Task 1

Application: Google Maps

❖ Design Thinking Steps

1) **Scope**: Enhancing offline navigation, improving accessibility, and providing real-time updates.
2) **Empathize**: Understand user needs by observing how people navigate, search for locations, or explore areas of interest.
3) **Define**: Pinpoint challenges like inaccurate location data, slow updates, or a lack of real-time information.
4) **Ideate**: Brainstorm potential solutions—such as integrating augmented reality for navigation, offering more personalized suggestions, or improving offline functionality.
5) **Prototype**: Develop features like augmented reality navigation or offline maps as prototypes.
6) **Test**: Gather user feedback on the prototype, identify issues, and iterate to refine the solutions.
7) **Implementation**: Deploy the tested solution, monitor its real-world performance, and refine it based on user feedback.

Gap Analysis

Let's figure out how we can improve the following situations.

FEATURE	EXISTING SITUATION	TARGET SITUATION	GAPS	FIX NEEDED
OFFLINE NAVIGATION	Limited offline map downloads	Full offline navigation,including directions	Insufficient offline functionality	While Google Maps allows downloading maps, enhanching offline turn-by-turn navigation could be beneficial for users in remote areas.
ACCESSIBILITY FEATURES	Basic support for accessible routes	Comprehensive accessibility options	Lack of detailed and inclusive features	Including more detailed options for people with disabilities, like accessible parking or step-free routes.
WEARABLE FEATURES	Basic navigation on wearables	Rich interaction on smartwatches	Limited functionality on wearables	Improving the user experience when using smartwatches for navigation.
REAL-TIME UPDATES	Moderate accuracy and frequency	High accuracy and instant updates	Delayed or unreliable updates	Faster and more reliable live traffic and incident updates.