

VA



U.S. Department
of Veterans Affairs

Competitive Analysis

Map Behavior and Interactions

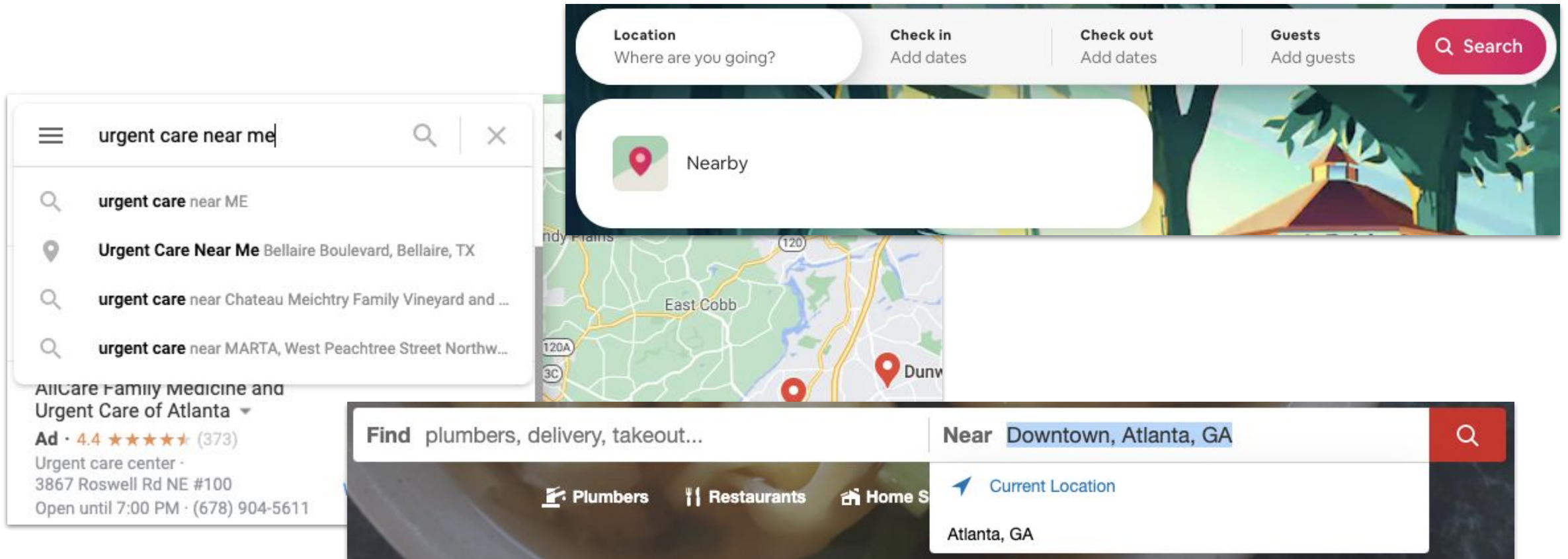
Comparative Example Sites

[Google sheet](#) / [PDF](#)

A	B	C	D	E	F	G	H	I	J	K	L	M	N
9/18/2020	Map controls search	Search via map updates location in input	Zoom out max	Auto search on zoom	Auto search on pan	Mileage surfaced in UI	Pagination	Uses a pin for search location	Search has predefined location filter list	US location name: levels of specificity	Location input has 'x' clear button	"No results" handling	Geolocation: Asks permission?
TAKEAWAYS	Best examples don't auto search but instead makes user click a button for new search	None update input with new location, 2 clear input	4/5 allow infinite zoom out	4/5 keep same # pins from original search on zoom out	Best examples switch to manual "search this area" concept	4/5 don't indicate mileage. 1 uses a default mileage dropdown as a search parameter	4/5 had pagination. None had more than 21 results per page.	Zero use a pin to indicate the searched location	All had a dropdown list of location selections. 4/5 suggest with '1' character entered	Most use City, State (2 char abbrev) for US locations. Switch to 3 for Int'l	5/5 allow a quick way to clear the input		Zero. 2 auto geolocate before user interacts. 4 offer a "nearby" type search parameter. 1 did not geolocate at all.
Google Maps	Optional	No	No, but...	No	No	No	Yes	No, but	Yes	2	Yes	Empty map keeps last position if no results. How to fix message.	No. Auto; plus "near me" appended to search term in dropdown
Yelp	Optional	No	No, but...	No	No	No	Yes	No	Yes	2	No, but	Empty map. How to fix message.	No. Auto; plus "Current location" in dropdown
Airbnb	Optional	Sort of..	No, but...	No	No	No	Yes	No	Yes	2	Yes	No map. Sparse page: how to fix message	No. "Nearby" is a huge button that appears when you click into location input.
Redfin	Yes	Sort of..	Yes	Yes	Yes, but...	No	Yes	No, but	Yes	3	Yes	How to fix message with linked bullets that clear filters	No. None offered.
Hertz Car Rental	Yes	No	No, but...	No	Yes	Yes	No	No	Yes	5	Yes	Picks the closest location available	No. "Search for cars near me" is a separate search button next to location

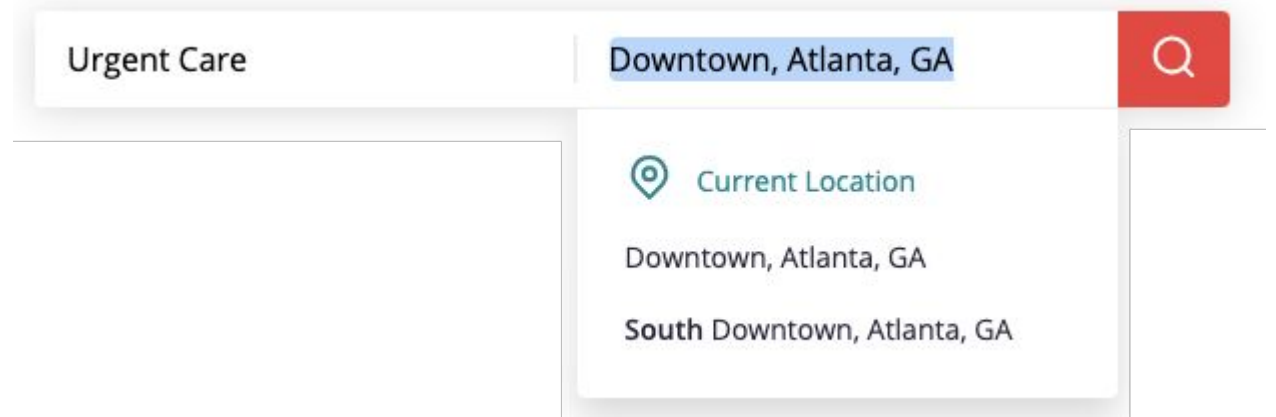
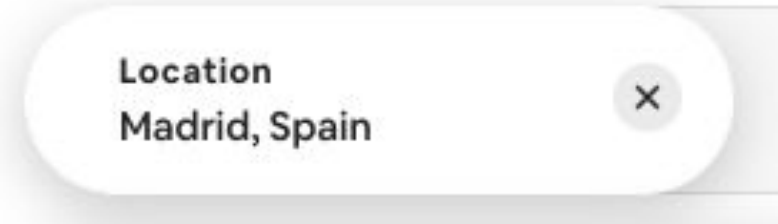
Geolocation

- Replace browser geolocation with a "near me" option in the location input.

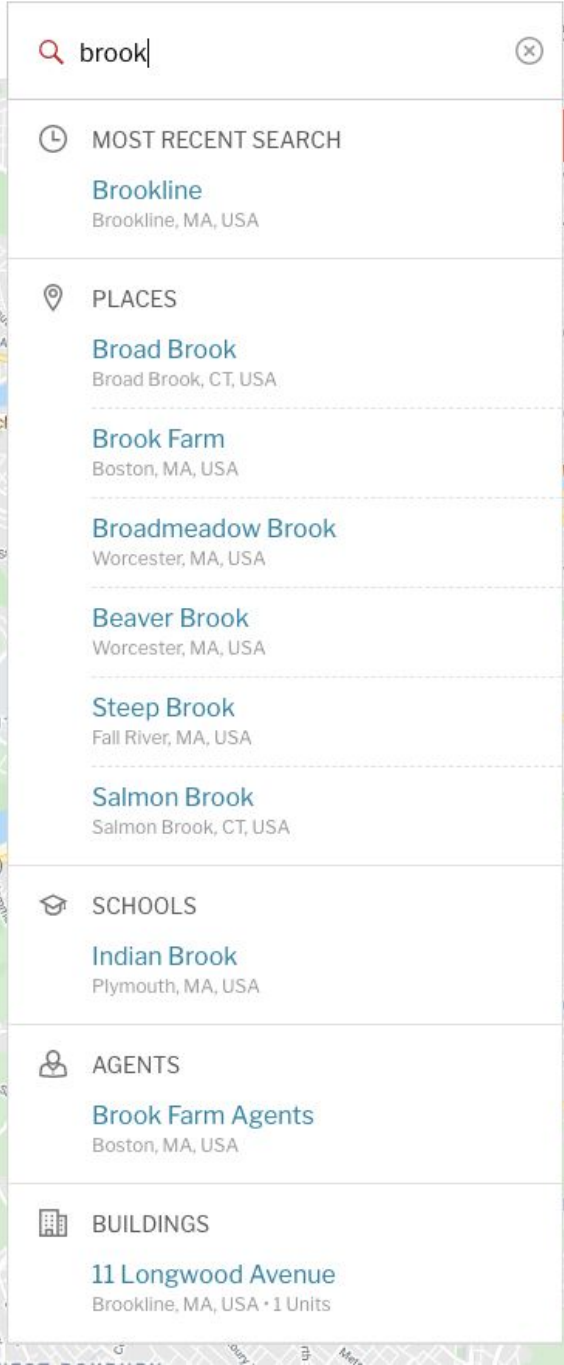
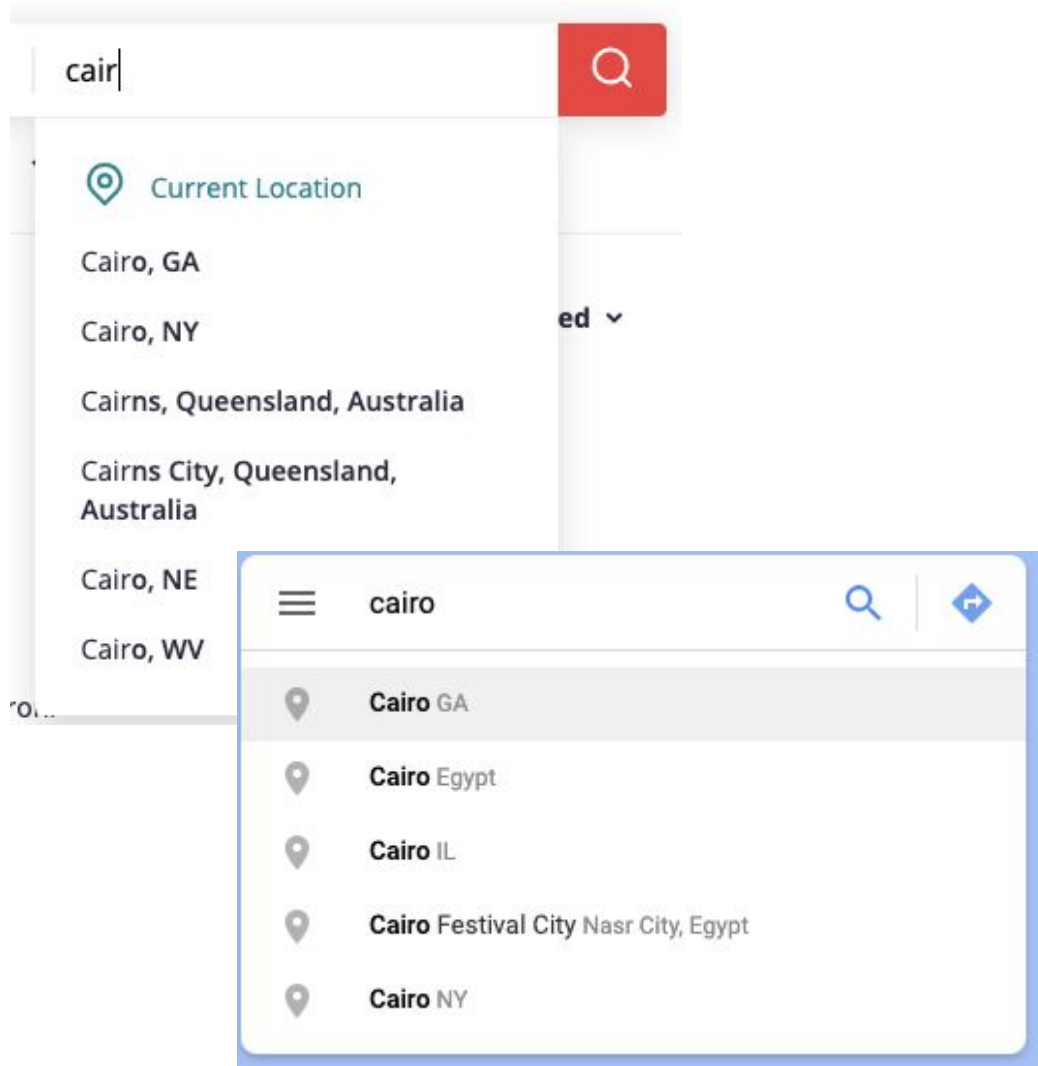
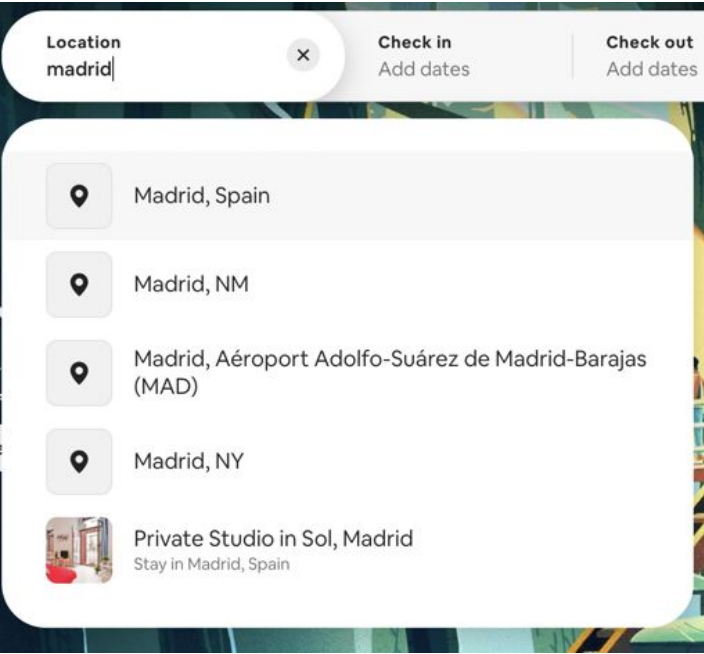


Clearing an input

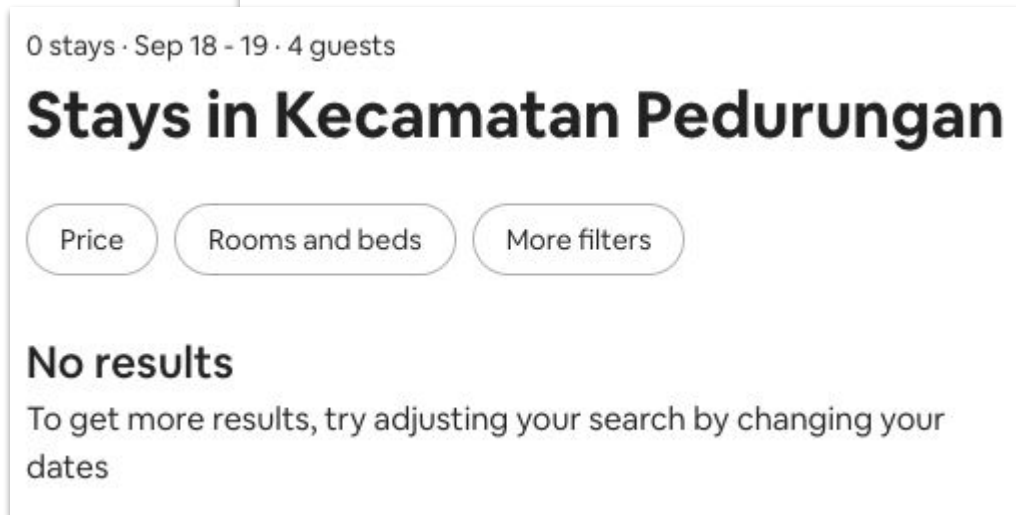
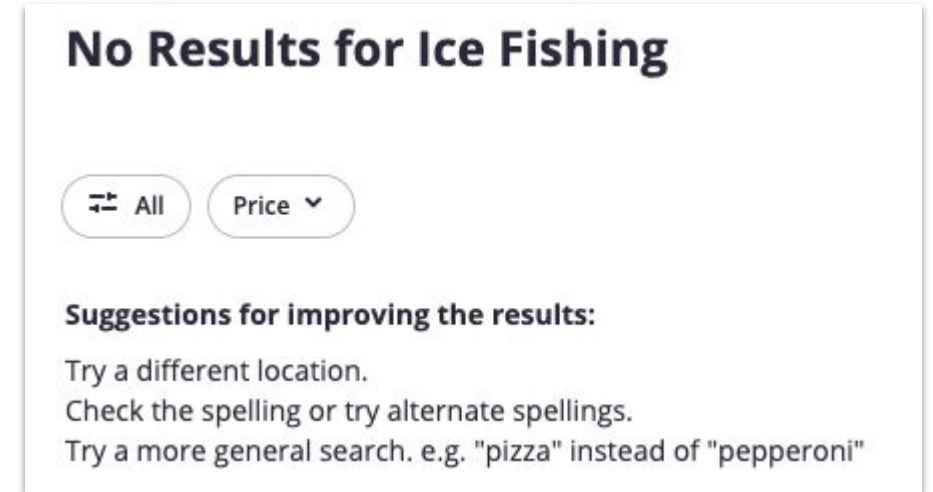
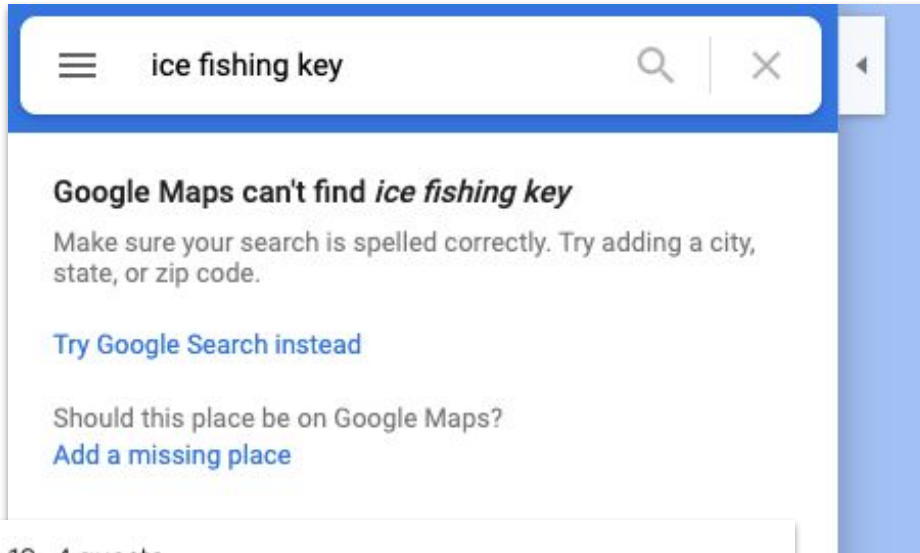
- Add a 'X' clear button to the location input or other way to easily clear a selection



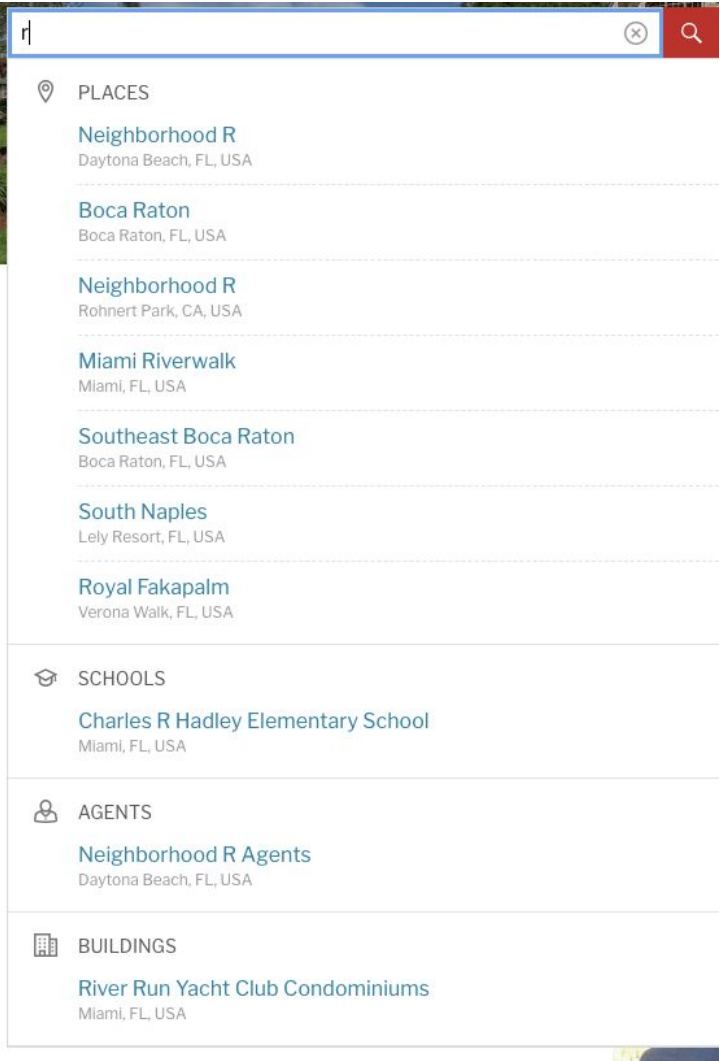
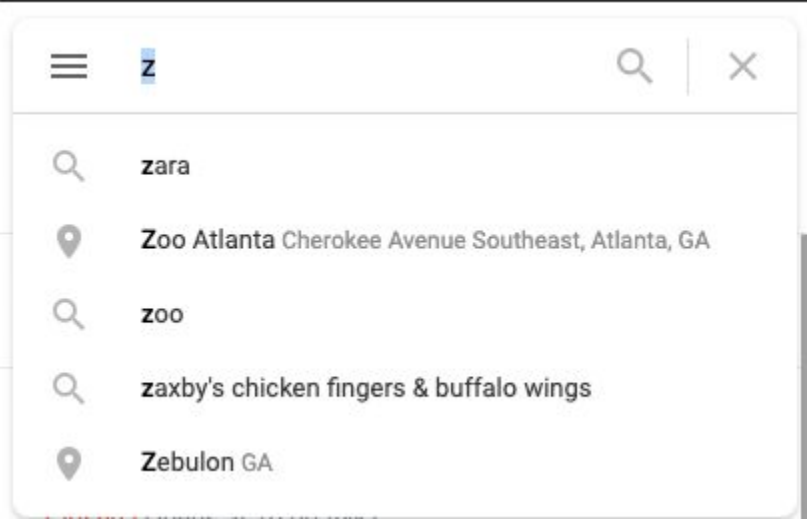
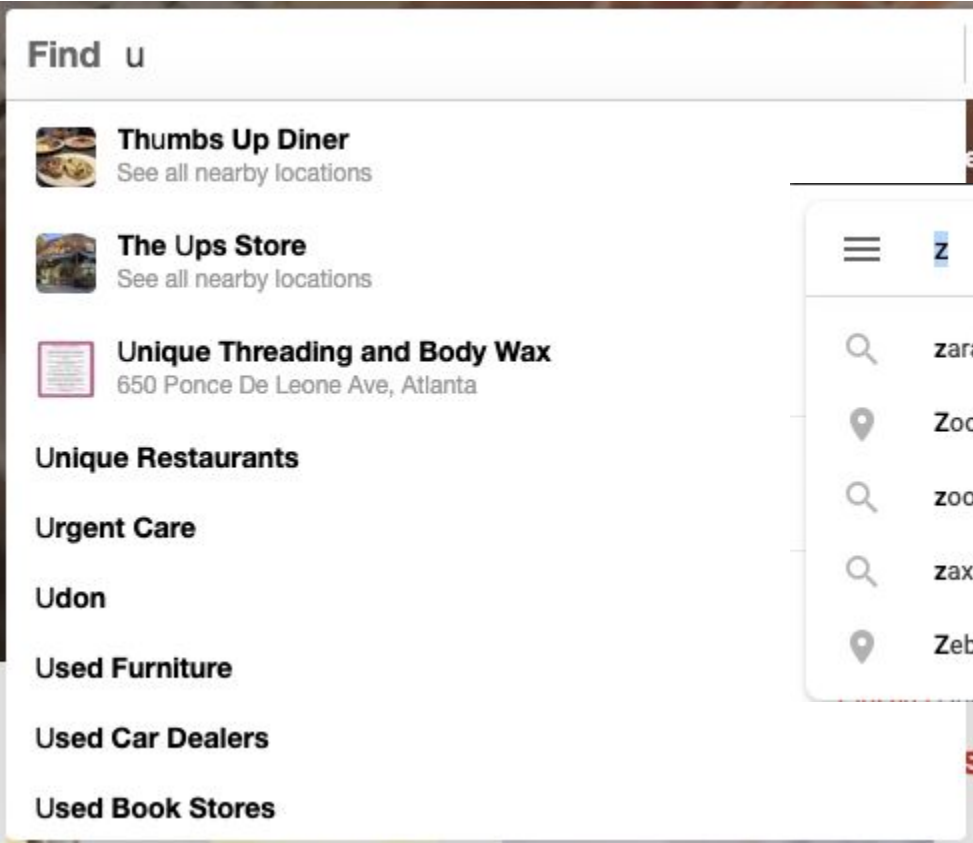
Shorten locations to “City, State”



Refine 'no results' text - try list vs paragraph



Offer location suggestions at 1 character entered



Introduce “search this area” button into map

- Remove auto search on zoom out, keep same pins
- "search this area" button (bright color) appears on zoom out
- Remove auto search on pan
- "search this area" button (bright color) appears on pan
- Allow user to interact with map beyond 250 miles
- After 250 miles "search this area" button disappears
- Remove search location pin

