

# Maps





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## Executive Summary:

We chose to analyze Apple maps, it focuses on enhancing its market share among college students, friends and family who use Maps in general. Key issues include competition with dominant players like Google Maps and user experience challenges. When it was first released in 2012, Apple Maps prioritized data privacy and had a simple design. Its market share is still low despite improvements because of long-standing rivalry. In particular, the study looks at how college students see Apple Maps compared to Google Maps. It also makes recommendations for tactics like extensive advertising campaigns to change consumers' opinions and preferences.





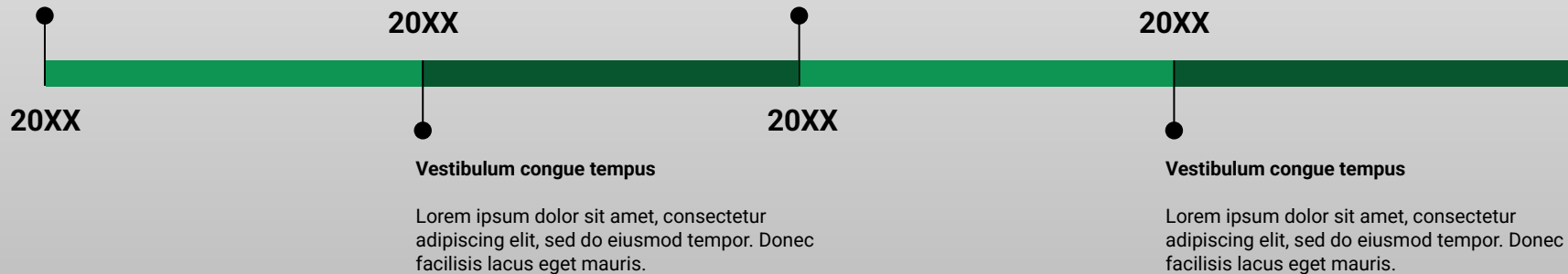
# Background:

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# Research Objectives

- 1) To evaluate how users engage with Apple Maps, identifying interface flaws and gauging overall customer satisfaction.
- 2) Identify user-important features and functionalities through surveys and focus groups, exploring enhancement opportunities
- 3) Assess customer advocacy and loyalty to Apple Maps, using metrics like the Net Promoter Score to understand users' likelihood to recommend the service.



# Problem Definition:

## Hypothesis:

The problem definition focuses on understanding the satisfaction levels, behaviour and preferences of iPhone users that use map application specifically. The purpose of the project is to collect the data via surveys given to college students and social media relationships. The goal of the research is to obtain knowledge that will help the marketing team develop plans and enhance the user experience. Convenience sampling is used here in the study despite the fact that it may introduce biases and restrict the generalizability of the findings. This approach was chosen due to practical factors including time and resource constraints. The target group is iPhone users aged 21-, especially those who drive or travel use navigation maps. The main data collection method is through an online survey.



# Study Design:

Who:

What:

When:

Why:

Where:



# Study Design:

- Strengths
  -
- Weaknesses
  -





## Study Design:

- Data Collection Methods
  -



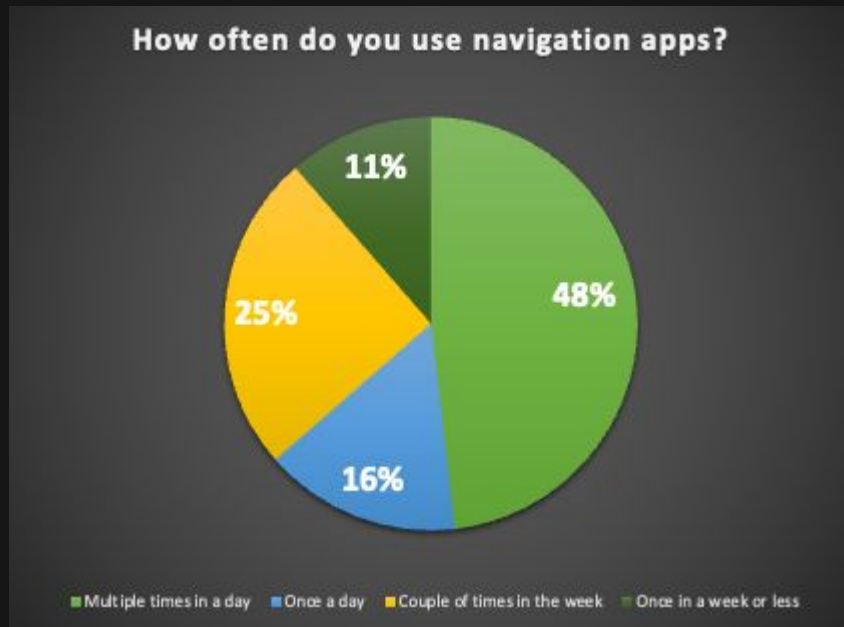
# Key Results



## Desriptives - How often do you use navigation apps?

48 %

answered "Multiple  
times in a day"

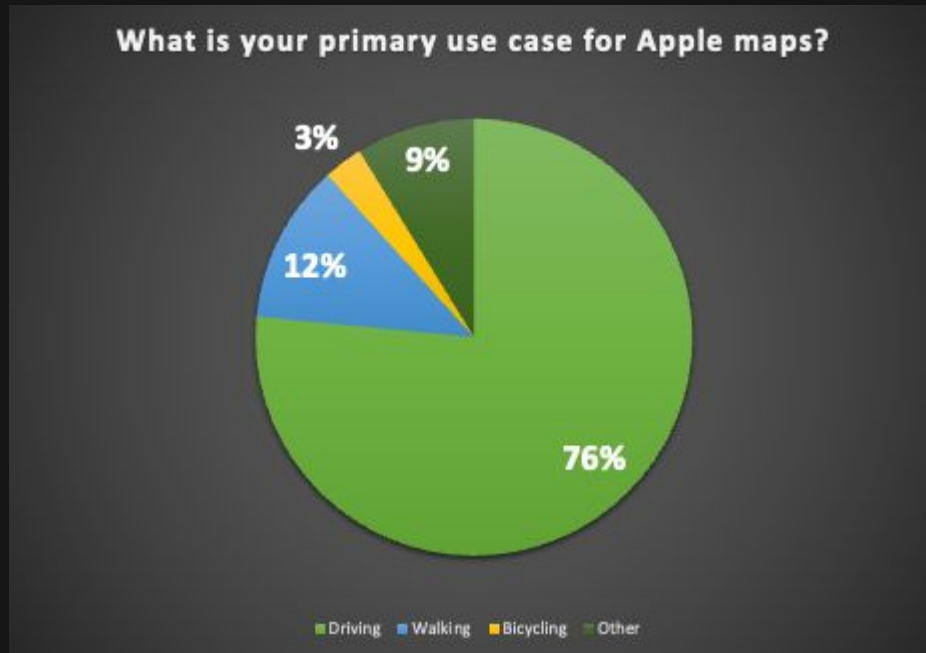




## Descriptive - What is your primary use case for Apple maps?

76 %

answered "Driving"

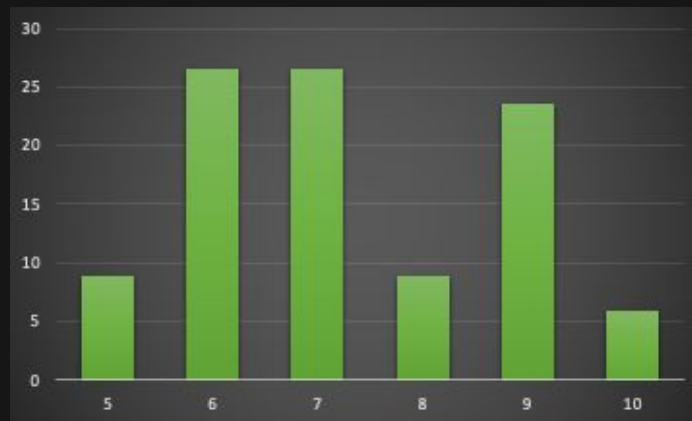




**Descriptive - On a scale of 1 to 10, how satisfied are you with using Apple maps?**

**7.29**

Is the average score

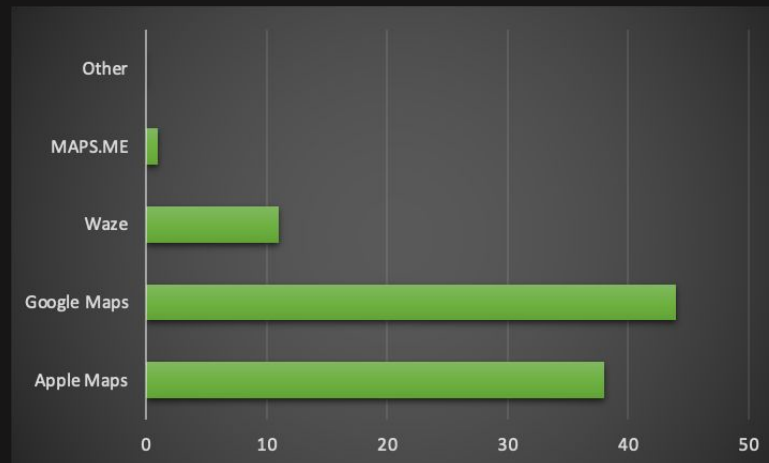




## Descriptive - What navigation apps do you use?

Google  
Maps

Is the most used  
navigation app





**Descriptive - If you use other navigation app, what motivates you to do so ?**

**30 %**

Of respondents said that the alternative to apple maps have more accurate directions, better real time traffic updates and a better interface



## **Objective 1 : Identify the key features that strongly influence customer satisfaction**

- *Analysis:* Perform a Descriptive Analysis on satisfaction ratings (Q3b) and calculate an aggregated satisfaction score.





# Diagnostic Analysis: What features possessed by apple maps consumers enjoy?

Significant

64.3%

Of Loyal  
customers think  
that apple maps  
has very good  
turn by turn  
directions

Significant

50%

Of Loyal  
customers think  
that apple maps  
has very good  
route planning

35.7%

Of Loyal  
customers think  
that apple maps  
has very good trip  
history



## Diagnostic Analysis: What features possessed by apple maps could be improved?

35.7%

Of Loyal customers think that apple maps has average capabilities regarding modes available

21.4%

Of Loyal customers think that apple maps has average offline map capabilities

7.1%

Of Loyal customers think that apple maps has poor POI capabilities



## Objective 2: Identify the features that require improvement

- *Analysis:* Compare Means analysis on satisfaction ratings (Q3b) for each feature to identify lower-rated aspects impacting satisfaction.



# Diagnostic Analysis: What does the typical loyal customer look like for apple maps?

What is your employment status? – Selected Choice											
		Full Time		Part Time		Retired		Unemployed		Other	
		Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %
Do you plan to continue using Apple Maps for navigation in the future?	Definitely yes	7	43.8%	1	20.0%	0	0.0%	1	33.3%	1	33.3%
	Probably yes	6	37.5%	4	80.0%	0	0.0%	1	33.3%	1	33.3%
	Might or might not	2	12.5%	0	0.0%	0	0.0%	1	33.3%	1	33.3%
	Probably not	1	6.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Definitely not	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
		3	100.0%	3	100.0%	3	100.0%	3	100.0%	3	100.0%

What is your Income Range?									
Less then \$25,000		\$25,000 to \$50,000		\$50,000 to \$75,000		\$75,000 to \$100,000		More then \$100,000	
Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %
4	40.0%	3	42.9%	1	20.0%	1	100.0%	1	25.0%
5	50.0%	2	28.6%	2	40.0%	0	0.0%	3	75.0%
1	10.0%	1	14.3%	2	40.0%	0	0.0%	0	0.0%
0	0.0%	1	14.3%	0	0.0%	0	0.0%	0	0.0%
0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
10	100.0%	7	100.0%	5	100.0%	1	100.0%	4	100.0%

How many people live in your household, including yourself?									
1		2		3		4		More than 4	
Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %
3	42.9%	2	40.0%	2	40.0%	3	42.9%	1	100.0%
4	57.1%	3	60.0%	0	0.0%	4	57.1%	1	100.0%
0	0.0%	0	0.0%	2	40.0%	0	0.0%	2	100.0%
0	0.0%	0	0.0%	1	20.0%	0	0.0%	0	0.0%
0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
7	100.0%	5	100.0%	5	100.0%	7	100.0%	4	100.0%



# Customer Satisfaction Scorecard



# Conclusions & Recommendations:

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# Appendix:

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**THANKS**