



Google Maps



East  
Siberian Sea

# Google Maps

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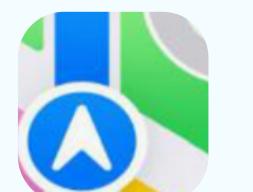
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## About

Google Maps is a popular mapping and navigation service developed by Google on Feb 8, 2005. It is available on both desktop and mobile platforms, and helps people around the world to find directions, explore new areas, and discover local businesses.

## Competitors



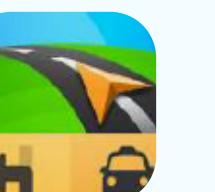
Apple Maps



MapmyIndia



Waze



Sygic  
Navigation

## Revenue Sources

Ads at the top of a searched list



Ads at the top of a searched list



Google Maps  
API for  
businesses



Exclusive partnerships  
with eg. Uber integrating  
them into maps

## Key Statistics



1 Bn+  
users/month



220 +  
Countries



4.7 App  
Rating



10 Bn+  
Downloads



\$4.3 Bn  
Revenue (Annual)

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# User Persona 1

## Goals

- Wants accurate lane guidance to drive easily through complex roads.
- Aims to reduce travel stress with better navigation support.
- Needs detailed public transport information with travel time and estimated fares to plan effectively.



Name: Aisha

Age: 26

Education: B.Tech

Job: Software Developer

Location: San Francisco

Hobbies: Hiking and dancing

## Pain Points

- Feels nervous when driving through busy roads or flyovers, especially in new areas.
- Finds it difficult to choose the best public transport when fare details are unclear.
- Struggles to balance cost and convenience while planning her travel.

## Bio

Aisha is a software developer living in San Francisco. She mostly uses public transport for her daily commute and sometimes drives out of the city for weekend trips with friends. She likes her travel to be smooth, quick, and well-organized. Aisha values time, accuracy, and comfort while traveling. When she's not using public transport, she enjoys driving and exploring new places.

## Personality

- Hardworking
- Logical
- Practical
- Thoughtful

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## User Persona 2

### Goals

- Wants an easy and reliable way to track and stay connected with all vehicles in his group.
- Aims to ensure smooth coordination so everyone arrives together without confusion.
- Needs clear route and lane guidance to avoid last-minute turns or wrong exits.



Name: Arjun Mehta  
Age: 30  
Education: MBA  
Job: Marketing Manager  
Location: Mumbai  
Hobbies: Travelling and photography

### Pain Points

- Finds it hard to keep all cars in his group connected during long trips.
- Gets stressed when multiple routes or interchanges cause confusion.
- Worries that not everyone will stay on the same route or reach on time.

### Bio

Arjun is a marketing manager who loves going on road trips with his friends and family. He enjoys exploring new destinations and planning detailed itineraries for his travels. However, when traveling in multiple cars, it often becomes difficult for him to keep everyone connected and on the right route. He values smooth coordination and stress-free journeys.

### Personality

- Organized
- Tech-savvy
- Friendly
- Detail-oriented

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## Solution #1 – Smart Lane Guidance

### Description

Smart Lane Guidance helps drivers choose the correct lane in real time. It highlights which lane to stay in, shows alerts for upcoming exits or turns, and adjusts guidance based on traffic or construction. It also warns drivers about unsafe or accident-prone areas.

### How it Works

- The app highlights the correct lane and shows red alerts or icons if a lane is closed or has construction.
- Voice guidance gives clear instructions like “Stay in the second lane from the right.”
- Pop-up alerts appear for incidents, unsafe zones, or high-speed warnings.
- The system continuously updates lane recommendations using real-time road and traffic data.

### Impact

- Reduces confusion and last-minute lane changes.
- Makes driving safer in flyovers, highways, and unknown areas.
- Increases user confidence and reduces stress by giving timely and reliable guidance.
- Improves overall navigation accuracy and enhances safety awareness.

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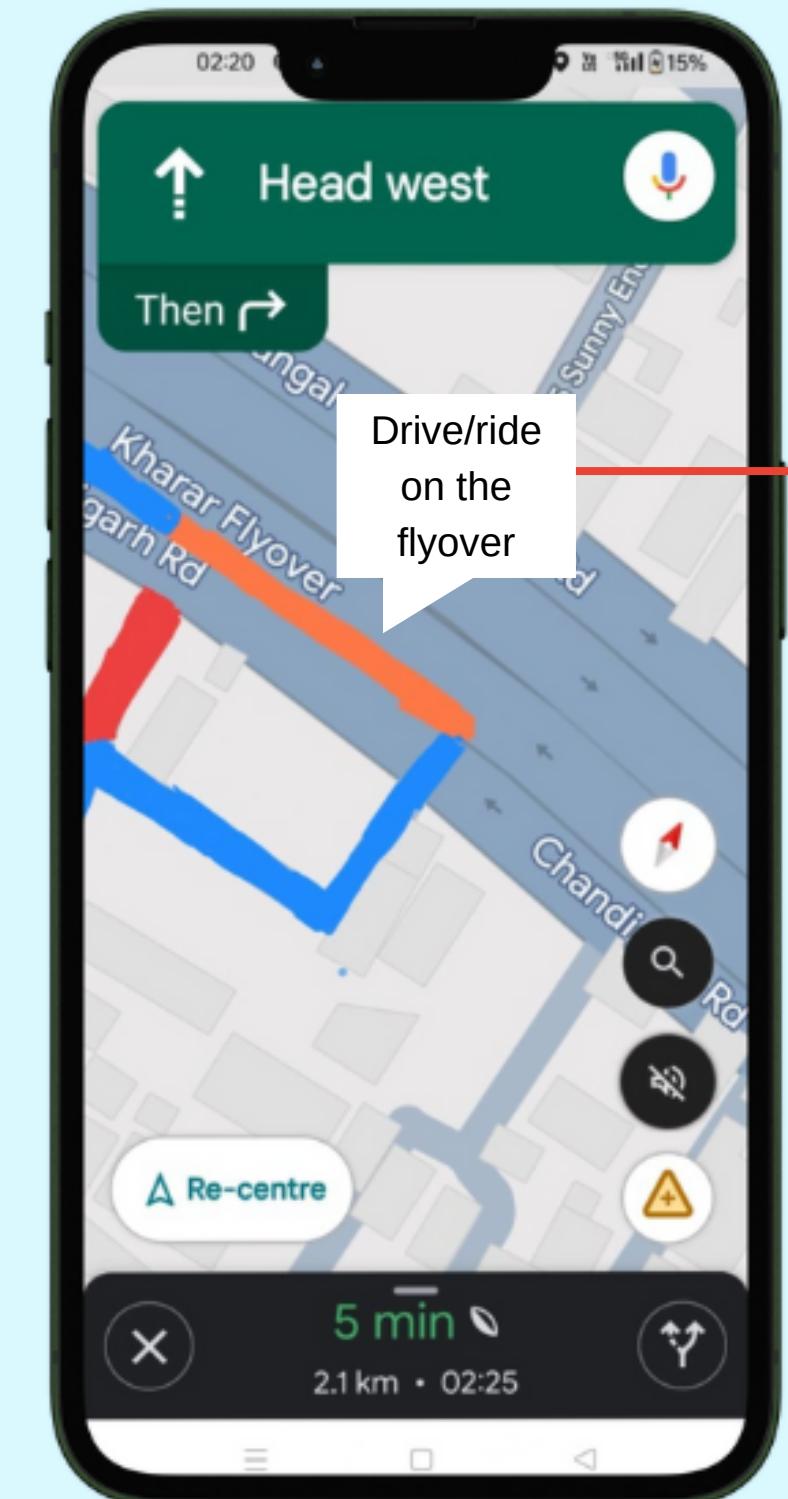
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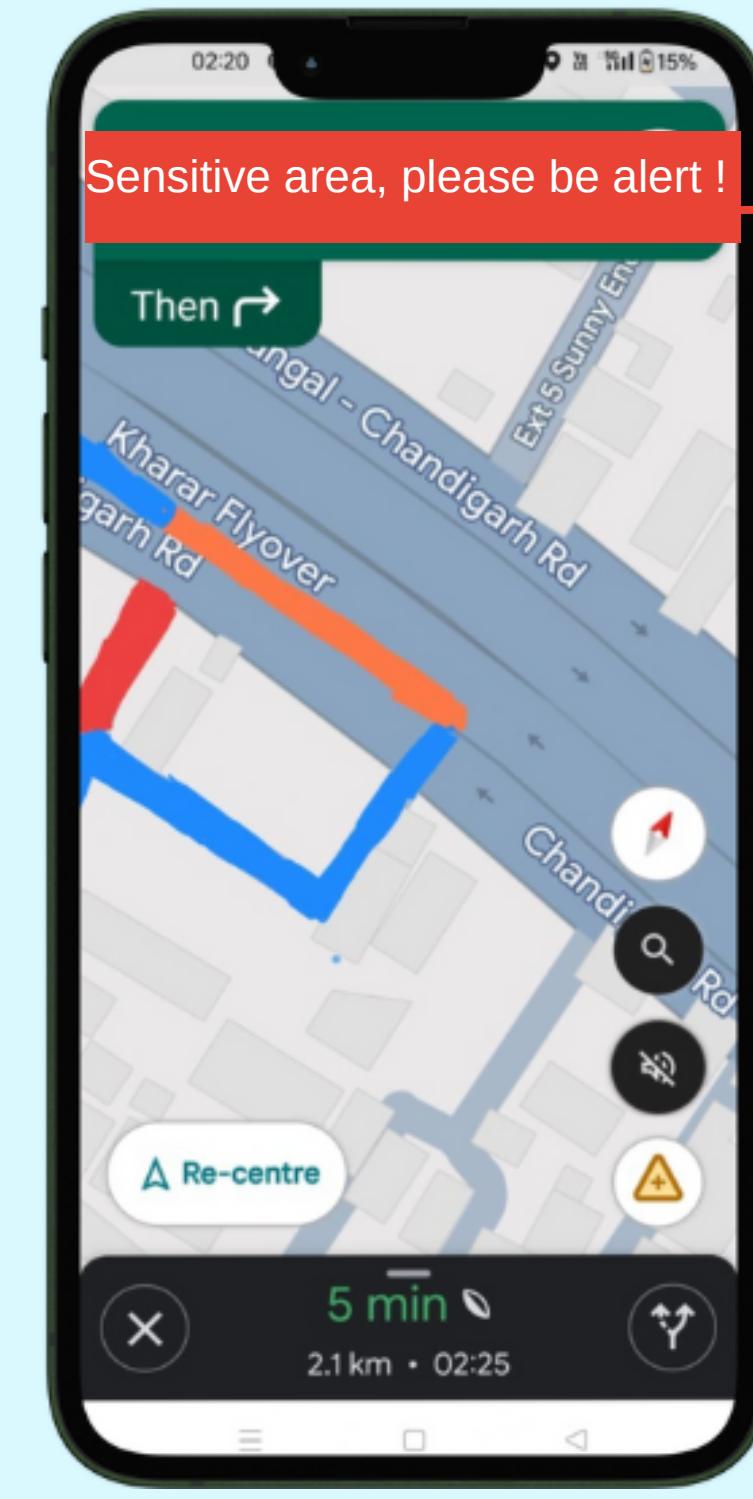
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# Prototype

## Solution #1 – Smart Lane Guidance



Clear indication of whether the user needs to ride on or under the flyover



Screen with red pop up at the top and giving alert in case the user passes an area with danger of crime/accidents etc



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## Solution #2 – Group Coordination

### Description

Group Coordination helps travelers in multiple vehicles stay connected and move together smoothly. It allows all members to share their live locations, track each other on the same map, and receive alerts if someone goes too far from the group. This feature makes group travel more organized, less stressful, and ensures that everyone reaches the destination together.

### How it Works

- Live Location Sharing: Each traveler shares their real-time location using Google Maps. The app continuously updates everyone's position on the map.
- Distance Alerts: If a vehicle moves too far from the group, the driver gets a notification or voice alert to stay close.
- Unified Map View: All group members appear on one screen, each shown with a unique icon or color, along with distance indicators showing how far apart they are.
- Privacy Control: Users can turn location sharing on/off anytime or choose specific people to share with.

### Impact

- Prevents vehicles from getting lost or separated during group trips.
- Saves time and reduces confusion by removing the need for frequent phone calls or messages.
- Improves coordination, safety, and overall travel experience for groups.
- Builds confidence among drivers, especially in unknown routes or long-distance travel.

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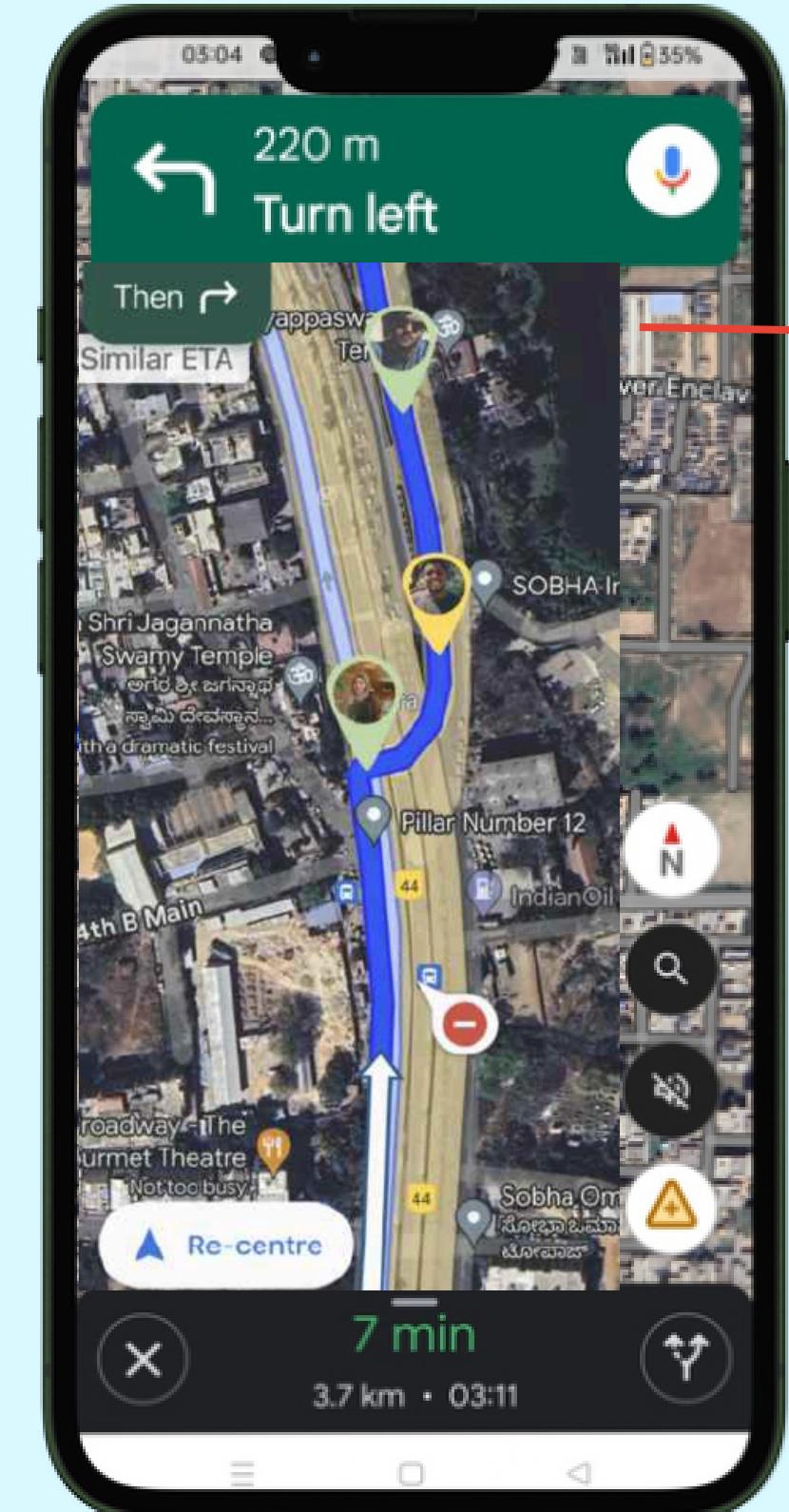
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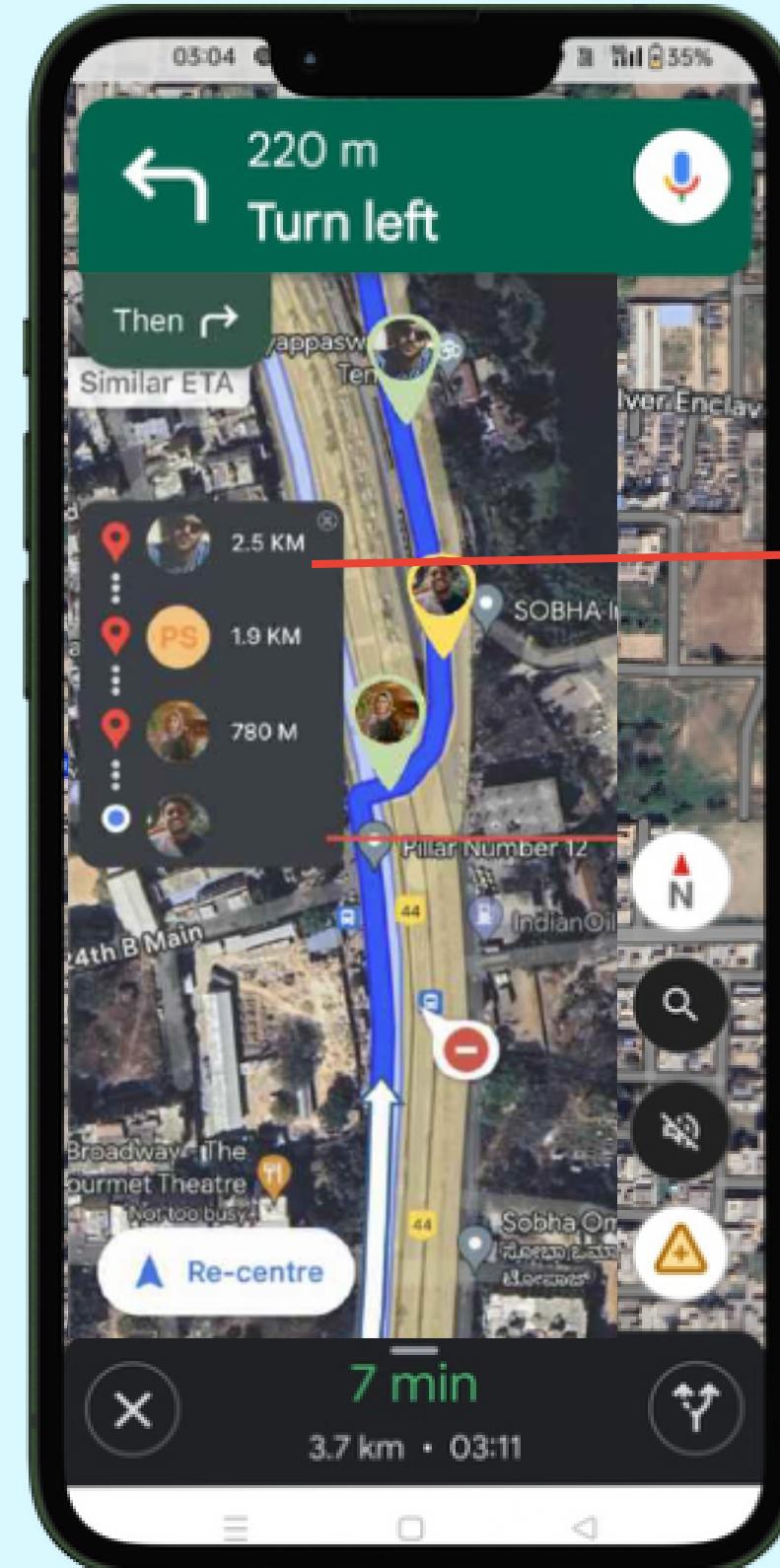
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# Prototype

## Solution #2 – Group Coordination



This is the unified map view of all the people in the group travelling together, the user can see them on the same map and can also tap on any of them to expand into further detail as to how far everyone is from each other on the next screen.



In this detailed view of the fellow drivers, the user can see how far everyone is from each other, in case anyone gets disconnected, that profile's icon will be shown in red along with a pop-up notification, the user can also close the expanded view by clicking the 'cross icon' at the top right corner of the box.

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## Solution #3 – Fare Transparency

### Description

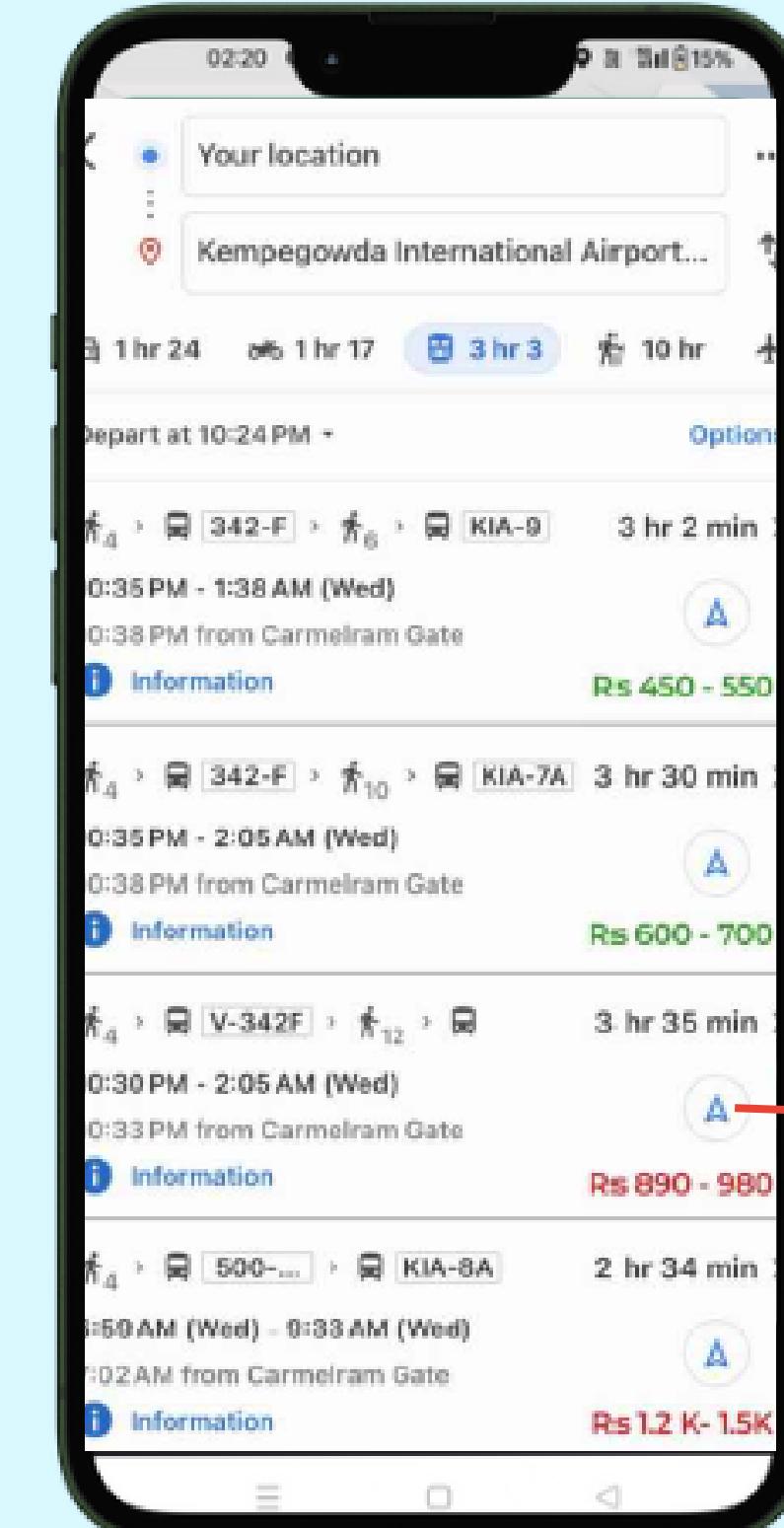
This feature helps users see the estimated fares for different public transport options directly on Google Maps. It gives clear, accurate, and easy-to-understand fare information so users can plan trips based on cost and convenience.

### How it Works

The app shows approximate fares below the travel time using a currency symbol. It also shows details like transfer fees, peak/off-peak prices, and transport modes (bus, train, etc.). Cheaper fares appear in green and higher ones in red.

### Impact

Users can quickly compare travel costs, choose the most budget-friendly route, and plan trips without checking multiple apps. This builds trust and makes travel planning easier and more transparent.



The fare will be shown in a similar font beneath the travel time, using a currency symbol and approximate amount (e.g., \$2.50).

This breakdown will include information on different transport modes used (e.g., bus, train), any transfer fees, and peak/off-peak pricing variations. The relatively cheaper fares will be shown in green and the higher ones will be in red.

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## Rice Framework

Feature	(100) Reach	(5) Impact	(100%) Confidence	(5) Effort	Score
Smart Lane Guidance 	82	4	85	4	69.7
Group Coordination 	80	3	80	3	64
Fare Transparency 	74	3	78	3	57.72

Based on the RICE framework, the prioritization for implementing the new features in Google Maps is as follows: Smart Lane Guidance > Group Travel Coordination > Fare Transparency. By prioritizing Smart Lane Guidance, Group Travel Coordination, and Fare Transparency in this order, we can address key user pain points and enhance the overall functionality and user experience of Google Maps. Each feature targets a specific area of improvement, ensuring that users have a safer, more coordinated, and cost-effective navigation experience.



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# Success Metrics

## Feature 1: Smart Lane Guidance

Objective: Enhance driving safety and ease by providing clear and reliable lane guidance for navigating flyovers and complex junctions.

### Success Metrics:

1. User Adoption Rate: Percentage of users who actively use the Smart Lane Guidance feature during navigation.
2. Reduction in Navigation Errors: Decrease in the number of reported navigation errors or incorrect turns at complex junctions.
3. User Satisfaction: Increase in positive feedback and ratings related to navigation clarity and safety.
4. Retention Rate: Improvement in user retention due to enhanced navigation experience.
5. Incident Reduction: Reduction in user-reported incidents or near-misses related to lane confusion.

## Feature 2: Group Travel Coordination

Objective: Improve coordination and safety for users traveling in separate vehicles as part of a group by providing real-time tracking and communication tools.

### Success Metrics:

1. Feature Utilization Rate: Percentage of users engaging with the Group Travel Coordination feature during trips.
2. User Feedback: Increase in positive reviews and user satisfaction related to group travel experiences.
3. Reduction in Travel Delays: Decrease in instances where group members report delays or separations during travel.
4. Coordination Accuracy: Accuracy of real-time location tracking and synchronization of ETAs for group members.
5. User Engagement: Increase in the number of trips planned using the Group Travel Coordination feature.

## Feature 3: Fare Transparency

Objective: Provide clear and detailed fare information for public transport options to help users make informed and cost-effective travel decisions.

### Success Metrics:

1. User Engagement: Percentage of users viewing fare information when planning public transport routes.
2. Decision Accuracy: Increase in users selecting optimal routes based on fare and travel time comparisons.
3. User Satisfaction: Positive feedback and increased satisfaction scores related to fare transparency.
4. Public Transport Usage: Increase in the use of public transport due to clearer fare information and informed decision-making.
5. Feature Adoption Rate: Percentage of users who regularly use the fare transparency feature when planning trips.

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## Pre-Launch phase

- Marketing & Awareness:** Create excitement using social media teasers, blog posts, and email newsletters. Partner with influencers to spread the word and use targeted ads for people who use navigation apps often.
- Feature Preparation:** Create demo videos, infographics, and tutorials to show how the new features solve problems. Plan webinars or live demos to show them in action.
- Beta Testing:** Release the features to a small, selected group of users. Give them clear instructions and support to report feedback. Monitor how the features perform to find areas for improvement.

## Launch phase

- Official Release:** Announce the features with a big marketing push, including press releases, blog updates, and social media campaigns.
- Feature Highlight:** Update the app store listing and send in-app notifications to make sure all users see the new features.
- User Onboarding:** Use engaging content like demo videos and tutorials to help users understand how to use the new features.

## Post-Launch phase

- Monitor & Optimize:** Keep a close watch on user feedback and how the features are being used. Fix any bugs or issues that come up.
- Improve Features:** Use the feedback and data to make the features better and improve the user experience. Do more testing if needed to make sure everything is stable.
- Ensure Adoption:** Continue to monitor feedback after launch to ensure people are using the features successfully and quickly fix any new problems.