The goal for users of the Kurviger website, is motorcycle route explorations and eventually, route creation. There are a few ways the website cues user as to the appropriate actions to start exploring a route. Instead of providing lots of filtering and searching options the page loads with a basic map, focus of the rough location of the users IP address, and has panel with two text input boxes, start location and end location. From previous web mapping experiences the user instantly understands that they will be creating a route between the two locations. The action is easily executed by entering the required information and clicking on the Calculate Route button. When the user selects ether the start or end location, they are taken to a separate panel where search results appear as the user types. Once a place has been selected the user returns to the main page, where the processes is repeated for the other location. Once both places are selected they user instantly sees a blue line from the last selected location leading off the screen. Once they click Calculate Route the map, as expected, zooms to a scale appropriate for showing the entire route. A few other visual cues, alert the user that they are now at a different stage of the route planning or exploration. Several filtering symbols appear between the start and end points, suggesting that filters will effect the type of route. Also, a small table with basic route information (e.g. total distance, total travel time) has appeared under the Calculate Route button. Lastly, overlayed on the map a histogram showing the elevation by kilometer. These changes were easy to perceive and leads the user to their next intention. With more information provide about the route, the user is encourage to further explore the newly created route. The most basic goal of the site, creating a route, was easy to achieve and did not require several iterations.
A few of the design aspects help the sites interactive process are zoom, recenter, overlay, and search. As was identified previously, when the user operates the search interactive the result applies an overlay, then zooms and re-centers the map to provide both a visual cue that an update has occurred, but to also visualize all the new information added to the map. Another design aspect employed is retrieve, where the as the user hovers over the elevation histogram, an icon slide along the route to identify which part of the overall journey the elevation is associated.

Apple Maps is more like a Norman Door, users now approach mobile mapping applications with goals beyond simple road navigation. Google maps has shown us that spatial searching can be a powerful tool for identifying activities, restaurants, shopping, and, yes, navigation. Apple does not seem to consider all the goals a user may have prior to approaching their app. When traveling by motorcycle, one of the most common activities one uses mobile mapping applications for is deciding where to go. When you open Apple Maps you are greeted with a basemap, search bar, and list of your favorite locations. The intention, and perceived action are tied to navigation, choose a place you want to go from the search, or from your favorite locations. There is no intention to explore the map to find places you may want to go. Perhaps this is because, Google sells map placement to companies looking to be discovered on the map, where as Apple is providing a basic navigation service. After scrolling around on Apple's map a user can select one of the several prominent bold text items that also have icons. This action causes a panel to open with details about that location. While this action is expected, and the screen adjusts to offer calculated driving times, it is not clear why some locations have been promoted to the highest level of focus on the map. One of the places I selected, was a private airfield that was a strip of grass behind someones home. It seems unlikely map users would be trying to navigate here. It is stranger still, that the larges grocery story just a few hundred meters away was not displayed on the map. That said, the change was easy to perceive and there was no confusion that a location on the map was selected. Having given up on exploring the map to find an attraction to go to, the user will most likely try the search. The top of the search tool is a list of places you have searched in the past. More recent website design now has this as top results as you start to type out a search item. This saves space a you are less likely to be searching for something you already found. The next section is a list of items you can filter by, such as restaurants. When selecting one of the filters the panel closes and the map re-centers on your current location and preforms the search. This is troubling,

given that the user tool the time to pan the map to the area they were interested in searching, but that action was ignored.

Norman's Interaction Model has as its first step the formation of a goal, and this is where Apple Maps fails. Right from the start they misunderstand the myriad goals a user could have when approaching a mapping application. It is really this initial, and critical first step that drives the user forward with your application, and apple has missed a huge opportunity by getting this wrong. The remains intentions and actions all seem inappropriate as they are focused on reacting to a single goal, navigation, which may not align with the user's actual goal.