

Enhancing Google Maps: Three Persona Perspectives

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Outline

Introduction

Persona 1: Commuter Krish

Persona 2: Explorer Alida

Persona 3: Business Owner Vishnu

Conclusion

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Introduction

- Welcome to the presentation on enhancing Google Maps.
- We will explore improvements from three different persona perspectives.

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Persona 1: Commuter Krish

- Persona: Commuter Krish
- Challenges faced by Krish during daily commutes.
- Features and improvements tailored for Krish.

Challenges of Commuter Krish

- Long daily commutes in heavy traffic.
- Frequent delays and route changes.
- Desire for more accurate ETAs and alternative routes.

Enhancements for Krish

- Real-time traffic updates with predictive analysis.
- Improved route suggestions based on historical data.
- Voice-activated navigation for hands-free use.

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Persona 2: Explorer Alida

- Persona: Explorer Alida
- How Alida uses Google Maps for travel and exploration.
- Features and enhancements that can enhance her experience.

Exploration Needs of Alida

- Frequent traveler and explorer.
- Interest in discovering local attractions and hidden gems.
- Desire for personalized travel recommendations.

Enhancements for Alida

- Personalized travel itineraries based on interests.
- Local tips and recommendations from fellow travelers.
- Augmented reality (AR) city tours for immersive experiences.

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Persona 3: Business Owner Vishnu

- Persona: Business Owner Vishnu
- Vishnu's perspective on Google Maps as a local business owner.
- Ideas for improving business-related features and listings.

Business Perspective of Vishnu

- Local business owner seeking online visibility.
- Importance of accurate business listings and reviews.
- Desire for tools to engage with and attract customers.

Enhancements for Vishnu

- Simplified tools for business owners to update listings.
- Enhanced review management and feedback analytics.
- Promotional features and real-time offers for businesses.

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- Insights from Commuter Krish, Explorer Alida, and Business Owner Vishnu.
- User-centric approach to Google Maps enhancement.

Additional Slides

Thank You