



# User Research Insights and Feature Recommendations for MakeYourMap

- **Aim:** To analyze user behaviors and preferences to develop and prioritize impactful new features for the app.
- **Objective:** Enhance navigation reliability and user engagement through targeted feature development.
- **Focus:** Address key user frustrations and capitalize on opportunities to improve usability.

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# Research Methodology



**Technique used:** Online survey (Qualitative Research)

**Total Participants:** 10 participants.

**Age Range:** 25-65+ years.

**Regions:** Europe, Africa, North America.

**Tech Expertise:**

- Experts (6 participants).
- Intermediate (4 participants).
- Usage Frequency: Weekly to daily users of local guide apps.

**Tools:** Google Forms and analysis tools

(link to the survey questions

<https://docs.google.com/forms/d/e/1FAIpQLSe-9fLUMxxizLJBt8FhvIqlcE04Y9kNOskjT3cqToTjv1UXQQ/viewform?usp=header>).

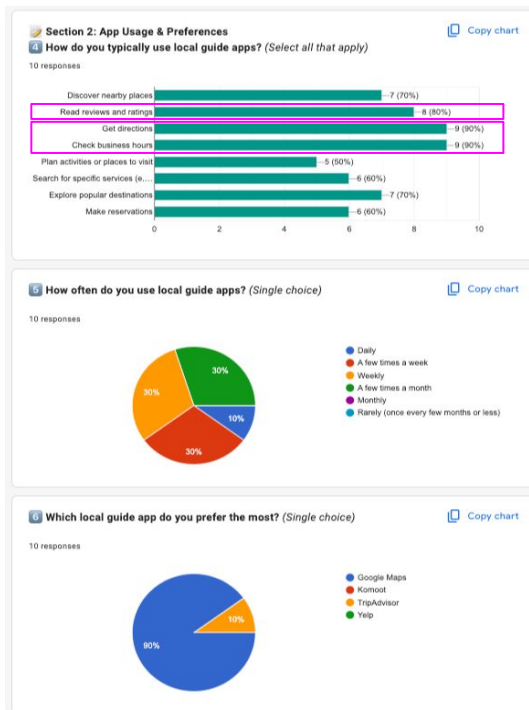
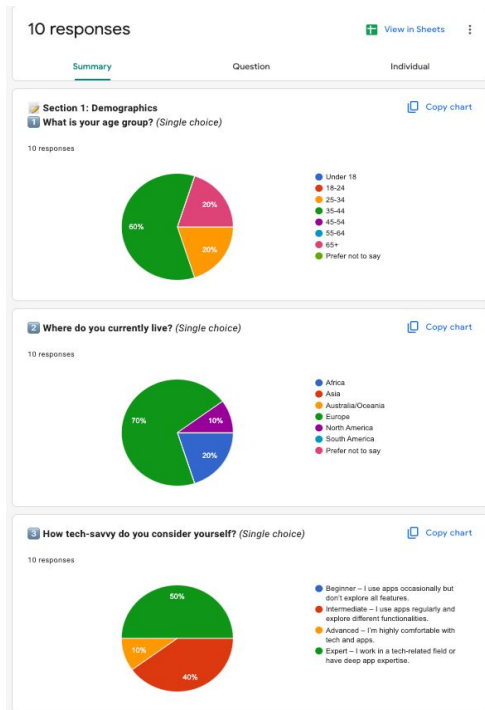
**Key Metrics:**

- App preferences.
- Navigation challenges.
- Desired features and frustrations.

**Info for Aniket:**

During my research, I realized that I missed including some important questions, such as gender, urban vs. rural location, and time spent per day in the app. I plan to incorporate these in future research.

# Key Findings



- 90% of users use the app for “**Getting Directions**” and information on “**Business Hours**.”
- 80% of users engage with “**Reviews and Ratings**.”

# Themes and Problems Identified 1



## Strong (More than 6 mentions)

- **Accuracy of Information:** Issues with incorrect opening hours, misleading reviews, and outdated business details.
- **Navigation & Route Optimization:** Users experienced incorrect routes, longer-than-necessary routes, and misguidance due to duplicate addresses.
- **Ease of Use & Integration:** Users prefer Google Maps because it integrates seamlessly with other services in and outside of Google.
- **User Reviews & Ratings:** Subjectivity in reviews can make decision-making difficult.

## Medium (2-6 mentions)

- **Live Traffic & Public Transport Features:** Real-time traffic updates and public transport schedules are highly valued.
- **Local Events & Recommendations:** Users expressed interest in local events, gig/show listings, and curated guides.
- **Smart Search & Personalized Suggestions:** Users feel search results aren't always relevant.

# Themes and Problems Identified 2



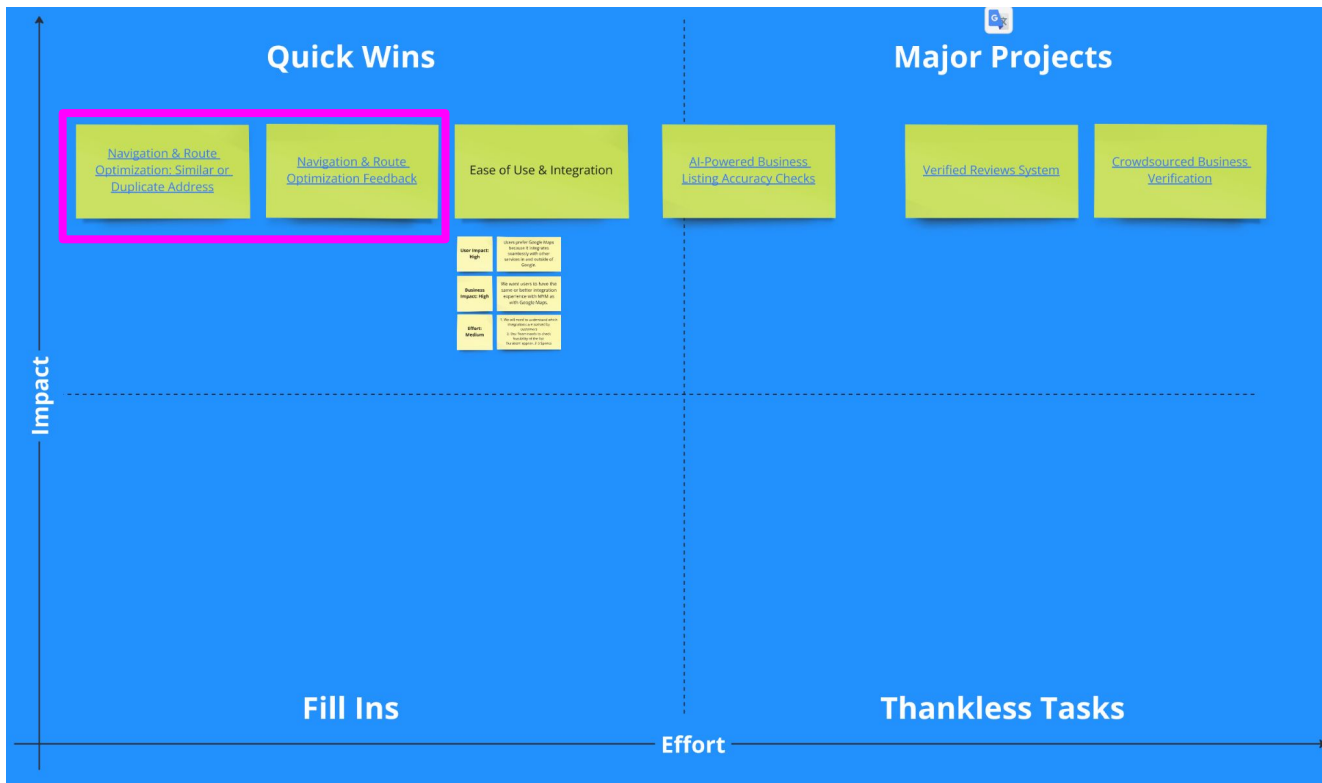
## Weak (Mentioned Twice or Less)

- **Reliability Issues (Car Integration & App Performance):** Google Maps sometimes fails to display the map correctly when connected to a car.
- **Privacy Concerns:** Users mentioned concerns about Google's data collection.
- **Business Listing & Review Manipulation:** Some users had bad experiences with misleading business listings.
- **Alternative Travel Modes (Hiking & Cycling):** Some users want hiking and bicycle tour recommendations like Komoot.
- **Apple Maps' User Guides Feature:** A user prefers Apple Maps' curated guides feature.

### Info for Aniket:

I adjusted the numbers for Strong, Medium, and Weak categories. The reason is that I received ten survey responses, whereas the initial exercise was based on only 4–5 responses. I hope this makes sense.

# Action Priority Matrix



Currently, our focus is solely on high-impact features.

Based on the Action Priority Matrix, we have identified two Quick Win feature suggestions that will be prioritized.

# Feature Suggestion 1

Feature: Duplicate Address Warning



## Feature Idea Summary:

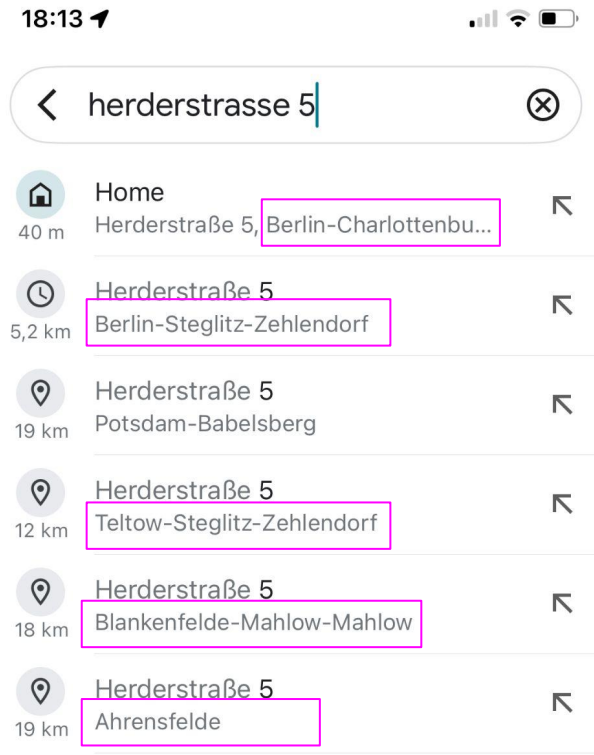
- Navigation is fundamental to MYM's value proposition; ensuring its accuracy preserves the app's reputation and user base. Introduce a warning system for duplicate addresses to improve navigation accuracy.

## User Impact: High

- Users rely on accurate routing, and misguidance due to duplicate addresses significantly affects their trust and app usability.

## Effort Level: Low

- The development team can possibly implement this feature within 1 to 2 sprints.





# Feature Suggestion 1

Feature: Duplicate Address Warning



Which borough do you wanna go?

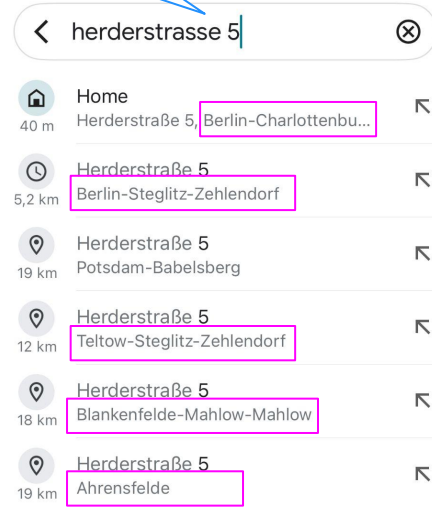
## Core Elements of the Idea:

### 1. Duplicate Address Warning:

- Notify users when multiple addresses with the same street name exist nearby.
- Highlight differences using ZIP codes and boroughs to enable informed navigation choices.

### 2. User-Friendly Interface:

- The warning will appear prominently during address selection or route planning.
- Intuitive design ensures easy identification of the correct address.



# Feature Suggestion 1

Feature: Duplicate Address Warning



## Impact on the Business

### User Trust and Retention

- Reliable routing keeps users engaged and reduces churn.
- Strengthens user trust in the app's navigation capabilities.

### Legal Compliance / Possible Risks

- None

### Competitive Edge

- Differentiates MYM by focusing on solving common user frustrations in navigation.
- Offers a unique, user-focused feature that adds clarity to routing.

### Costs vs. Benefits

- Low-cost implementation with high user impact.
- Reduces costs associated with addressing user complaints and inaccuracies.

# Feature Suggestion 2

Feature: Fastest Route Optimization



## Feature Idea Summary:

- Introduce a user-friendly system for submitting route feedback, rewarding users for suggestions that improve navigation accuracy.
- The MVP focuses on providing feedback on the fastest route.
- Future iterations can include:
  - User suggestions for better, safer, or more scenic routes.
  - Gamification elements such as points, badges, and perks will enhance engagement, while AI validation ensures reliable updates.

## User Impact: High

Incorrect or slow routes cause frustration and reduce app usability.

## Effort Level: Low to High

It depends on how many features we want to include in the MVP. The effort level is low when we focus on the core feedback function of providing faster routes. We are prioritizing a Low Effort Level MVP.

# Feature Suggestion 2

Feature: Fastest Route Optimization



I always experience way less traffic when I follow the red route.

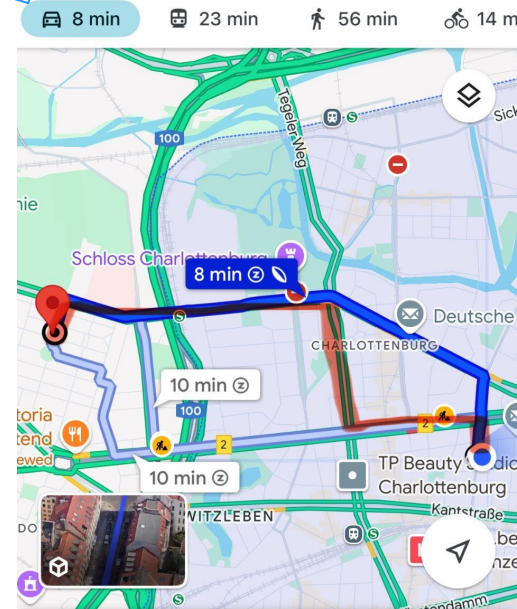
## Core Elements of the Idea

### User Input on Route Feedback:

- Simple tools for users to suggest faster routes.
- Ability to tag areas or explain why a route was inefficient (e.g., avoiding traffic or taking a shortcut).

### AI-Boosted Accuracy Score:

- AI validates user-suggested routes for quality and assigns trust scores.
- High-trust contributors get faster feedback approvals and priority feature access.



# Feature Suggestion 2

Feature: Fastest Route Optimization



## Business Impact

### Trust from Users:

- Reliable, crowd-sourced route suggestions build trust and enhance the app's reputation.
- Gamification fosters engagement and loyalty.

### Legal Compliance / Possible Risks:

- Inaccurate Information: Incorrect or unsafe routes.
- Liability for Route Suggestions: Use disclaimers to manage expectations.

### Competitive Edge:

- User-driven route optimization can distinguish our app from competitors like Google Maps or Waze. Possible future iterations including diverse route options (e.g., eco-friendly, scenic, restaurants, sights) offers a unique, personalized experience.

### Costs vs. Benefits:

- Costs of developing the feedback and reward system.
- Benefits: Higher user engagement, and monetization opportunities through partnerships and rewards in later iterations.

# Next Steps



## Prioritized Features:

Feature 1: Duplicate Address Warning

Feature 2: Fastest Route Optimization

## Why These Features?

- Address core navigation frustrations (trust and accuracy).
- Quick Win Features

## Next Steps:

- Write User Stories
- Define Product Goals for Feature 1 & 2
- Create Product Backlog for MVP
- Test MVP and get feedback from users

# Resources and Deep Dive



- User Insights Survey:  
<https://docs.google.com/forms/d/e/1FAIpQLSe-9fLUMxxizLJBt8FhvlglcE04Y9kNOskjT3cqToTjv1UXQQ/viewform?usp=header>
- Survey Responses:  
<https://docs.google.com/spreadsheets/d/1k5iwalURbvscrUtPMcM17vYfWnu6E1DoFwRbIUMVY5o/edit?gid=232805755#gid=232805755>
- Complete Feature Suggestion | Navigation & Route Optimization: Similar or Duplicate Address  
<https://docs.google.com/document/d/1EKEMYdXyCecjGTJ4we-Sji5KwM1ucflhj1qpsGv34Dw/edit?tab=t.a2hdpt4yl2bk>
- Complete Feature Suggestion | Navigation & Route Optimization Feedback  
<https://docs.google.com/document/d/1EKEMYdXyCecjGTJ4we-Sji5KwM1ucflhj1qpsGv34Dw/edit?tab=t.bei6wunog7yk#heading=h.bvbbkb8q5d5o>
- Complete Feature Suggestion | Verified Reviews System  
<https://docs.google.com/document/d/1EKEMYdXyCecjGTJ4we-Sji5KwM1ucflhj1qpsGv34Dw/edit?tab=t.7yfc2jdb1tla#heading=h.gyji6fn792ul>
- Complete Feature Suggestion | AI-Powered Business Listing Accuracy Checks  
<https://docs.google.com/document/d/1EKEMYdXyCecjGTJ4we-Sji5KwM1ucflhj1qpsGv34Dw/edit?tab=t.wmv1o7ykjg2v#heading=h.6klx7qa3sx73>
- Complete Feature Suggestion | Crowdsourced Business Verification  
<https://docs.google.com/document/d/1EKEMYdXyCecjGTJ4we-Sji5KwM1ucflhj1qpsGv34Dw/edit?tab=t.0#heading=h.zb5em3lyq0n3>

