the maps, making it easier to find
- Have their business be more likely to show up in search results

## Contributions:

- Pay money (for increased exposure of their business)
- Populate maps with more locations, making it easier for maps users to find the locations they are looking for

# Strategy proposal

Advertisers and paying users generate revenue. A large part of the revenue is used for developers salary and working conditions, as well as to purchase recent satellite photos. Developers maintain existing code, continuously improve the core features of our product, such as route finding and location search, and develop new features to ensure that we provide the best services in the industry. This should satisfy many of the needs of our free and paying users, which ensures they use our product, the former consuming the advertising and rising our popularity, and the later contributing heavily to our revenue.

# Strategy proposal

When users searches for a location through Google maps (or other Google services), the locations and businesses belonging to our advertisers are more likely to show up in the results. This should provide our advertisers a visible increase in customers as a return for the advertising costs.

The relationship with phone manufacturers should be a mutually beneficial one; we want to have access to the phone manufacturers users, while the they want to ensure their users have access to good mapping software on their phone. With a good relationship to the manufacturer, it may be possible to develop greater integration of our maps with their phone (e.g. with voice assistant), which should further magnify the benefits described above.