A PM SCHOOL CHALLENGE

IMPROVING NAVIGATION SCREEN ON GOOGLE MAPS

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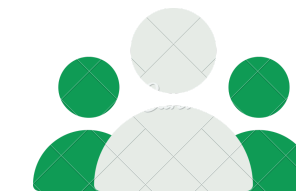
Google Maps

About Google Maps

- Google Maps is a mapping website from Google launched in 2005. It provides a route planner, allowing users to find available directions through driving, public transportation, walking, or biking.
- Google Maps is offered in more than 220 countries supporting 40 languages.

Key Features

- Navigation and Directions
- Real-Time Information about traffic, public transit schedules, local weather
- Displaying nearby restaurants, cafes, gas stations, hotels etc.
- Offline maps
- Community contributions

10M+ **1B+ MAU** **$3O7.4B**

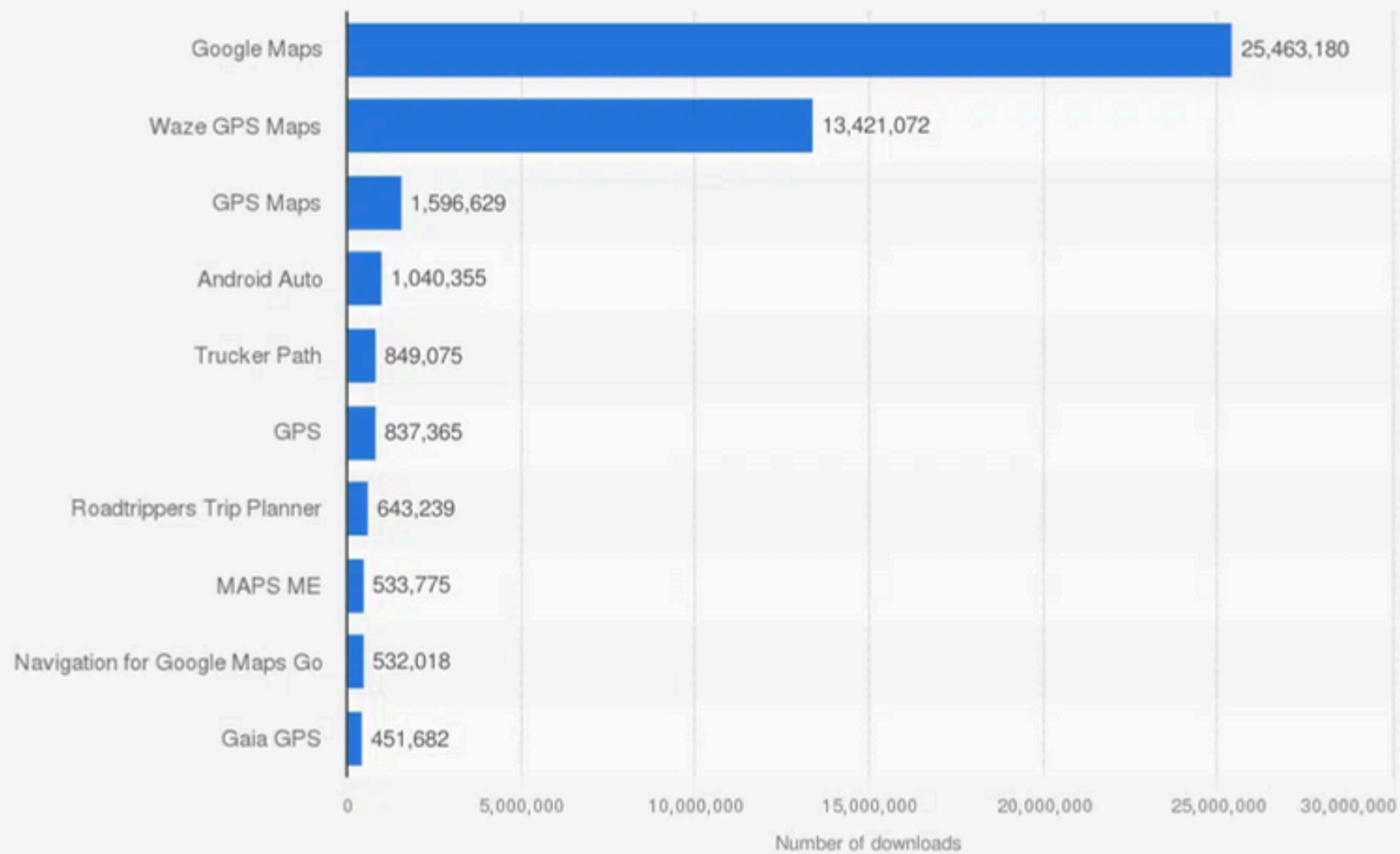## Google Maps Various Sectorwise Usage

Top Industry Verticals

Industry verticals where Google Maps is being used

Others
Popularity: 90.19%

Industry Vertical	Popularity
Science & Education	2.81%
Travel & Tourism	2.42%
Food & Drink	2.37%
Computers Electronics & T...	2.21%
Others	90.19%

Google Map Performance Compared With Competitors

Leading mapping apps in the United States in 2021, by downloads

App	Number of downloads
Google Maps	25,463,180
Waze GPS Maps	13,421,072
GPS Maps	1,596,629
Android Auto	1,040,355
Trucker Path	849,075
GPS	837,365
Roadtrippers Trip Planner	643,239
MAPS ME	533,775
Navigation for Google Maps Go	532,018
Gaia GPS	451,682

1. **Monthly unique users (millions)**
2. **Monthly reach**
3. **Stickiness***
4. **Average monthly time spent per user (minutes)**
5. **Average sessions per user**
6. **Average session duration (minutes)**

	1	2	3	4	5	6
Google Maps	126.2	70%	30%	152	50	3.0
Waze	31.0	17%	26%	269	58	4.6
Apple Maps**	29.3	16%	11%	12	5	2.3
Google Earth	3.1	2%	5%	7	3	2.4
MapQuest	2.0	1%	48%	150	68	2.2
Google Street View	0.6	0%	3%	6	2	3.6
Total	**151.1**	**84%**	**32%**	**187**	**56**	**3.3**

User Personas

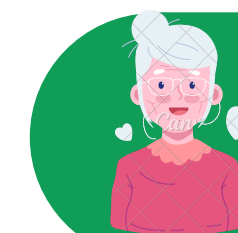|	Demographics	Behavior	Needs	Pain Points
Carl	• Age: 30 • Office worker • Urban area • Tech Expert	• Uses Google Maps daily for commuting • Prefers real-time traffic updates and alternative route suggestions • Often checks for estimated arrival times and traffic alerts	• Accurate and real-time traffic information • Find the fastest and most efficient route to work • Integration with public transportation options	• Traffic congestion and delays • Unpredictable travel times • Lack of real-time updates
Tracy	• Age: 25 • Frequent traveler • Often on the move • Tech Proficient	• Uses Google Maps for trip planning and navigation • Searches for points of interest and local recommendations • Checks reviews and ratings for places	• Detailed and accurate local information • Reliable reviews and ratings • Offline maps for areas with poor connectivity	• Unfamiliarity with new locations • Difficulty in finding reliable local information • Concerns about safety and security in new areas
Dan	• Age: 40 • Office worker • Urban area • Tech Proficient	• Uses Google Maps multiple times a day • Prefers features like route optimization and multiple stop planning • Often checks for real-time traffic updates and street views	• Efficient route planning with multiple stops • Real-time traffic and road condition updates • Accurate address and location information	• Traffic congestion and delays • Problem in finding specific addresses • Lack of parking information
Aries	• Age: 62 • Retired • Suburban areas • Tech Learner	• Uses Google Maps for basic navigation and finding local amenities • Prefers simple and easy-to-understand instructions • Often relies on voice navigation and larger text	• User-friendly interface with accessible features • Clear and concise navigation instructions • Information on nearby amenities and services	• Obstacle in using complex technology • Concerns about getting lost or disoriented • Lack of accessible features for senior users

FEATURE 1: TRAVEL COMPANION

Feature Description

Travel Companion leverages AI to provide personalized trip planning suggestions within Google Maps. It recommends petrol pumps, restaurants, amusement parks, medical facilities, and other points of interest based on user preferences and data collected by Google.
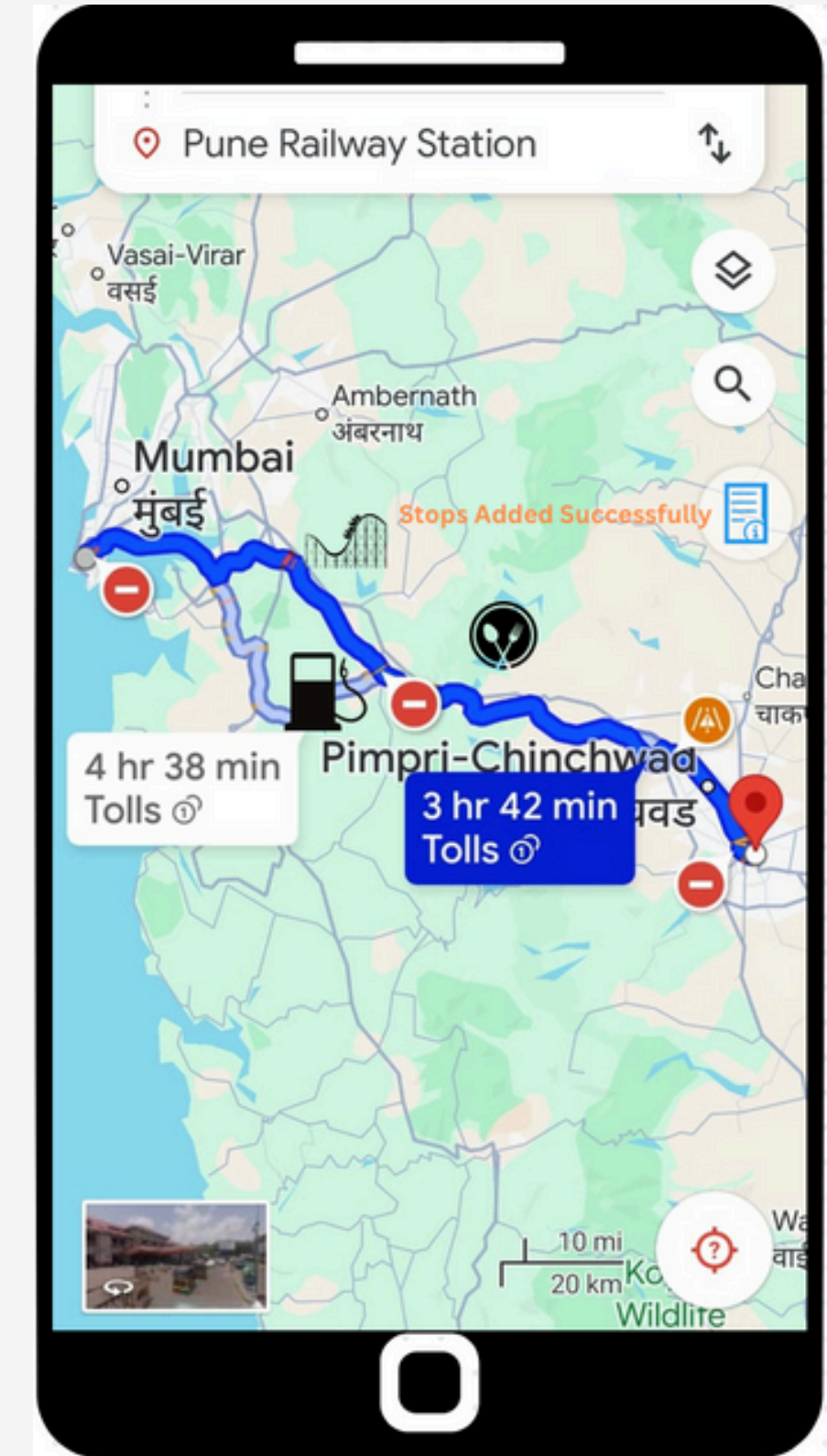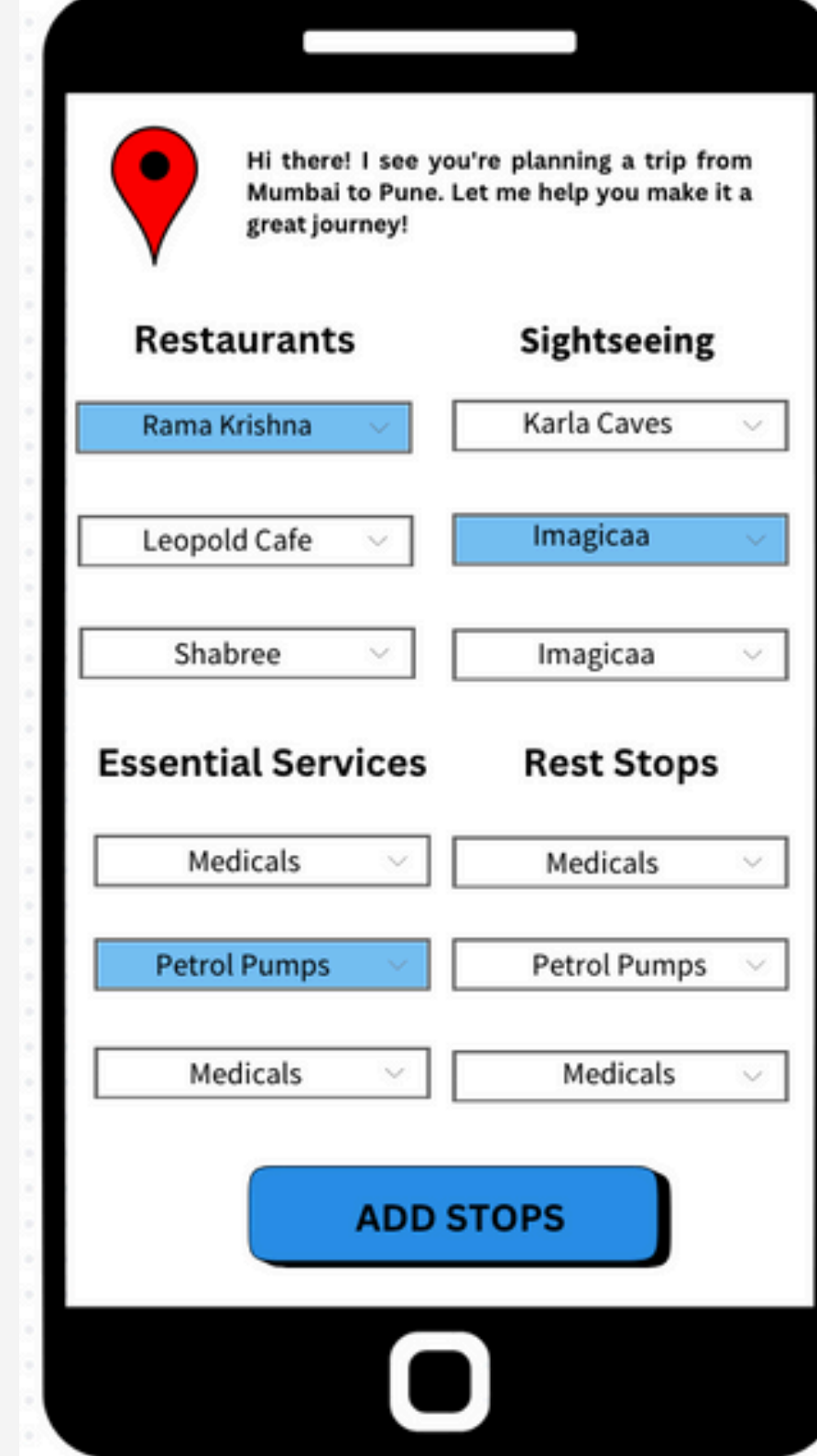
Benefits

- Personalized recommendations tailored to user preferences and past behavior
- Enhanced travel experiences with curated suggestions for food, entertainment, and essential services
- Real-time updates and smart notifications to improve trip planning and execution

Success Metrics

- Recommendation Accuracy: Percentage of users satisfied with the recommendations, Click-through rate on suggested locations

- User Engagement: Number of active users utilizing the Travel Companion feature, Average time spent on the feature per session

- Conversion Rates: Increase in visits to recommended points of interest, Number of bookings or reservations made through recommendations

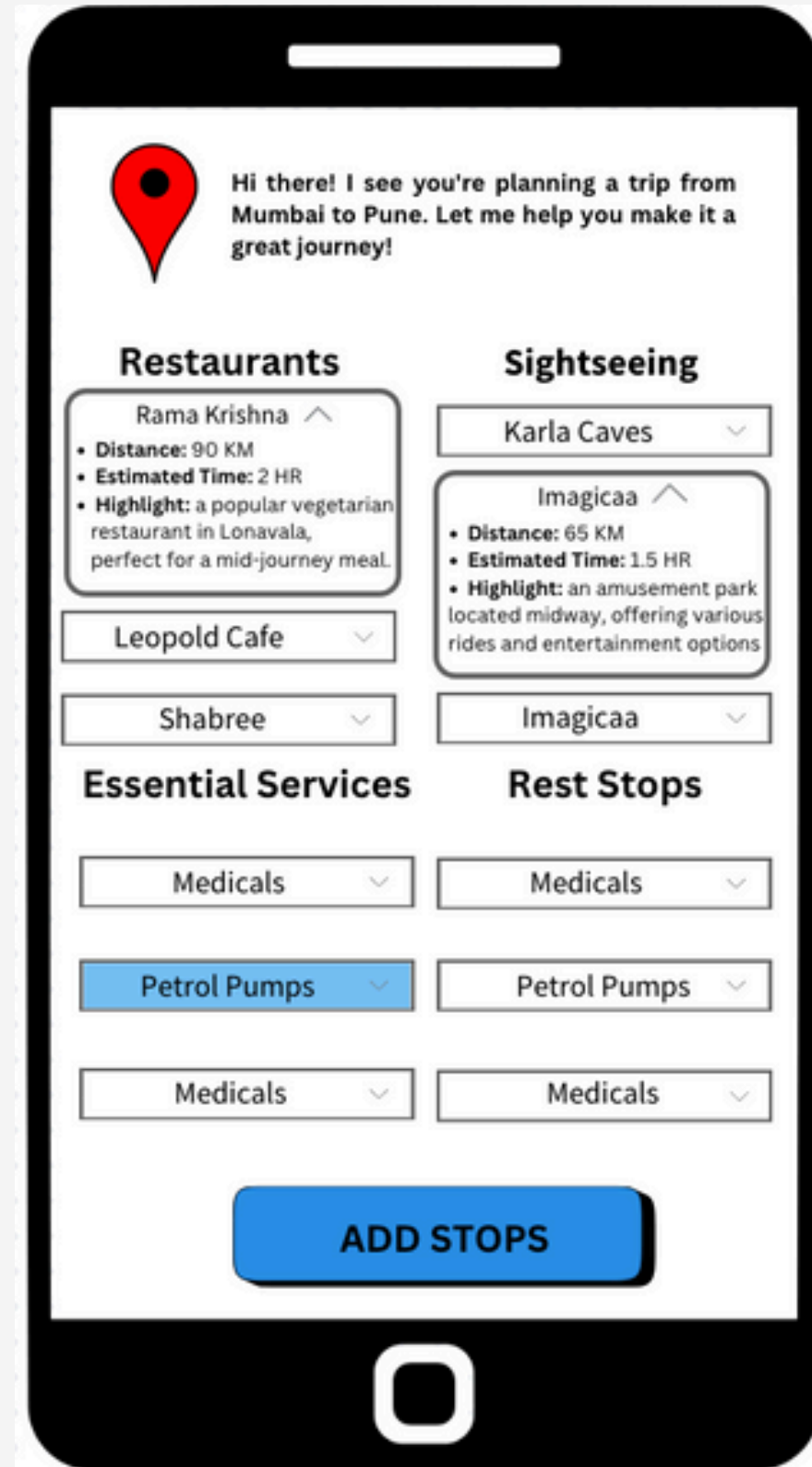## Business Opportunity

- Personalized Recommendations: Partner with local businesses (restaurants, gas stations, amusement parks) for sponsored recommendations

- In-App Purchases: Offer premium travel planning features for a subscription fee

TRAVEL COMPANION

Screen 1 — Map view
- Pune Railway Station
- Vasai-Virar वसई
- Mumbai मुंबई
- Ambernath अंबरनाथ
- Pimpri-Chinchwad पिंपरी
- 4 hr 38 min Tolls
- 3 hr 42 min Tolls
- 10 mi / 20 km
- Wildlife

Screen 2 — Trip planner

Hi there! I see you're planning a trip from Mumbai to Pune. Let me help you make it a great journey!

Restaurants	Sightseeing
Rama Krishna ^	Karla Caves
• Distance: 90 KM	Imagicaa ^
• Estimated Time: 2 HR	• Distance: 65 KM
• Highlight: a popular vegetarian restaurant in Lonavala, perfect for a mid-journey meal.	• Estimated Time: 1.5 HR
	• Highlight: an amusement park located midway, offering various rides and entertainment options
Leopold Cafe	Imagicaa
Shabree	

Essential Services	Rest Stops
Medicals	Medicals
Petrol Pumps	Petrol Pumps
Medicals	Medicals

ADD STOPS

Screen 3 — Trip planner (selections)

Hi there! I see you're planning a trip from Mumbai to Pune. Let me help you make it a great journey!

Restaurants	Sightseeing
Rama Krishna	Karla Caves
Leopold Cafe	Imagicaa
Shabree	Imagicaa

Essential Services	Rest Stops
Medicals	Medicals
Petrol Pumps	Petrol Pumps
Medicals	Medicals

ADD STOPS

Screen 4 — Map view with stops
- Pune Railway Station
- Vasai-Virar वसई
- Mumbai मुंबई
- Ambernath अंबरनाथ
- Stops Added Successfully
- Pimpri-Chinchwad पिंपरी
- 4 hr 38 min Tolls
- 3 hr 42 min Tolls
- 10 mi / 20 km
- Wildlife

FEATURE 2: ROAD SCOUT

Feature Description

Road Scout provides detailed information about road conditions to enhance user navigation and travel planning. It offers insights into lane sizes, road stiffness, surface types (raw or cement), and whether the road is one-way or two-way, and whether the terrain is wavy or hilly

Success Metrics

- User Engagement: Number of active users utilizing the Road Scout feature, Frequency of feature use during route planning

- Route Efficiency: Reduction in travel time due to optimized route selection, User feedback on travel experience improvements

- Safety Metrics: Decrease in incidents related to road conditions, User-reported safety and comfort levels on selected routes

Benefits

- Improved route planning with detailed road condition information
- Enhanced safety and comfort by helping users avoid challenging roads
- Better decision-making for drivers, cyclists, and pedestrians regarding route choices

ROAD SCOUT

Business Opportunity

- **Safety Features:** Collaborate with insurance companies to offer discounts to users who follow safe route recommendations

- **Enhanced Navigation:** Offer a premium feature for detailed road conditions, targeting professional drivers and logistics companies
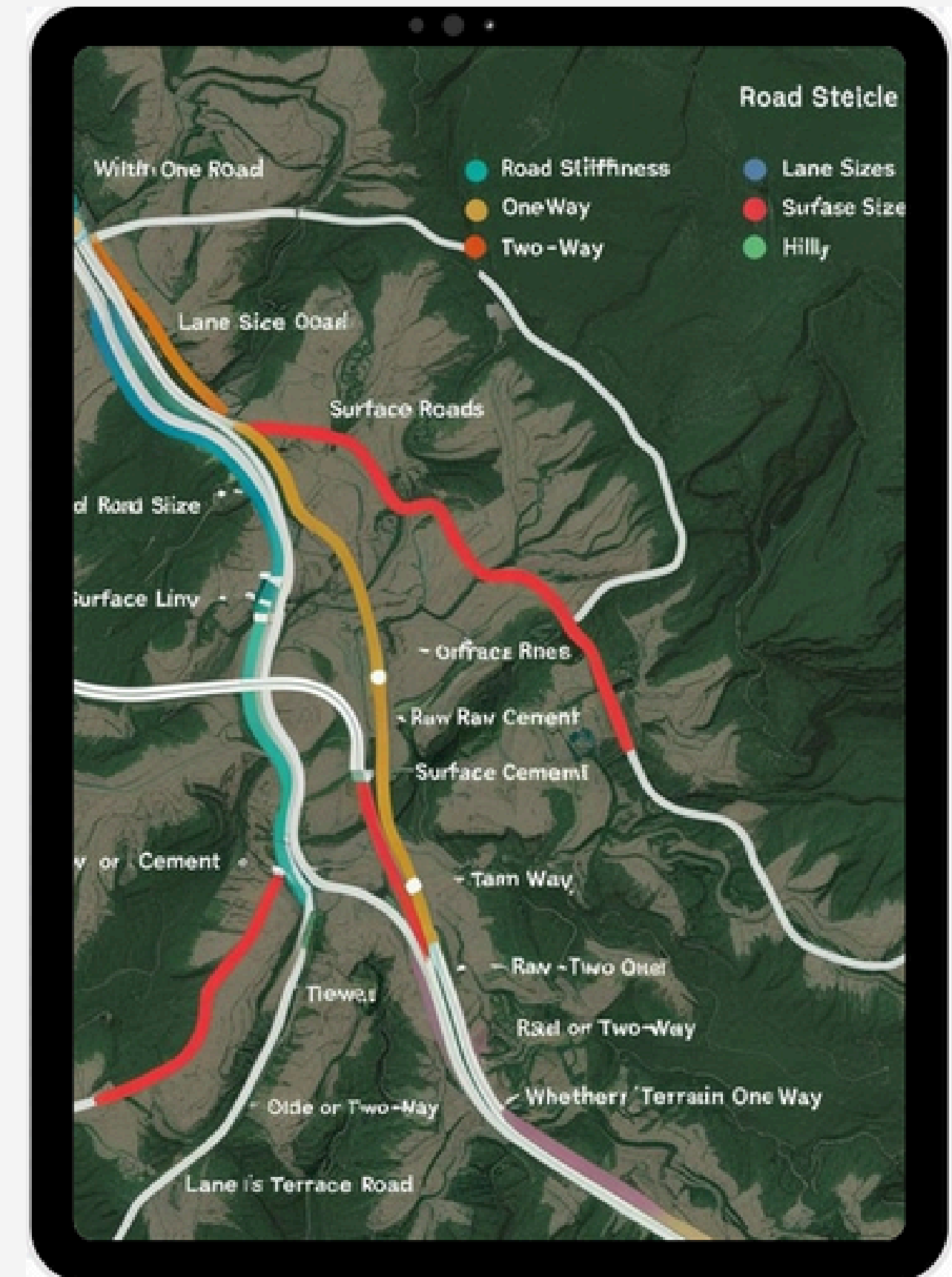
NAVIGATION NINJA

Feature Description

Navigation Ninja, a dedicated section within Google Maps that educates users through interactive games. Users will learn to understand navigation directions, interpret Google Maps signs, and efficiently use map features.

Benefits

- Engages users in a fun and interactive way
- Enhances user understanding of navigation and map reading
- Reduces real-world navigation errors and improves travel efficiency

Interactive Games

- **Direction Master**: Follow driving, walking, biking, and public transit directions to reach destinations quickly and accurately
- **Sign Sensei:** Identify and match various Google Maps signs and symbols
- **Pathfinder Puzzle:** Create the shortest or fastest routes between multiple way points
- **Street View Scavenger Hunt:** Find landmarks and items within Street View environments
- **Offline Explorer:** Navigate using offline maps and resources

Rewards

- Earn badges, points, and achievements
- Track progress and receive feedback
- Compete on leader boards for motivation and community engagement

NAVIGATION NINJA

Success Metrics

- **Engagement Rates:** Time spent playing the game, Number of sessions per user, Progression through levels and challenges

- **Learning Effectiveness:** Improvement in navigation skills measured through in-game assessments, Reduction in real-world navigation errors among game users

- **Adoption Rates:** Increase in the use of Google Maps features, Overall user satisfaction with Google Maps navigation

Business Opportunity

- **Educational Partnerships:** Collaborate with driving schools and educational platforms to use the feature as a training tool

- **Gamification:** Introduce in-app purchases for game enhancements and rewards
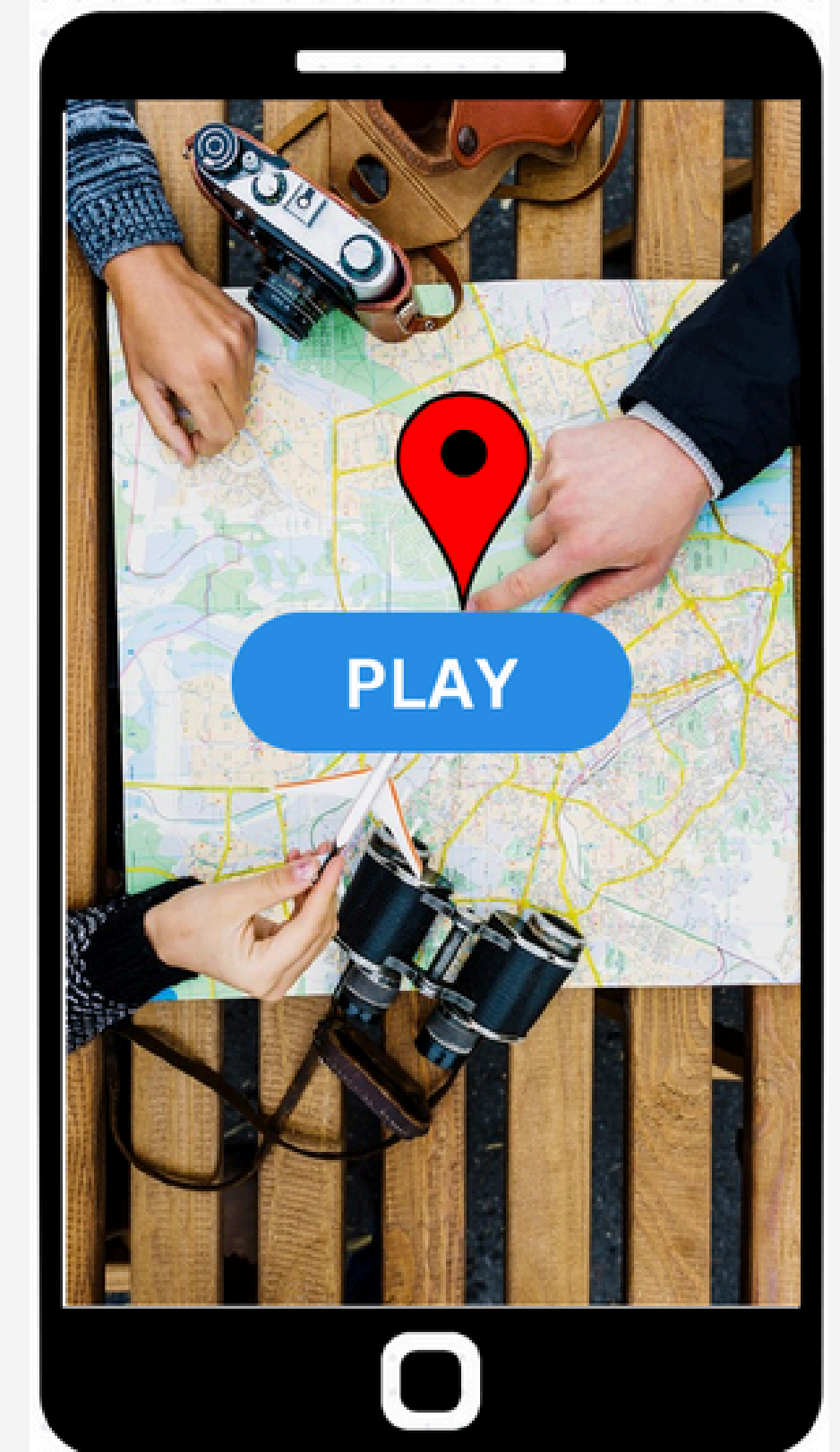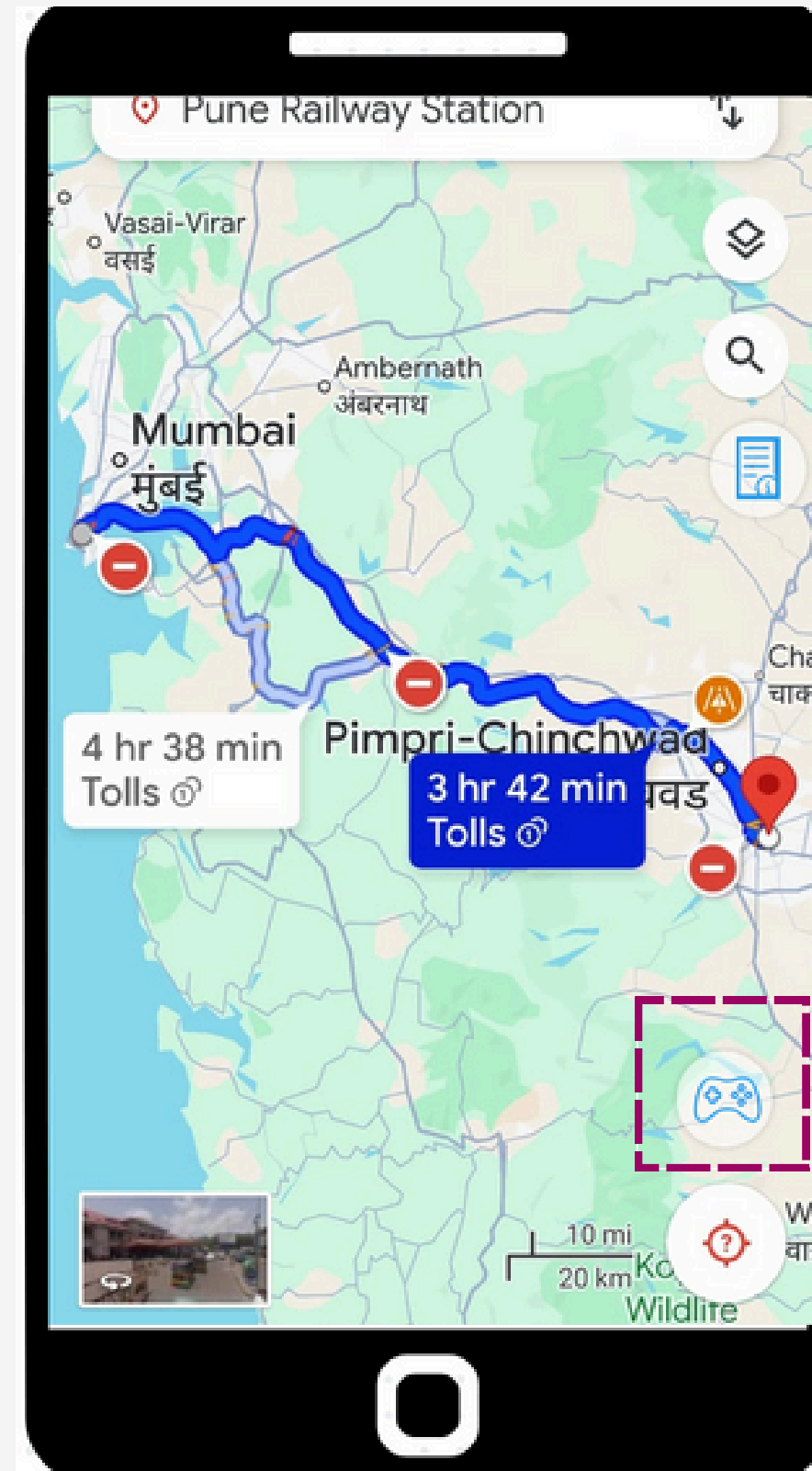
PRIORITIZATION

Feature	Reach	Impact	Confidence	Effort	Rice Score
Travel Companion	9	8	8	7	82.3
Road Scout	7	7	7	8	42.9
Navigation Ninja	6	9	9	6	81

Travel Companion >> Navigation Ninja >> Road Scout
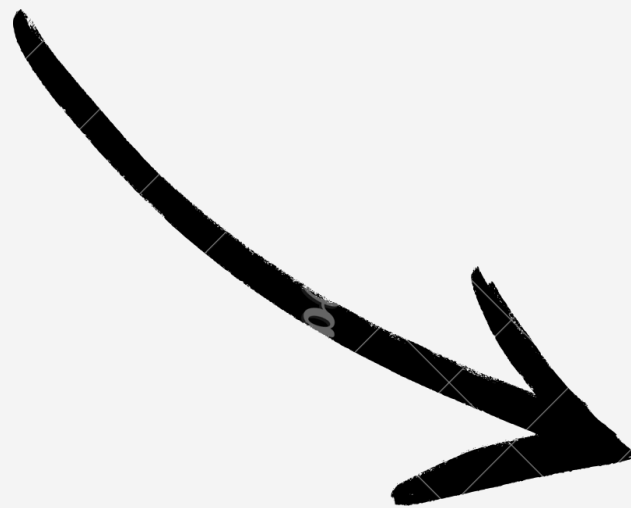
GO TO MARKET STRATEGY

Launch Campaign

1. Industry Events:
- Showcase at transportation and logistics conferences
- Announce the feature through major tech and travel publications
2. Social Media:
- Targeted ads and posts highlighting feature benefits
- Blog posts and articles highlighting the benefits
3. Influencer Partnerships:
- Collaborate with travel bloggers and influencers for reviews and demos
- Collaborate with vehicle manufacturers and navigation apps for co-promotions

Retention

1. User Feedback Loop:
- Regular updates based on user feedback and suggestions
- Monitor engagement metrics
2. Partner Cashback Incentives:
- Tie up with partner brands to offer cashback rewards
- Provide cashback to users visiting partner restaurants en route
3. Updates and Enhancements:
- Regular updates with new road data and features
4. Integration:
- Ensure seamless integration with existing route planning tools and apps

User Acquisition

1. In-App Notifications:
- Promote the feature to existing users
2. Search Engine Marketing:
- Targeted ads for trip planning and local discovery keywords
3. Email Campaigns:
- Personalized recommendations for users based on their travel history

Thank You