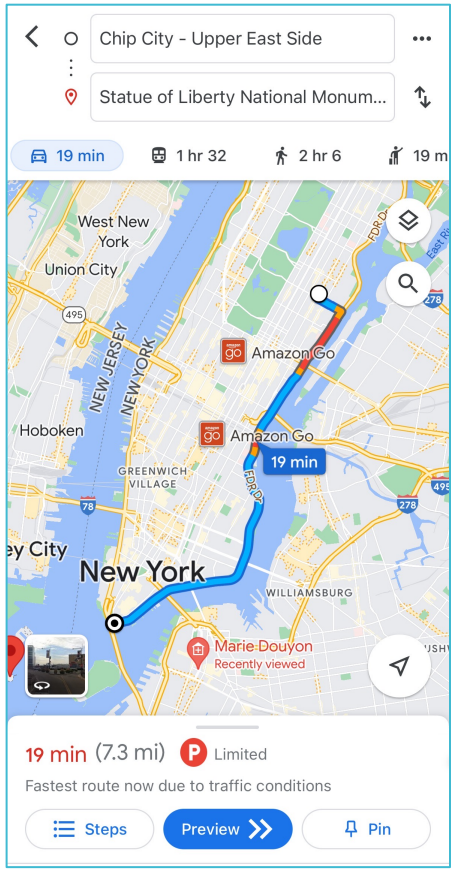
Navigating Into New Territory

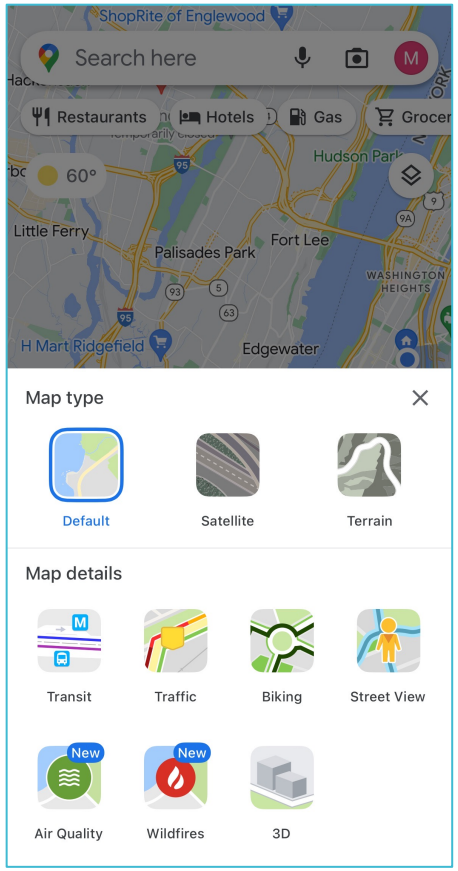
Updating Google Maps to Better Serve Its Users

Google Maps

Google Maps provides users with an interactive map that helps them plan their trip from point A to B.



Users can navigate by car, public transport, walking, ride share, and more.

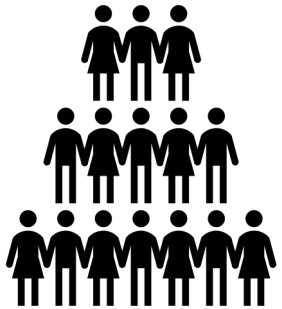


With a selection of map types that provide live transit and traffic updates, bike routes, and even 3D views, users can personalize their navigation to best fit their needs.

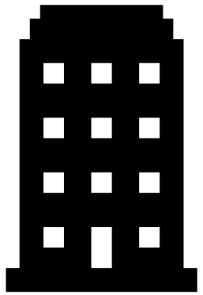
When lined up next to its competitors, utilizing **Google Map**'s easy-to-use interface is a better experience for the overall user.

	Google Maps	Apple Maps	Waze
Web interface	✓	✗	✓
Available on Apple devices	✓	✓	✓
Available on Android devices	✓	✗	✓
Non-driving navigation (train, bike, walking, etc.)	✓	✓	✗
Hands-free control	✓	✓	✓
Street view	✓	✓	✓

Google Maps stands out due to its reliability and accuracy and its personalized user experience.



Users want access to products that they can trust and that feel tailored to their needs.

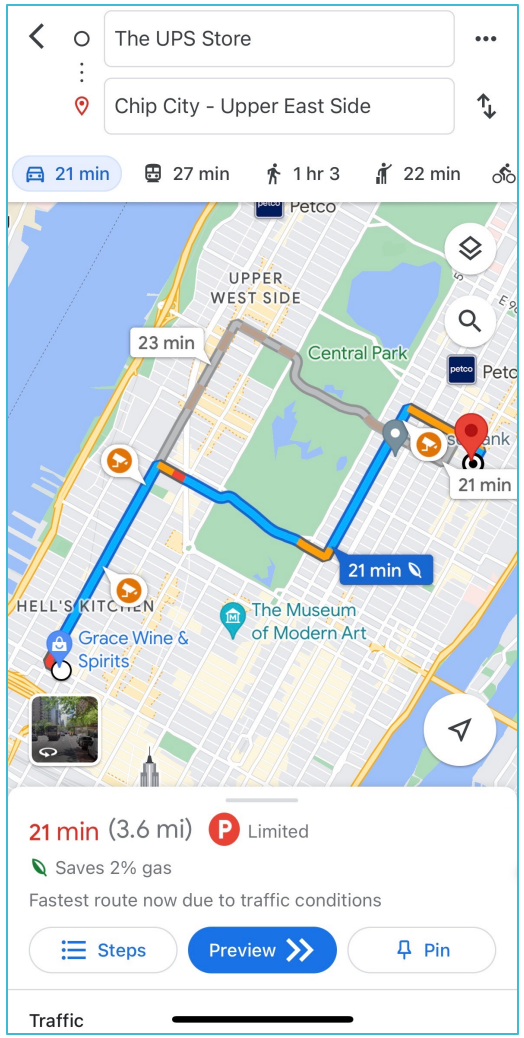


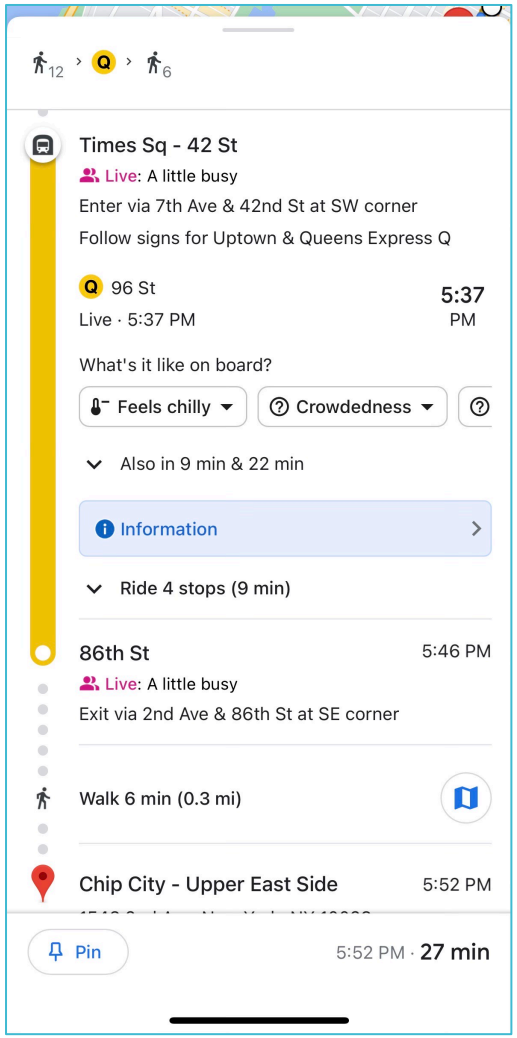
By providing this with their navigation service, Google Maps ensures that users continue to use their product and recommend it to others.

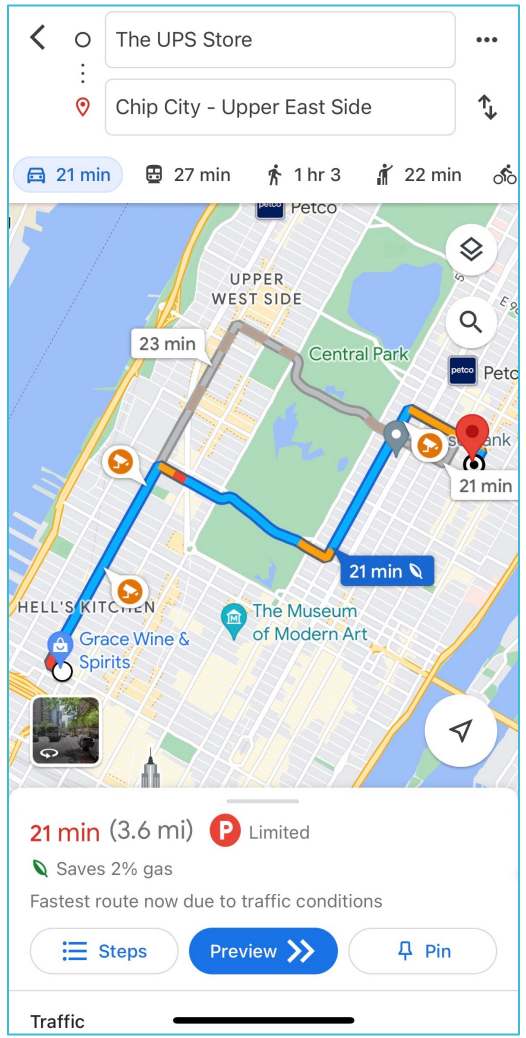
The notability of Google Maps can easily be seen in its success metrics.

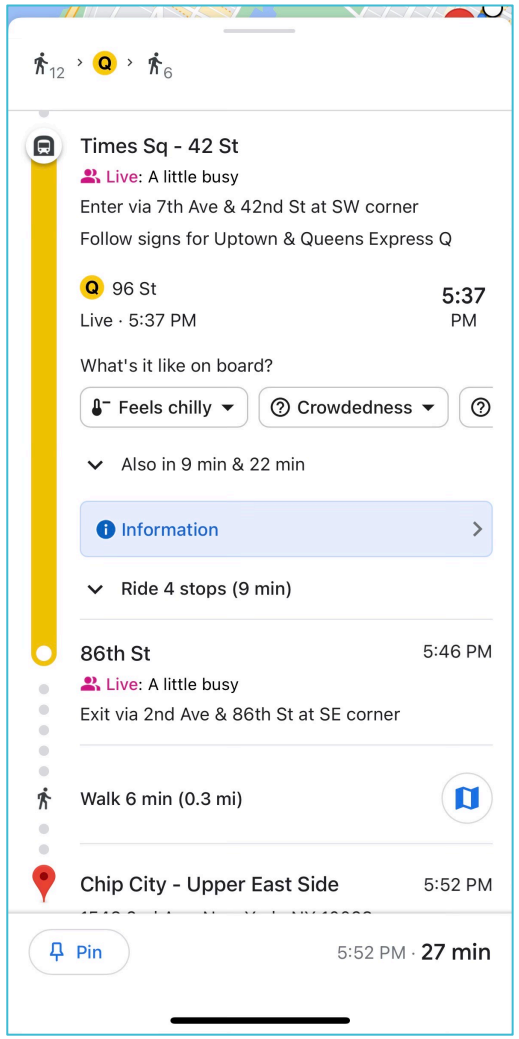
Examples of Google Map's reliability and accuracy

- Driving directions outline points of high traffic, road closures, and other possible slow downs to give you an accurate ETA
- Public transportation directions align to the train/bus schedules so you'll know exactly when your train/bus will arrive
- Users can edit their time of departure or desired time of arrival to know exactly when they'll arrive at their destination or when to leave their starting point to be on time
- Integration with businesses and points of interest allow users to be updated on whether their expected arrival time is after closing







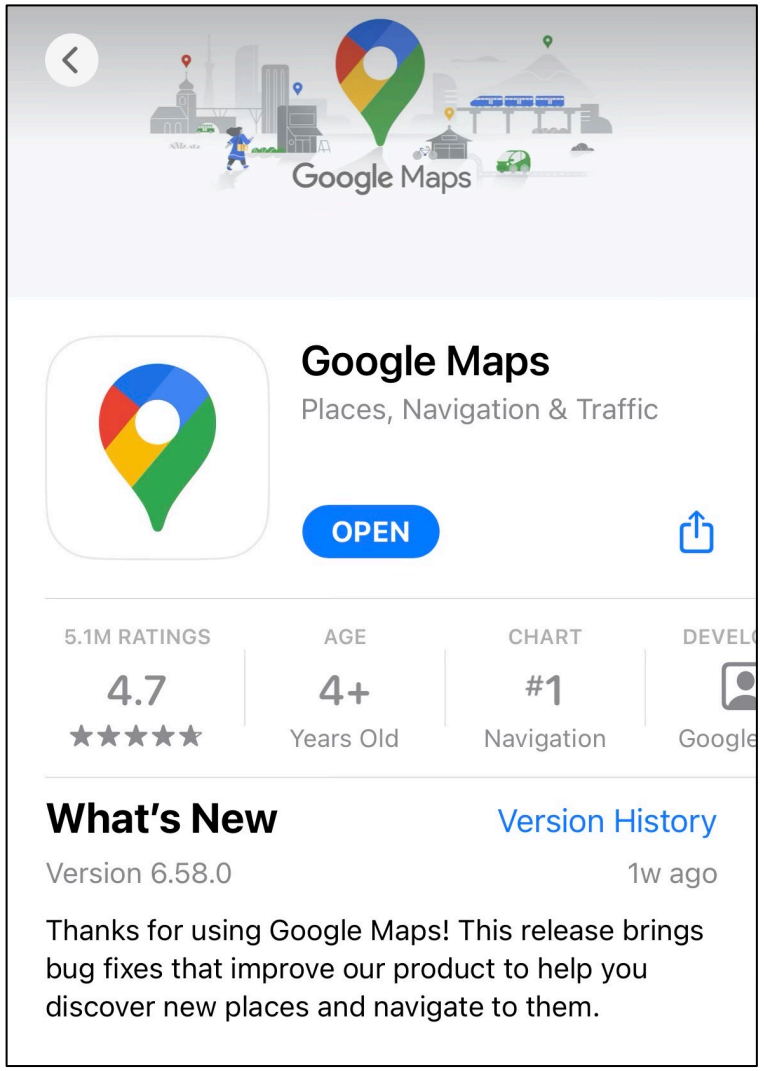


Examples of Google Map's personalized user experience

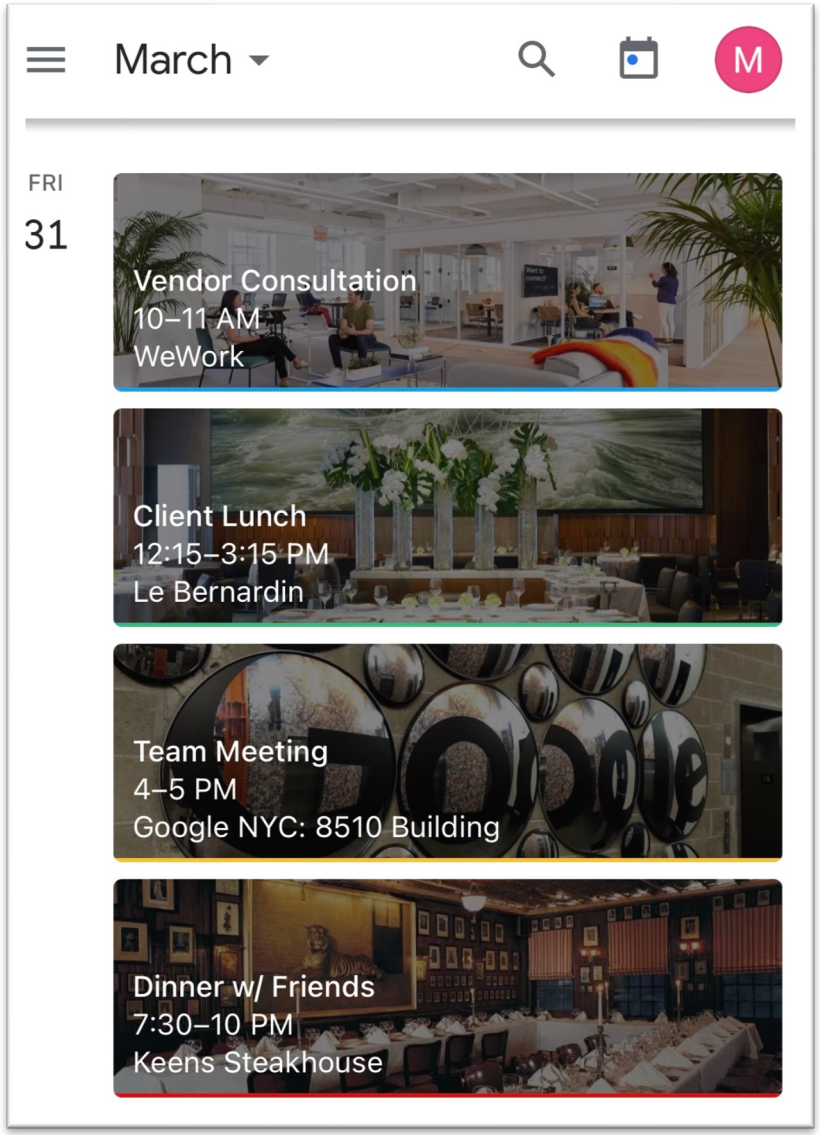
- The explore feature shows users points of interest based on their current location such as restaurants, museums, etc.
- Using the save feature users can create a list of their favorite places such as their home and workplace and places they'd like to visit
- The timeline feature shows users a history of their different locations
- If nearby a location that a user recently searched, the map view will highlight a recently viewed attraction in case you'd like to stop by on your way to a final destination
- The popular times feature highlights when an attraction is busiest so users can determine the best time to visit

Measuring success

- User engagement
- User feedback – Apple store ranking and reviews
- Accuracy of estimated ETAs
- Revenue earned by businesses advertising on Google Maps
- Revenue earned by products using the Google Maps API



The proposal: Integrate Google Maps with Google Calendar



Imagine you're a busy entrepreneur managing vendor consultations, team calls, client lunches, all while still maintaining a social life. Let's take a look at your Friday calendar.

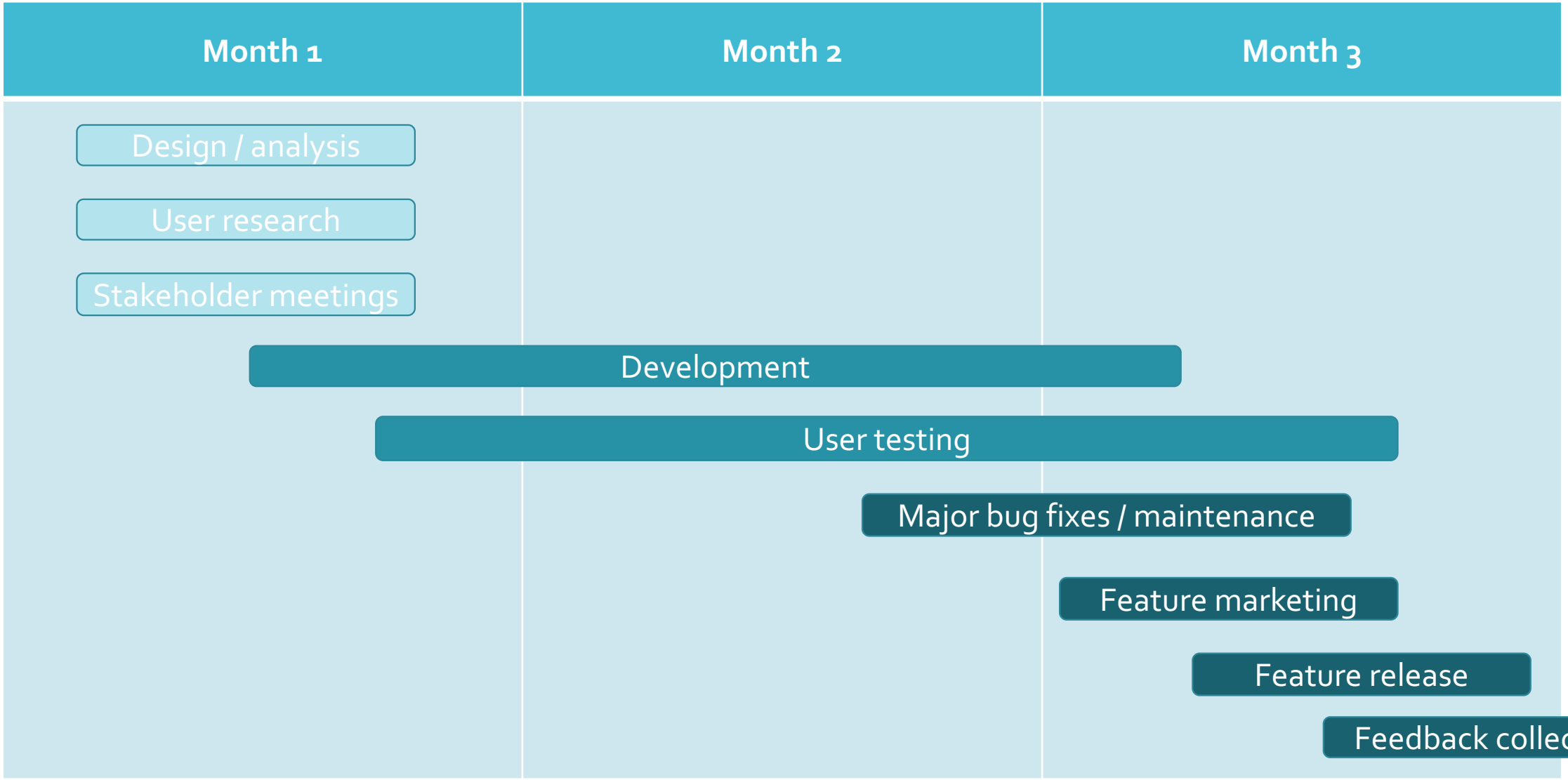
With all these meetings in different locations, wouldn't it be great if your Google Maps could read your calendar and map out your entire day to alert you when's the latest you should be leaving each previous location to make it on time to your next engagement?

By integrating Google Maps with Google Calendar, both users and the company benefit. Current Google Maps users are already using the product to plan out their daily activities. However, the process is currently extremely manual and done on a one-off basis. Users will be able to increase their productivity and better manage their time without much additional effort with the help of this new feature. Meanwhile Google would be able to expand the functionality of their suite of products without having to build an entirely new product.

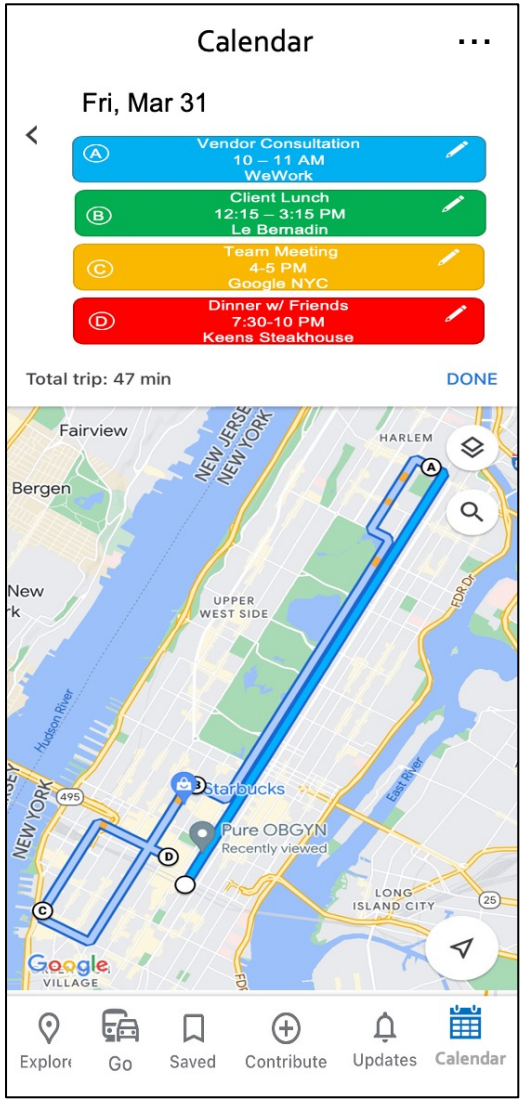
MVP Scope

- Entry point to Google Calendar integration
- API to collect user data from Google Calendar
- Feature interface for both web and mobile - view of schedule, map view, update meeting location
- Notification controls
- Analytics tracking

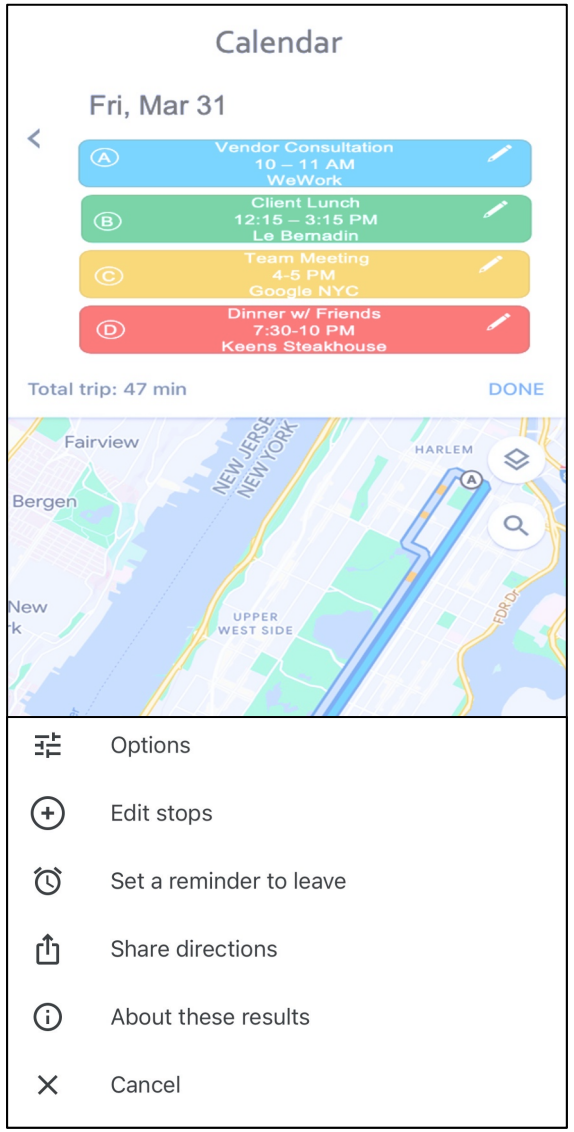
High-level roadmap



Sample wireframes



Clicking the ellipses opens the notifications control



Expected impact

- Increased user engagement – uptick in daily number of users and click rate, increased time spent in app, more user feedback
- Increased user satisfaction – higher app store ranking and more positive reviews
- A new competitive advantage