

Product Teardown - Writing a Review

MapmyIndiaTM

Overview

MapmyIndia is an Indian technology company that provides digital map data, telematics services, location-based SaaS and GIS AI technologies. The company was founded in 1995 and is headquartered at New Delhi with regional offices in Mumbai and Bengaluru and smaller offices across India.

Mission

Make the world better through maps and location technologies

Competitors:



Stats

>100M
Points of
Interest

360 degree
panaormic
view in
>100 cities

Used by
>100000
Businesses
in India

User Persona

Name: Anjali



Occupation: Software Engineer

Age: 25

Goals

- Uses MapmyIndia to find the best route to work, to find new restaurants to try, and to explore her city.
- She is looking for a mapping app that is accurate, easy to use, and has a variety of features

Pain Points

- Anjali finds that some of the other mapping apps on the market are not as accurate as MapmyIndia.
- She also finds that some of the other apps are not as easy to use.

User Persona

Name: Amit



Occupation: Business Owner

Age: 35

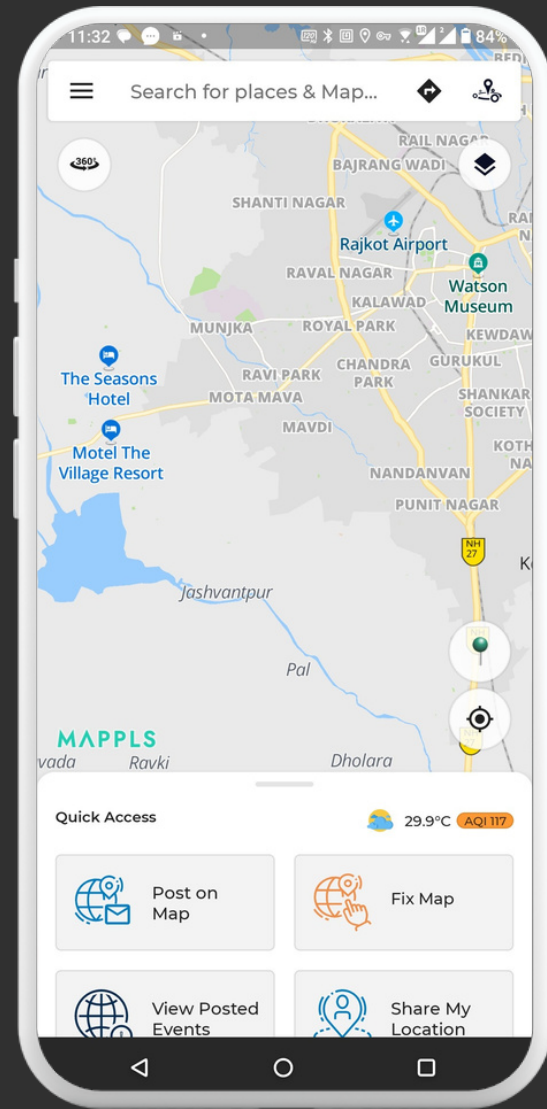
Goals

- Amit uses MapmyIndia to track his deliveries, to find new customers, and to plan his routes.
- He is looking for a mapping app that is accurate, reliable, and has a variety of features.

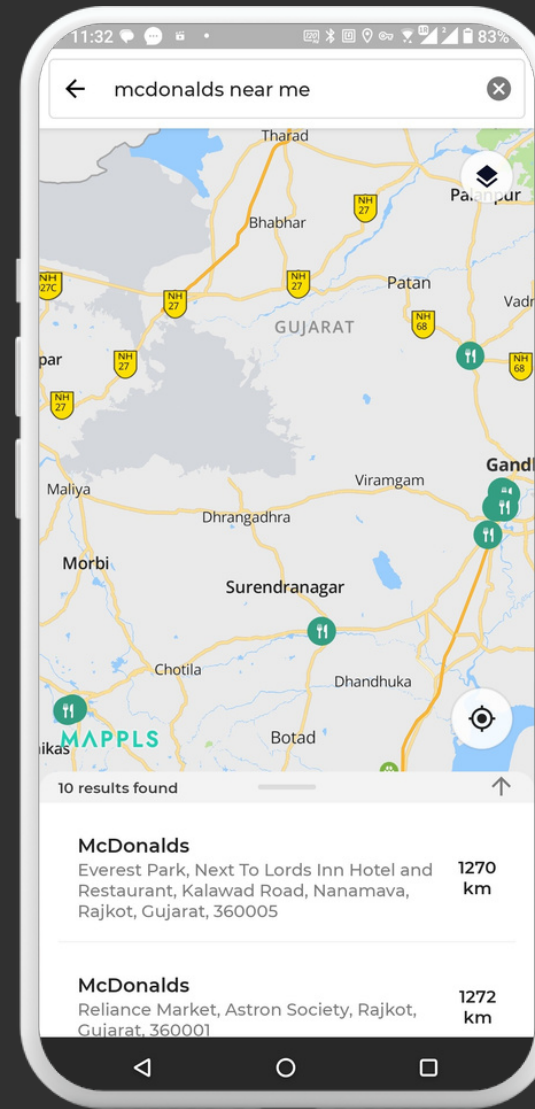
Pain Points

- Amit finds that some of the other mapping apps on the market are not as accurate as MapmyIndia.
- He also finds that some of the other apps are not as reliable.

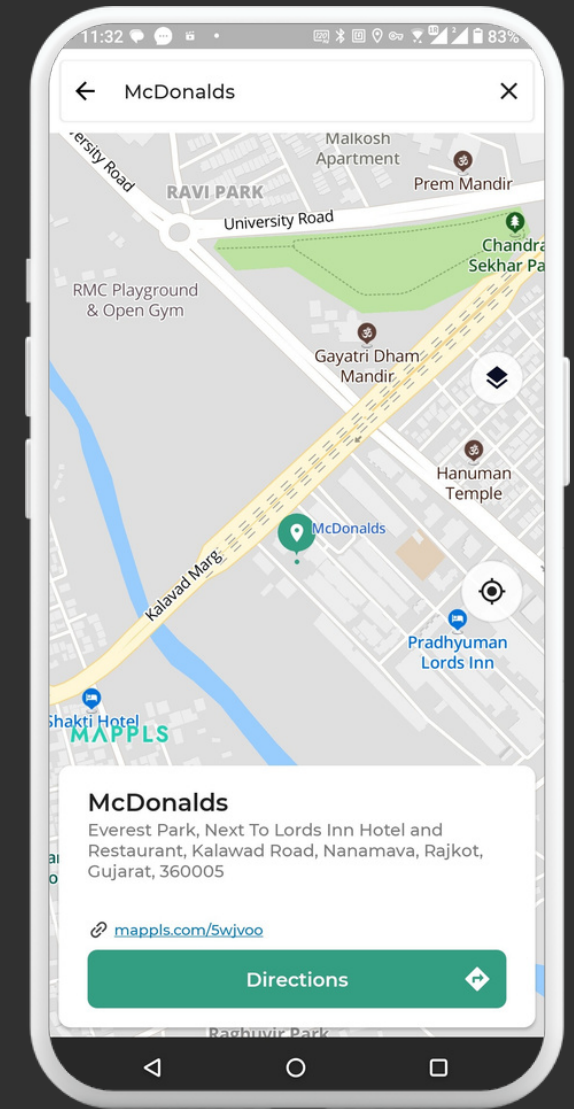
Customer Journey: Writing Review



Anjali will get this screen on opening the app

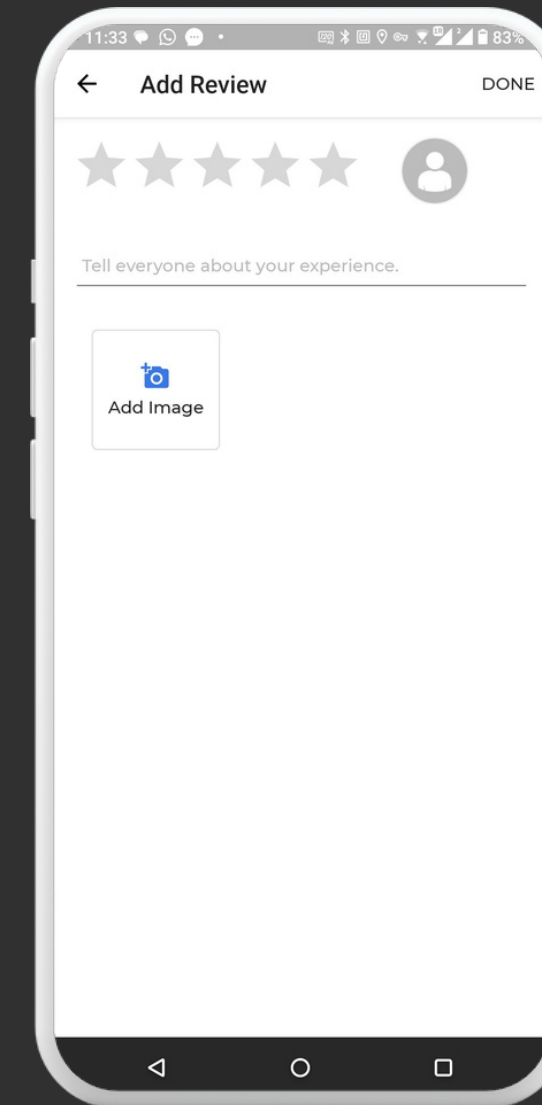
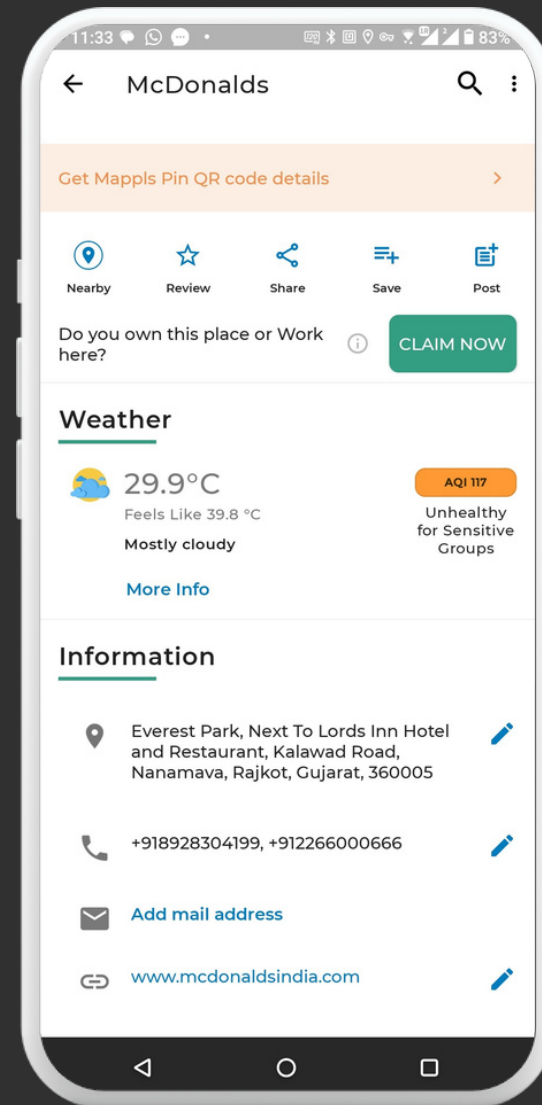


Anjali wants to eat at McDonald's today . So she searches for nearest outlet



Anjali click on the nearest outlet to view detailed address

Customer Journey: Writing Review



Anjali reaches McDonald's and
has a nice meal!
She now scrolls further to add
her review

Anjali adds her rating and
review !

Metrics

North Star



MAU

L1

User Growth
Active Users
Session Duration
Page Views
Bounce Rate

L2

User Acquisition
User Retention
User Experience
Conversion Rate
Customer Satisfaction

Key Takeaways

- In a lot of places, existing reviews were missing.
- This was a big turn off as someone who wants to check other reviews before deciding to visit any place.
- Upon using and understanding the app further, following were some possible reasons for this:
 - Difficult to view or even post reviews. Anjali needs to scroll a lot to see other reviews as there is no dedicated tab to quickly access it.
 - Upon searching a place, reviews also are not seen just next to the place, unlike Google Maps or some other competitors do.
 - Most importantly, user base and discoverability is quite less. It has only around 1 Million Downloads on Play Store.
 - This might be a strong reason of absence of existing reviews due to less active users
- **Potential Solution/ Next Steps:** As absence of high number of active users and also user discoverability is low, solid branding and promotion for creating user awareness becomes extremely crucial.
- 'Make in India' or 'India ka Naksha' campaigns fits their brand positioning