



# Google Maps - Safety First



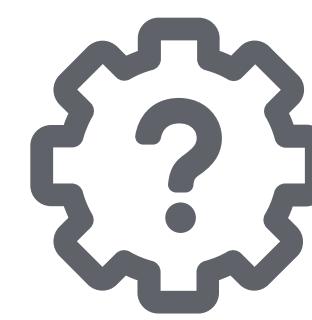
Problem

Proposal

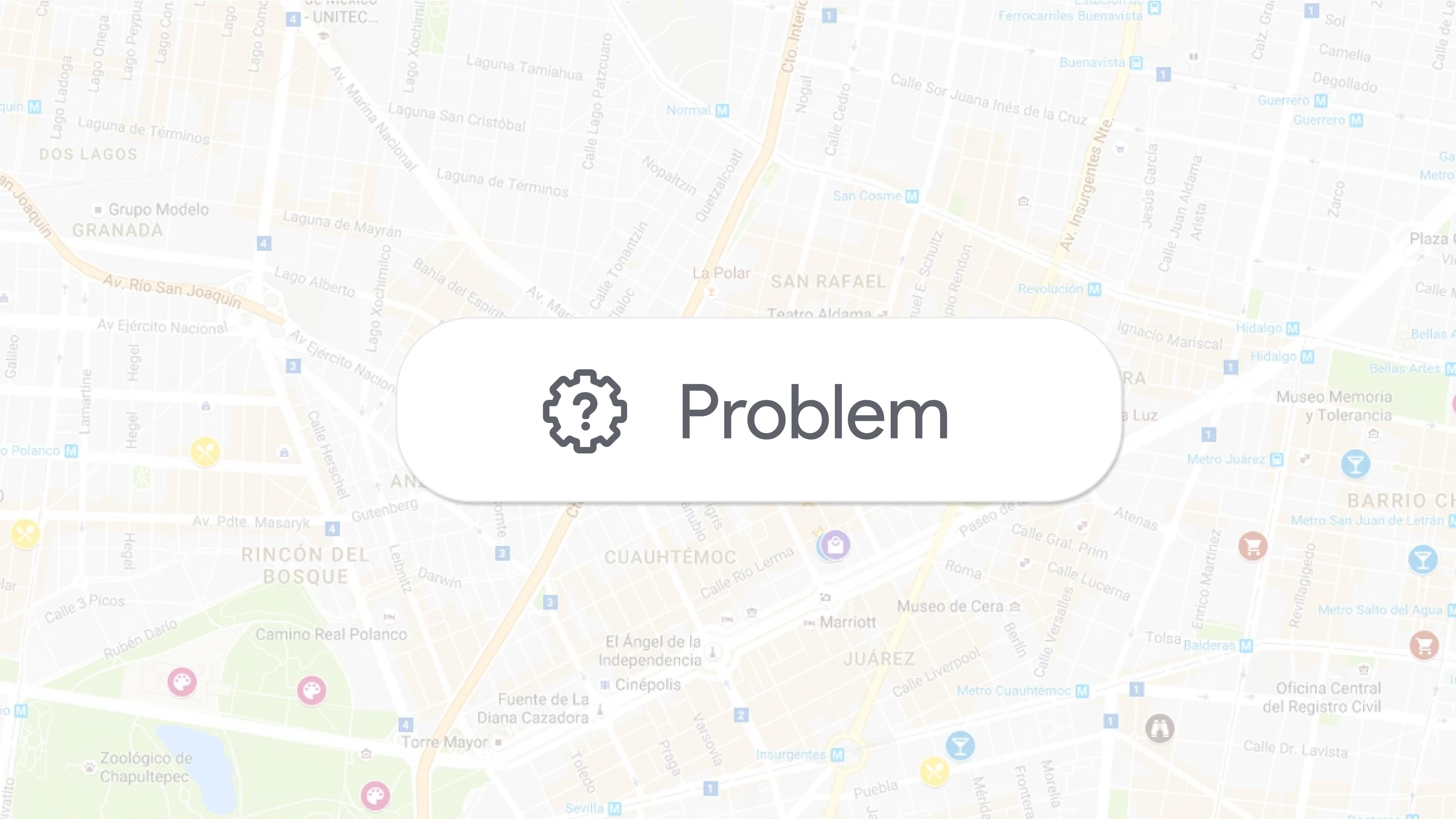
Roadmap

Mockups

Amy Zhu



# Problem





# Problem



Problem

Proposal

Roadmap

Mockups

## < Google Maps Use Cases

### TRAVEL

Get **directions** to travel to an unfamiliar destination and **preview** your journey



### EXPLORE

Explore surrounding **activities** and **restaurants** for things to do

### REVIEW

Read and leave **reviews** on businesses and locations to make better informed choices



# Problem



Problem

Proposal

Roadmap

Mockups

## < Target Use Case: TRAVEL

Currently, Google Maps optimizes navigation routes for all transportation modes based on the **quickest and most economic path** a person can take to get to their destination.

However, as a navigation app, implementing **safety** features should be a high priority for its users.

“

As a user of Google Maps, I would like the option to select the safest route to a destination because I want to have more flexibility in choosing routes and feel safer while traveling

”



# Problem



Problem

Proposal

Roadmap

Mockups

## < Reviewer Concerns



...

UPDATES

MENU

REVIEWS

PHOTOS

ABOUT

Sikozu61123 [Follow](#)

7 months ago

**Occasionally infuriating.** Google maps, \*please please please\* give options to avoid certain routes or choose what kind of vehicle you are in!!!

Helpful

JeffTNYC [Follow](#)

10 months ago

**Unsafe directions!!** Directions given to my girlfriend were a very long way having her cross over train tracks and walk by strip clubs...I would think that Google Maps would give you safe directions.

Helpful

nasduck500 [Follow](#)

5 months ago

**Great app. Please add “Safest Route” in addition to “Fuel Efficient Option.”** I suggest adding a “safest route” option, allowing drivers to navigate on roads with fewer accidents and fatalities

Helpful



# Problem



Problem

Proposal

Roadmap

Mockups

## < Goals & KPIs

Increase user satisfaction by giving users more choices over navigation priority

# of Daily/Monthly Active Users

Keep users on Google Maps over other navigation/crime tracking apps

Trip Start/Completion %

Net Promoter Score (NPS)



# Proposal





# Proposal



Problem

Proposal

Roadmap

Mockups

## Possible Solutions

- Suggest routes with more traffic, avoiding windier and lower populated roads
- Integrate with crime tracking app APIs to supply real-time crime activity, like Citizen
- Allow users to draw out specific sections of the map to avoid



# Proposal



Problem

Proposal

Roadmap

Mockups

## Prioritization

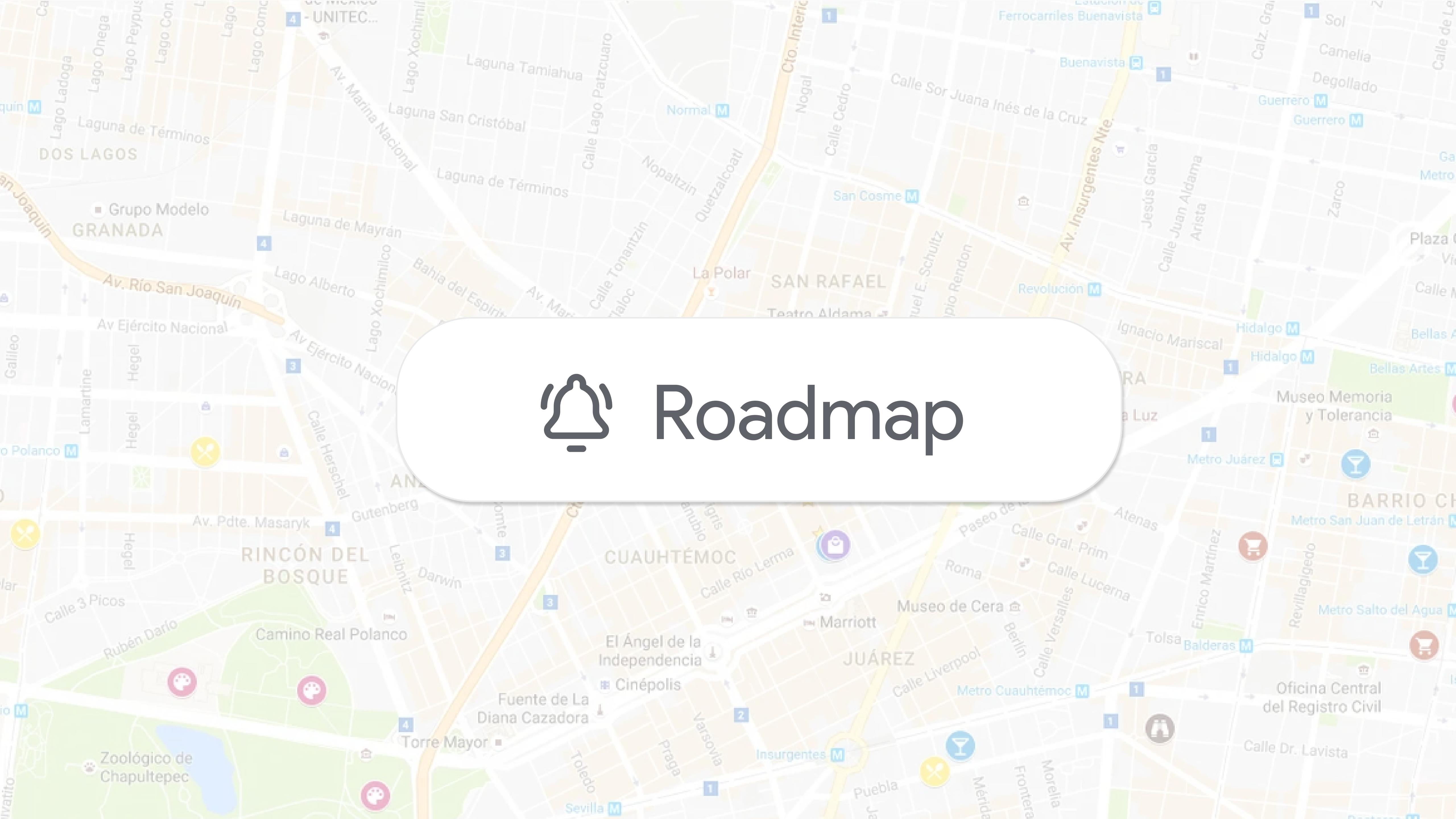
- Suggest well-travelled roads, avoiding windier and lower populated roads
  - Intuitive
  - Uses in-house data
  - Needs trial and error to avoid increasing travel times significantly

- Integrate with crime tracking app APIs to supply real-time crime activity, like Citizen
  - Keeps users on Google Maps over crime tracking apps
  - Does not require much engineering effort
  - APIs may not be available = not possible

- Allow users to draw out specific sections of the map to avoid
  - Allow for greater user customization
  - Not intuitive across platforms
  - Not seamless



# Roadmap





# Roadmap



Problem

Proposal

Roadmap

Mockups

## Research & Implementation

Gather engineering and UX requirements

A

~3 weeks

Create minimal prototype and conduct initial user testing

B

~5 weeks

Build feature

C

~12 weeks



# Roadmap



Problem

Proposal

Roadmap

Mockups

## Launch & Iteration

Conduct A/B experimentation  
for a portion of users

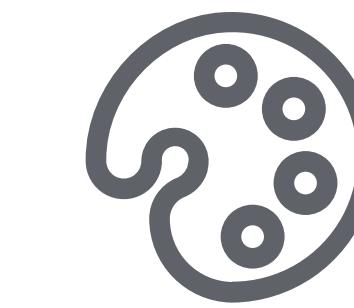


~4 weeks

Launch



Close customer care &  
analysis for future iteration



# Mockups



# Mockups



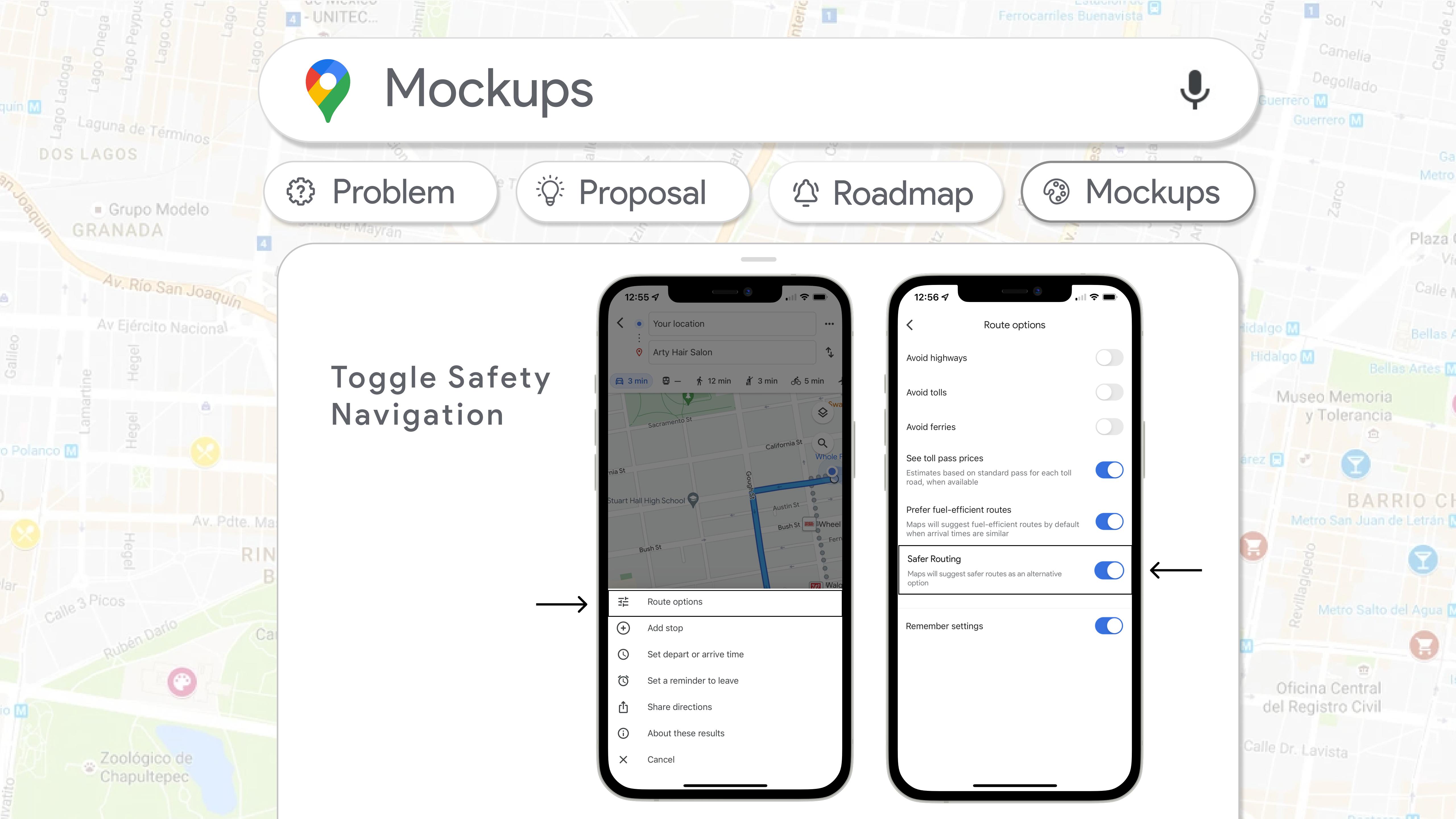
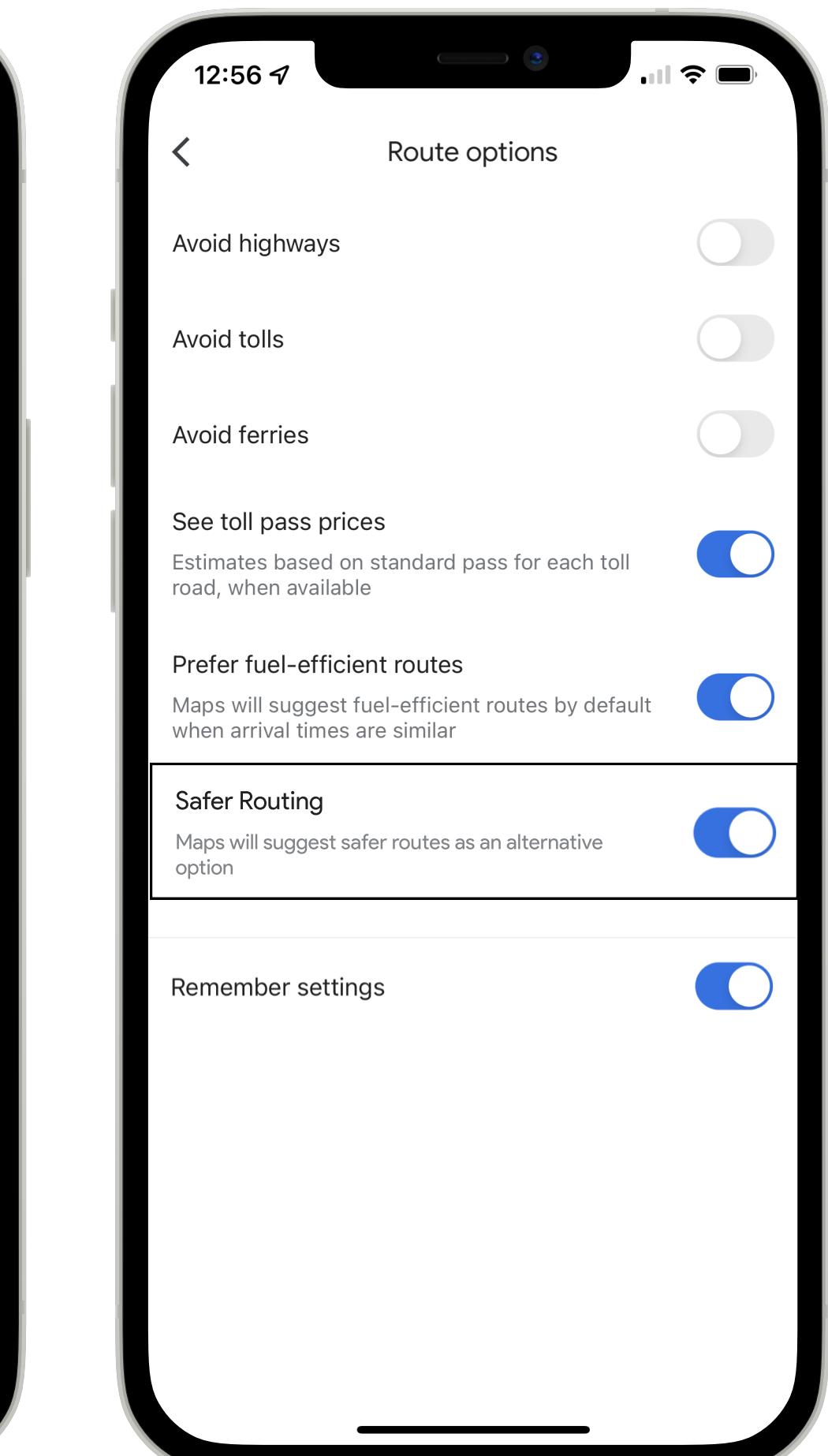
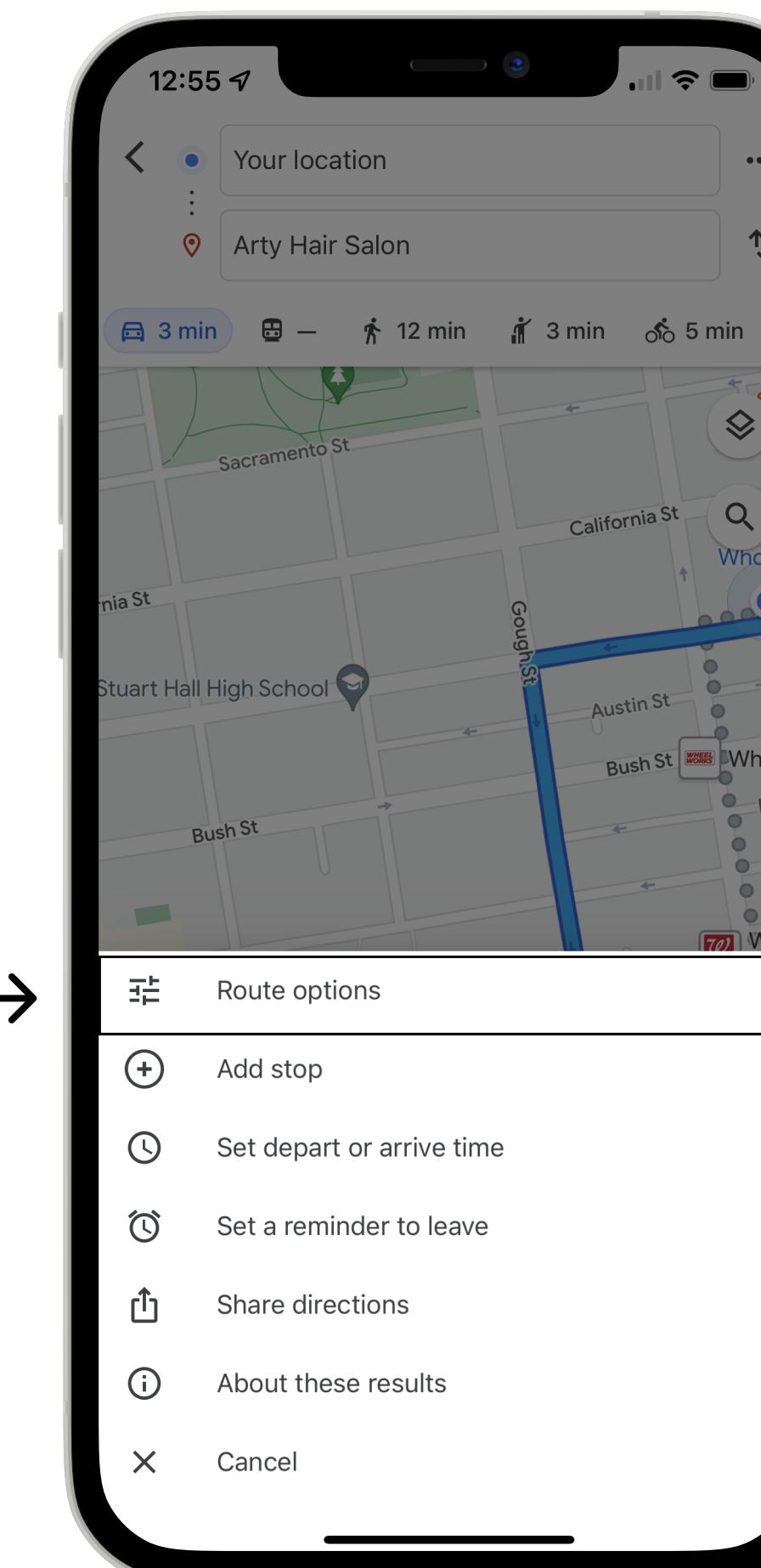
Problem

Proposal

Roadmap

Mockups

## Toggle Safety Navigation





# Mockups



Problem

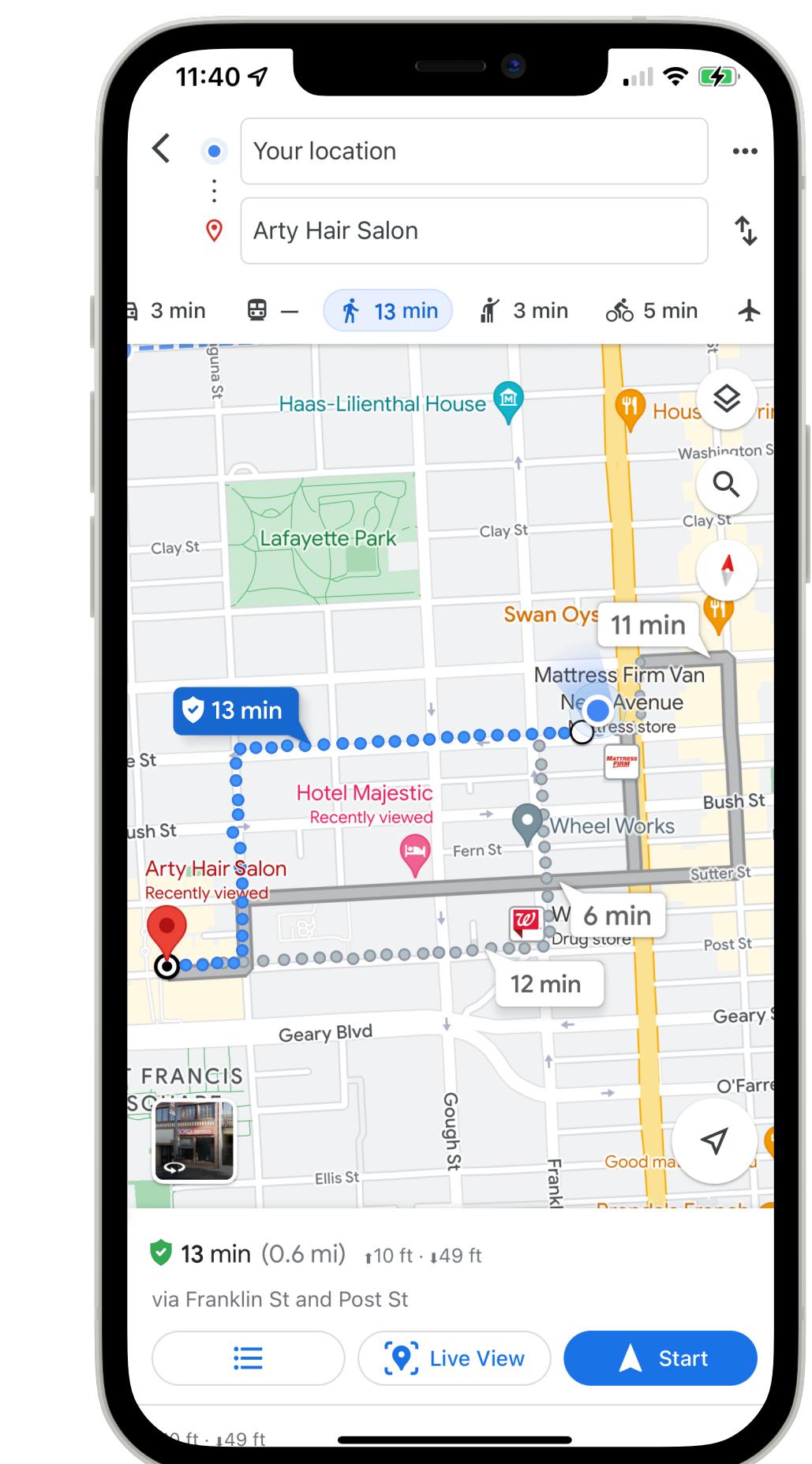
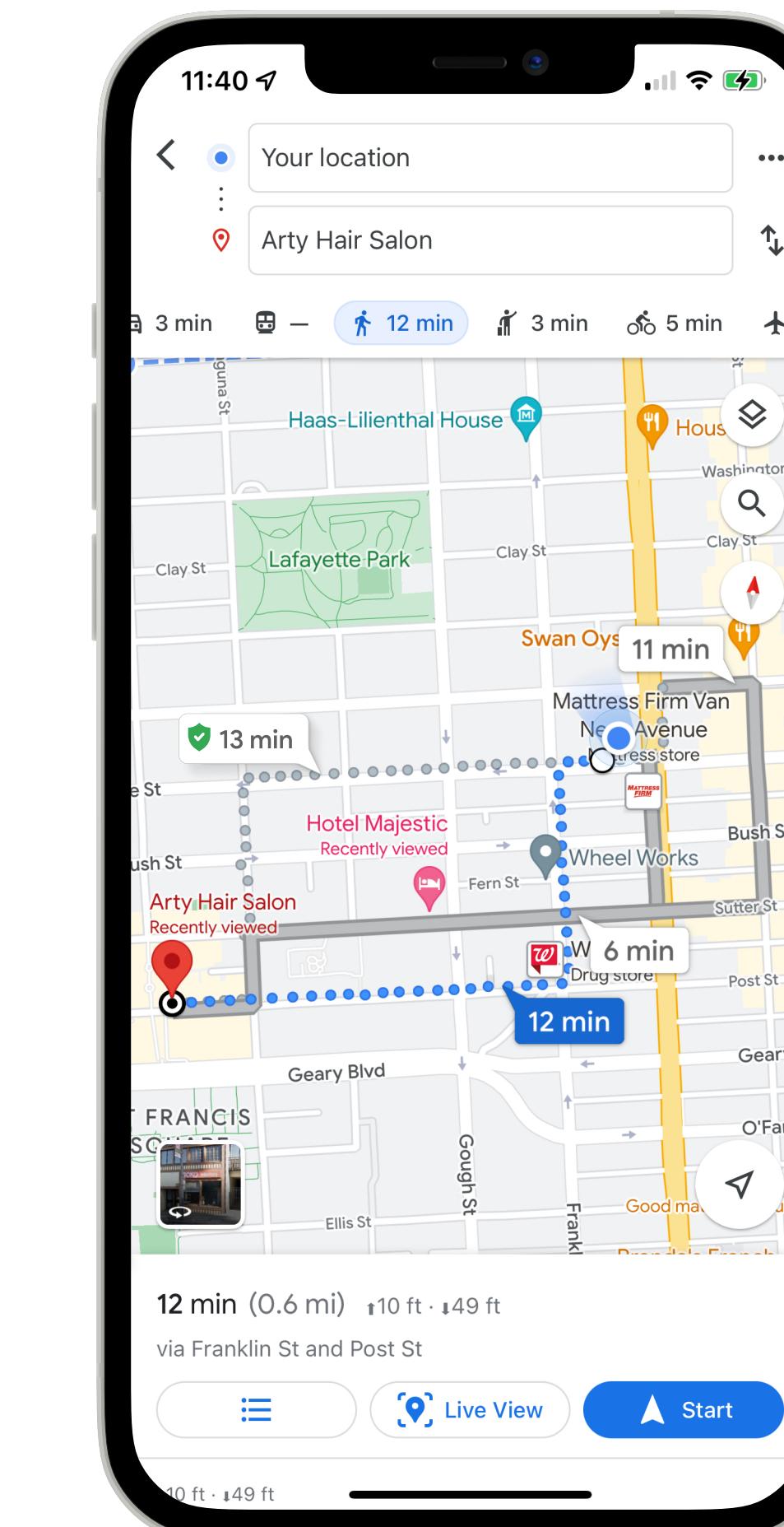
Proposal

Roadmap

Mockups

## Walking Mode

🛡️ = Safest Route





# Mockups



Problem

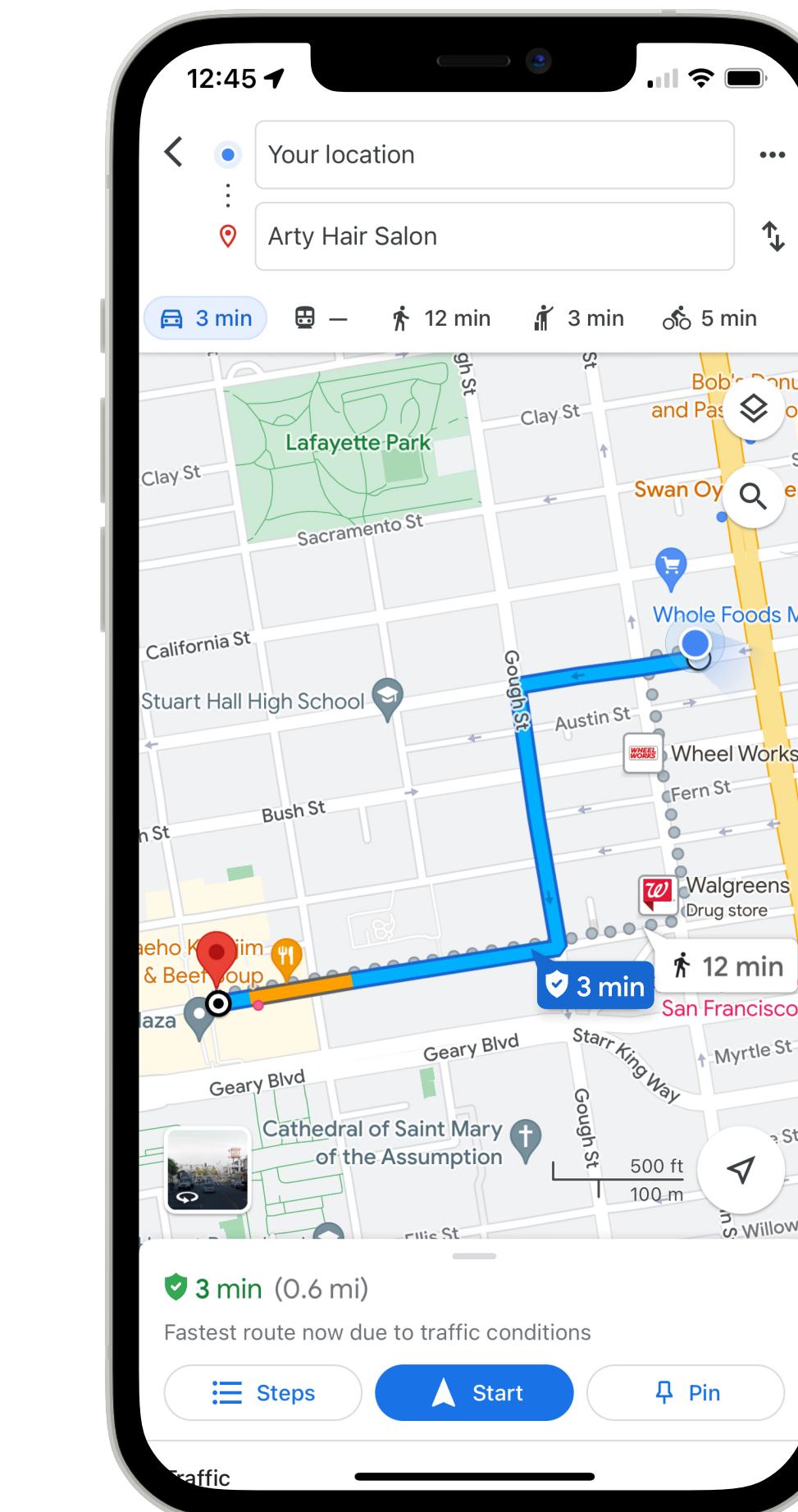
Proposal

Roadmap

Mockups

## Driving Mode

✓ = Safest Route



**End**