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Dear Jen Fitzpatrick,

Google Maps is an app that provides driving directions to users. Not only it provides driving directions, it also lists the length of time it will take to get to one's destination. Nearby restaurants are listed along the way. According to IBIS World, software publishing is a \$218.4 billion industry in 2017.¹ Adding current wait time at a restaurant to the software will give a **competitive advantage, save the customer's time, and provide all the needed information about the restaurant in one app.**

One advantage of adding the feature is that it will provide a competitive advantage. No other major company has this feature. "Through product innovation, companies are able to create new market and entry barriers, challenge market leaders and leapfrog competition [7]."² It is important to have product innovation. "But without innovation, the competitive advantage will decrease over time, and long-term productivity will drop to diminishing returns."³

¹ "IBISWorld Industry Report 51121 Software Publishing in the US." *IBIS WORLD* (2017).

² Edison, Henry, Xiaofeng Wang, Pekka Abrahamsson. "Product Innovation through Internal Startup in Large Software Companies: A Case Study." *2016 42th Euromicro Conference on Software Engineering and Advanced Applications (SEAA)*(2016): n. pag. *IEEE Explore* . Web.

³ Gorschek, T., S. Fricker, K. Palm, S. Kunsman, "A lightweight innovation process for software-intensive product development", *IEEE Software*, vol. 27, no. 1, pp. 37-45, 2010.

Another advantage of adding the feature is that it saves the customer's time. People don't want to spend time calling the restaurant to know its current wait time. Many times, they would be placed on hold, which wastes even more time. As technology advances, there are more things to do like browsing on YouTube or chatting on a social media website. These things eat up more of one's time. Nowadays, people don't want to spend time on mundane tasks like calling a restaurant. "What is important and novel in the developed world is that time is increasingly **relatively** scarce."⁴ People don't want to deal with the traffic going to the restaurant. "Congestion has increased dramatically during the past 20 years in the 85 largest U.S. cities. During this time, the number of hours lost each year by an average driver to congestion has increased by 300%."⁵ If they took the time to go to the restaurant and find out that it is crowded, they have wasted time, gas money, and effort going over there.

Finally, adding the feature will provide all the needed information about the restaurant in one app. There is no need to open multiple apps. By adding this feature, all of the restaurant's needed information will be available to the customer. It will provide the customer information about the restaurant's reviews, driving directions, restaurant's meal price range, restaurant's hours of operation, and now including, restaurant's current wait time. This brings convenience to the customer. "With providing sufficient and convenience information through website, company can do lots of savings in customers valuable time. This action can attract lots of customer because customers neither want to waste their times searching in the website nor to be lost in difficulty which are existed in the web site. So attracting customers lead the

⁴ Hamermesh, Daniel S. "Not Enough Time?." *The American Economist* 59.2 (2014): 119-127.

⁵ Haghani, Ali, et al. "Data collection of freeway travel time ground truth with bluetooth sensors." *Transportation Research Record: Journal of the Transportation Research Board* 2160 (2010): 60-68.

company to gain better profit and it will help them gain success in e-commerce. [22]”⁶ This convenience creates brand loyalty. “Brand experiences lead to brand loyalty, active referral of the brand and increased profitability for the brand (Morrison and Crane, 2007). Brand experiences encourage loyalty by creating emotional connections through an engaging, compelling and consistent context.”⁷ More people will want to use Google Maps.

Those are the main reasons for adding the feature. It will give a competitive advantage, save the customer’s time, and provide all the needed information about the restaurant in one app. Google Maps will also be more functional. With adding this feature, Google Maps will benefit from it. I hope you find this feature to be a good idea. Thank you for taking your time to read my letter.

Sincerely,

Atif Ahmad

⁶ Salehi, Farhang, et al. "The impact of website information convenience on e-commerce success of companies." *Procedia-Social and Behavioral Sciences* 57 (2012): 381-387.

⁷ Sahin, Azize, Cemal Zehir, and Hakan Kitapçı. "The effects of brand experiences, trust and satisfaction on building brand loyalty; an empirical research on global brands." *Procedia-Social and Behavioral Sciences* 24 (2011): 1288-1301.