

MakeYourMaps 

User Research and Improvements

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Introduction and Product Context



Goal of the research

Talk to users and potential users of local guide apps.

Learn what, how, and why people use apps such as MakeYourMaps by asking them questions in User Interviews.

Very broad research to find pain points and user needs.

Overall Objective

Summarise findings and come up with features to improve MakeYourMaps after conducting the User Interviews after analysing the gathered qualitative data.

Prioritise the features and then choose only some of them for future implementation.

Methodology and Demographics



The interviews were conducted with some in person and other ones over messaging apps.

Participants were asked to answer previously set questions. Notes were gathered in a Google Document.

Demographics of the participants:

- 3 Females, 2 Males, 1 Non binary
- Ages between 29 and 42
- All were employed and had different occupations
- 3 from Berlin, 3 from Madrid
- Only one iOS device, the other ones Android

Findings include why they use such apps as MakeYourMaps or why not. Which apps they prefer and what features they like the most/the least. How much time they spend on such apps.

Insights



Privacy

50% of the interviewees expressed concern regarding privacy while using such app.

Reviews and recommendation

There was a very strong inclination towards wanting to read reviews and recommendations. Having some kind of rating of places would help them make decisions.

Bookmarking

Half of the participants wanted some sort of bookmarking of places and ways to share these bookmarks.

Sustainability

Many were concerned with their own Carbon footprint and would like to also know the footprint of the available places on the app or the commuting routes.

Language Barrier

Due to the nature of several participant's mother language, there were some concerns regarding having some of the reviews in English or other languages than their own.

Product Suggestions



Offline Mode

Helps users either with poor internet quality or users concerned with tracking and privacy. They want to be able to search for place and read info from anywhere.

Bookmarking and Shareable Lists

Allow users to bookmark places or common routes as well as making lists and being able to share them with other users. (It can bring more users to the platform)

Location Sharing Control

Due to privacy concerns. This should be easy to access in the app and understand and the app should educate the users about it.

Reviews And Ratings

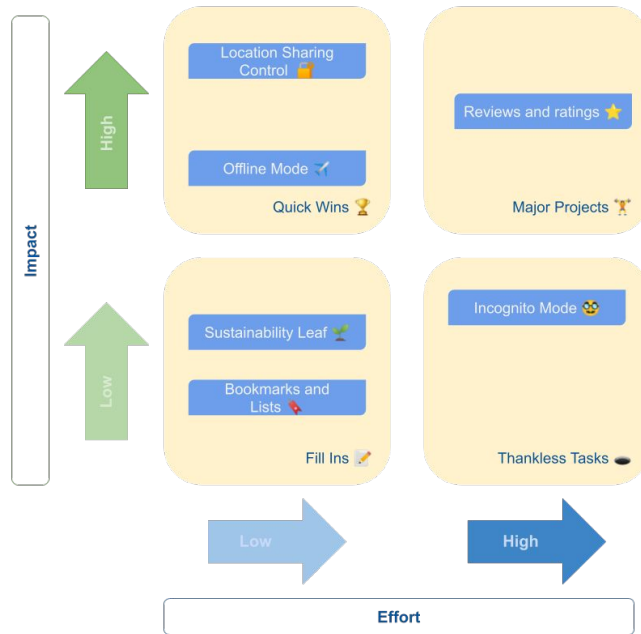
Allow users to review and rate place. The rating should be quick for the user. (It can give a sense of community and makes users trust the platform)

Carbon Footprint Leaf

Show which places are sustainable, which routes are more sustainable, award businesses and users who encourage sustainable behaviour.

Incognito Mode

Using the app in incognito mode without any tracking.



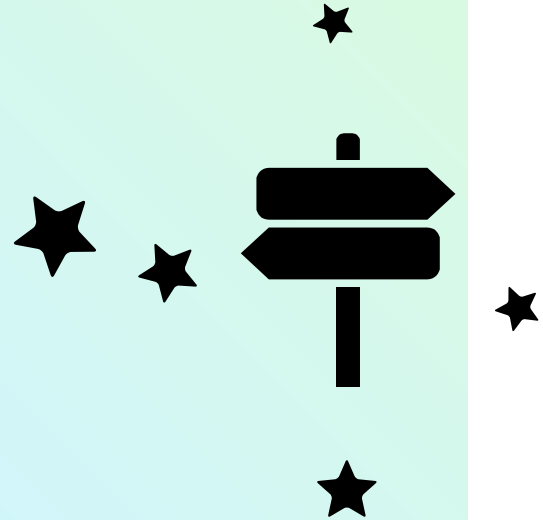
Action Priority Matrix for User Research

Reviews and Ratings

Implementation of the reviews and ratings feature will bring a lot of user satisfaction, as user will, both, be able to leave reviews and rate places, as well as check the available reviews and ratings.

They should be searchable and sortable.

This feature fosters a sense of community in the users and makes the user base more engaged. Will give MakeYourMaps the needed credibility and trust from the users.



Feature to implement

Privacy: Location Sharing Control

It's important to prioritise user privacy and data security as this topic is becoming more and more important to people these days.

Implementing granular privacy controls allows users to decide who can see their location and for how long. This empowers users to maintain control over their privacy.

It also allows us to gain the trust of the user base and making them feel safe while using the app.



Feature to implement

Thanks!

Any questions?

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Credits

Special thanks to:

- Presentation template by SlidesCarnival
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