**Field Work**

**On**

**Google Map**

**Submitted**

**to**

**KCES’s Institute of Management and Research, Jalgaon**

****

**Submitted by**

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**Under the Guidancce of**

**Name**: **Mr. Kulwant Mahale.**

**In Partial Fulfillment of**

**Bachelor of Computer Application**

**KCES’s Institute of Management and Research, Jalgaon**

An Autonomous Institute Affiliated to KBC North Maharashtra University, Jalgaon

**ACKNOWLEDGEMENT**

We have great pleasure in submitting this Field Work on **“Google Map”** to **KCES’s Institute of Management and Research, Jalgaon.**

 It is humble brief that any Field Work can be carried out with success by a two person. Many other personalities helpings to accomplished this project and it is our duty to express our appreciation to them.

 We are indebted to **Mr. Kulwant Mahale S ir** for helping us as guide and  allow us to do the Field Work at their site.

 We wish to thank the teaching staff, our friends and persons who help us directly or indirectly for completion of Field Work.

**DECLARATION**

We hereby declare that the project work entitled **“ Google Map ”** has carried out result on the basis of investigations and analysis by us under the guidance of **Mr. Kulwant Mahale.**

 We further declare that this work has not been submitted in partly or fully to any other University or Institute for the award of any other degree. Material obtained from other source has been daily acknowledged in the Field Work.

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1. Introduction

The bus travel industry in India is unorganized and highly fragmented. It is a 120 billion annual turnover

industry with a growth rate of 25% per year. (Note 1) This industry is growing phenomenally in India, being one

of the most preferred modes of transport for millions of Indians. There are around 2000 private bus operators

which function with almost 20000 buses on point to point routes. (Note 2) In the Indian bus travel industry, most

of the private players were regional players and did not have a pan India presence and therefore there was a lack

of a centralized platform for organized scale of operations. The market for online car rentals and bus reservations

business was anticipated to arrive at $150 million in the year 2011 as per Applied Travel Intelligence. (Note 3)

The two carriage categories when it comes to Indian bus travel industry operations are contract carriages and

stage carriages. The contract carriages are usually long distances from city to city with less number of stop points

whereas stage carriers are comparatively short distances with several stop points. The contract carriage industry

in India is fragmented, with more than 65% of the bus operators possessing over less than 20 buses each. Despite

of growth of online ticket reservations in India through renowned players like makemytrip.com (airline) and

IRCTC.com (train), there was a reasonably slow growth when it came to online bus reservations. The role of IT

in revenue management is prominently discussed by many researchers (Kimes, 2001; Bakos, 1997). The reasons

for this slow growth could be attributed to several reasons like the unwillingness of the majority of the Indian

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**Abstarct:**

This field project explores the application of Google Maps as a digital tool for field data collection, spatial analysis, and geographic visualization. The project aims to demonstrate how modern mapping technologies can enhance the accuracy, efficiency, and presentation of field-based research. Google Maps, developed by Google Inc., offers a variety of features such as satellite imagery, street views, location tracking, and customizable map layers, making it a valuable resource for researchers and students engaged in spatial studies.

The findings revealed that Google Maps significantly simplifies the process of mapping and analyzing spatial information, offering both accuracy and convenience. It proved particularly useful for identifying spatial relationships, visualizing field data, and producing clear, digital representations of the study area.

Overall, the project concludes that Google Maps is a powerful and accessible platform for field research, capable of bridging the gap between traditional field techniques and modern geographic information systems (GIS). Its integration into field studies enhances data accuracy, promotes collaboration, and supports effective decision-making in various disciplines such as geography, environmental science, and urban planning.

**Introduction:**

Google Maps is one of the most widely used navigation and mapping tools in the world. Launched by Google in 2005, it has transformed how people interact with geography and travel in daily life. The platform combines technologies such as GPS, satellite imagery, and real-time data to deliver precise navigation, route planning, and local business discovery.

It offers features like Street View, live traffic conditions, voice-guided navigation, public transport routes, and integration with third-party apps. Beyond personal use, Google Maps supports businesses, delivery services, emergency response, and even tourism planning. With over 1 billion active users, it has become a vital digital infrastructure for modern living.

This project aims to explore the inner workings of Google Maps, from its technical foundation to its societal impact, while identifying possible improvements and future opportunities.

**Literature Review:**

This field project was conducted using a mix of research, testing, and observation. A **literature review** of official Google sources, articles, and blogs helped in understanding the platform’s history, features, and technology. **Hands-on testing** was done on mobile and desktop versions to explore navigation, Street View, traffic, and location search. The **Google Maps APIs** were studied to understand how developers embed maps and location services in apps. Informal **user observation** showed how people like commuters and delivery workers use the app daily. A short **user feedback survey** was also conducted. Additionally, **case studies** were reviewed to examine real-world applications, and a brief **comparison** with tools like Apple Maps helped identify Google Maps’ strengths.

**Objectives:**

•**To study the functionality and features of Google Maps**  
Understand how features like GPS tracking, Street View, traffic updates, and satellite imagery work together to deliver seamless navigation and mapping services.

•**To understand the history and evolution of Google Maps**  
Trace how Google Maps has developed since its launch in 2005, including key milestones like the launch of mobile apps, the introduction of Street View, and integration with AI.

•**To explore the technologies and data sources behind service**  
Learn about the use of GPS, APIs, satellite data, crowdsourced information, and machine learning in maintaining and updating the map system.

•**To understand user behavior and interaction patterns**  
Observe how different users (commuters, tourists, businesses) interact with Google Maps and how their feedback contributes to service improvement.

•**To assess its role in different industries**  
Evaluate how sectors like logistics, emergency response, real estate, and urban planning benefit from Google Maps and its APIs.

**Methodology:**

This survey method was used to collect data from reponders who are user of Google Map.

In this study the researcher used questionnaire method as tool. The questionnaire was prepared on the basis of collected information and reviews about Google Map. All the questions are structured on the basis of fulfilling the objective of the study.

Random sampling method was used for the study.The total sample size was 100 including both male and female users.The collected data was tubulated and analysed

**Result and Discussion:**

**Sample Discussion Points:**

* Survey results show 85% of participants use Google Maps daily.
* Key features like “real-time traffic” and “ETA prediction” are highly rated.
* Businesses use the Places API to enhance local SEO and customer navigation.
* Challenges noted: inaccurate addresses in rural areas, internet dependency, and privacy concerns.

**Analysis:**

The results indicate that Google Maps has become an essential tool in urban navigation. However, it requires continuous updates and better coverage in rural or developing regions.

**Recommendation and Future Work:**

**ecommendations:**

* Improve map accuracy in underrepresented regions.
* Offer offline mode with better route suggestion.
* Integrate with local data providers for real-time updates.

**Future Work:**

* Explore AR (Augmented Reality) for navigation.
* Use AI to predict future traffic patterns or city planning needs.
* Improve accessibility for people with disabilities.

**Suggestion:**

According to all the responses there are some major suggestion are as follows:

1. **Improve offline functionality** for better access to maps and navigation in remote or low-connectivity areas.
2. **Enhance data privacy and transparency** by giving users more control over how their location data is collected and used.
3. **Expand 3D mapping and AR features** to support indoor navigation in malls, airports, and large complexes.
4. **Promote eco-friendly routing options** to encourage sustainable travel by suggesting routes with lower fuel consumption and emissions.
5. **Encourage more user-generated content** like reviews and photos, while strengthening moderation to ensure accuracy.
6. **Increase accessibility features** such as wheelchair-accessible routes and better support for users with disabilities.
7. **Integrate with emerging technologies** like autonomous vehicles and smart city infrastructure to offer smarter, innovative travel solutions.

**Conclusion:**

Google Maps has transformed how people navigate and interact with the world by combining GPS, satellite imagery, real-time traffic data, and user-generated content. Its ease of use has improved personal mobility and made travel more efficient. The platform also helps businesses gain local visibility and supports industries like logistics, emergency services, and tourism. AI and machine learning have enhanced route accuracy and personalized recommendations. While challenges with data privacy and accuracy remain, ongoing updates address these issues. Overall, Google Maps is more than just a navigation tool—it’s a dynamic platform shaping how people and organizations connect and move in today’s digital world.

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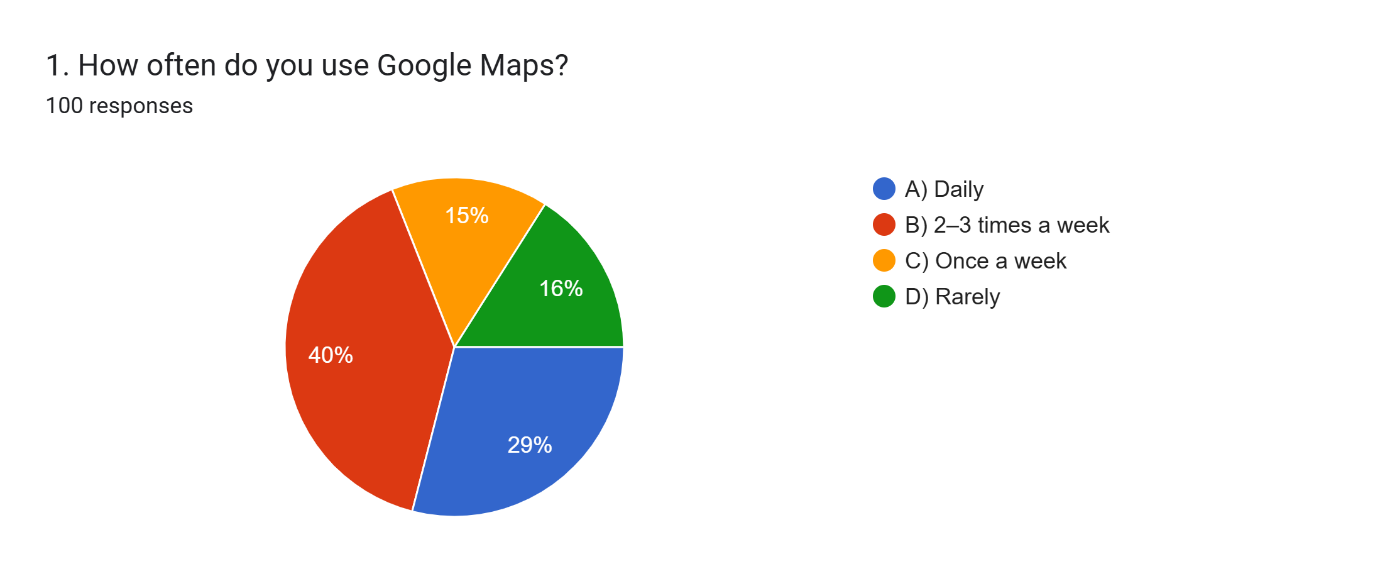
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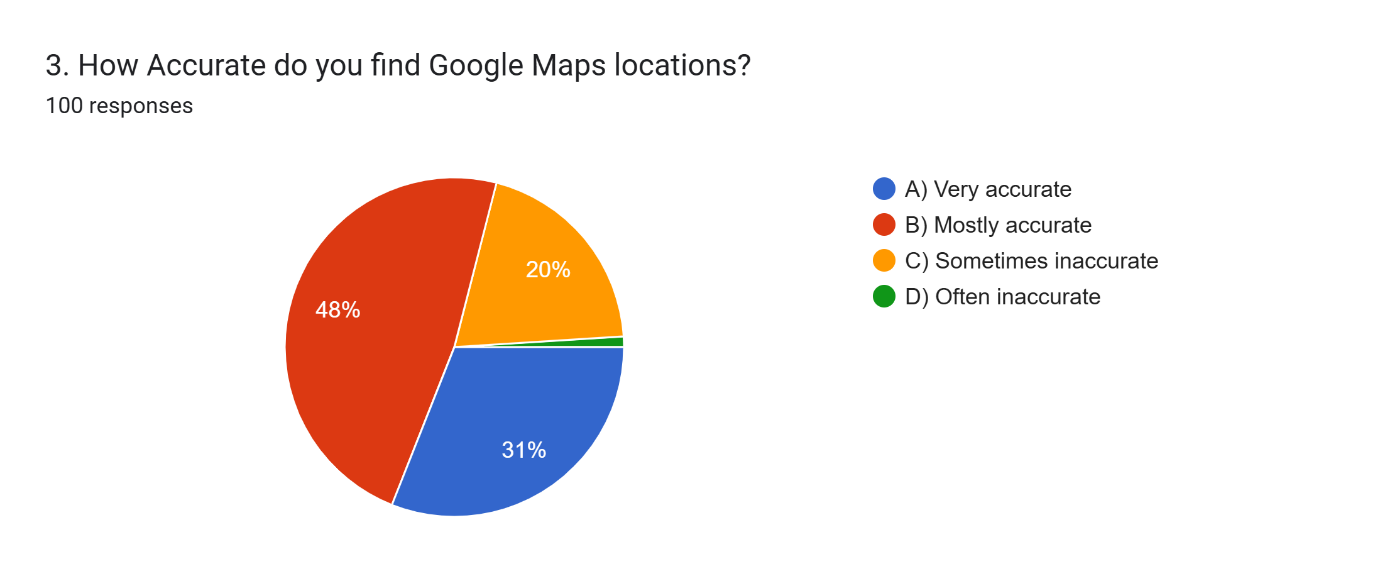
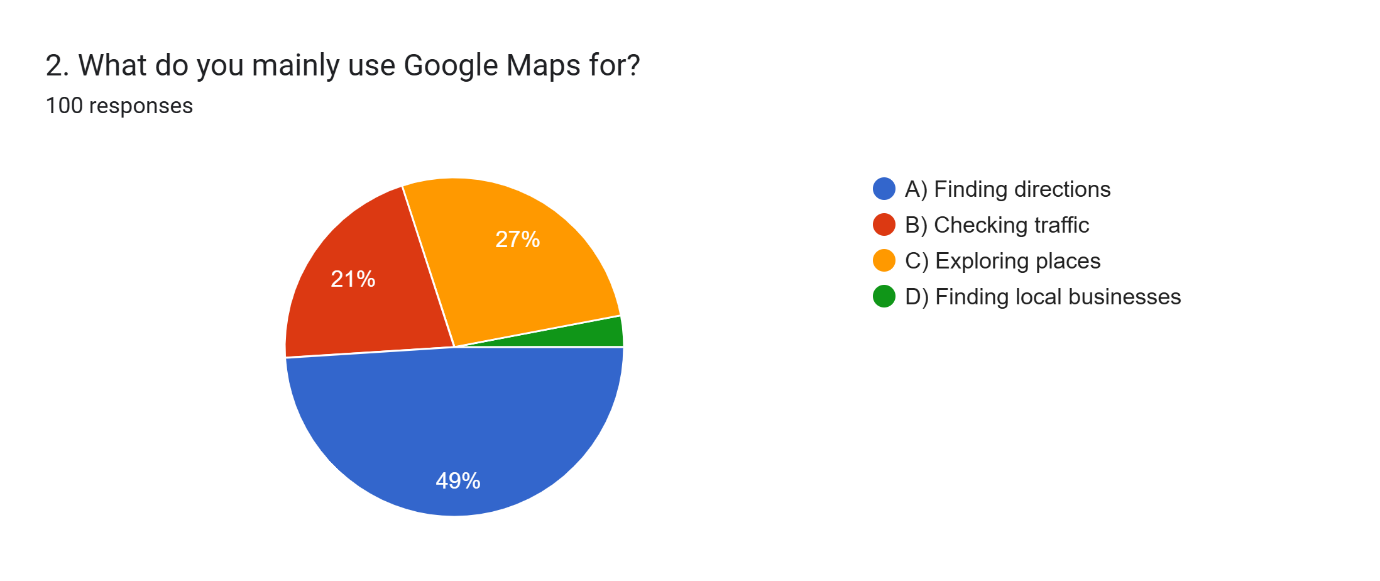
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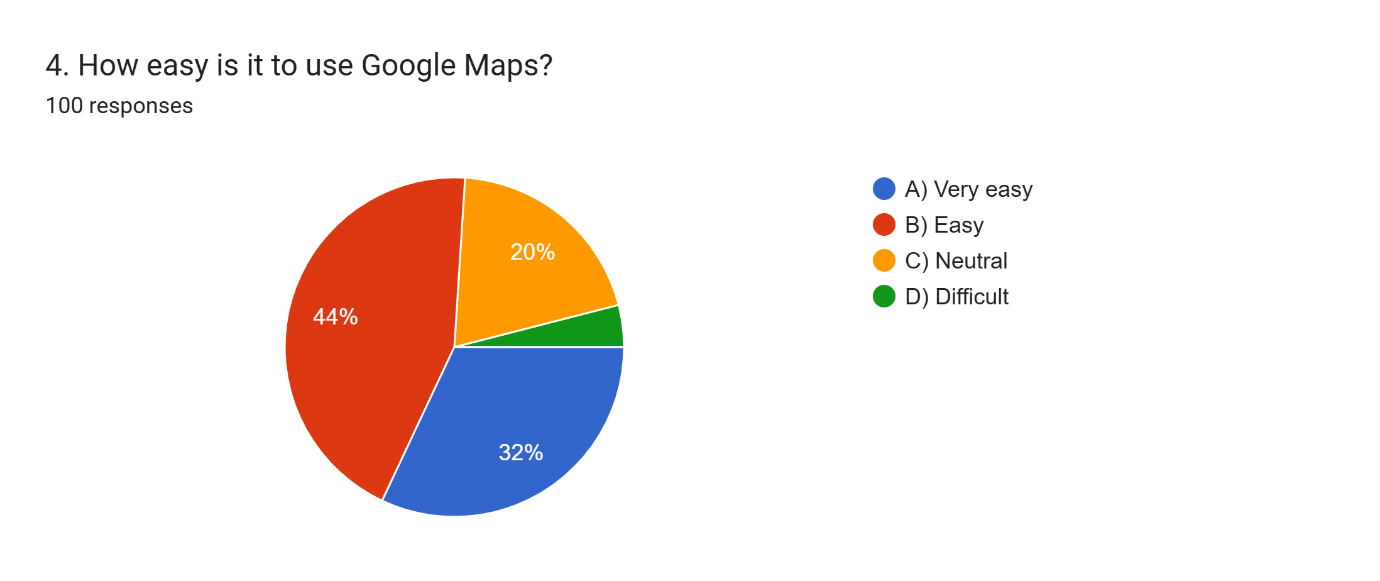
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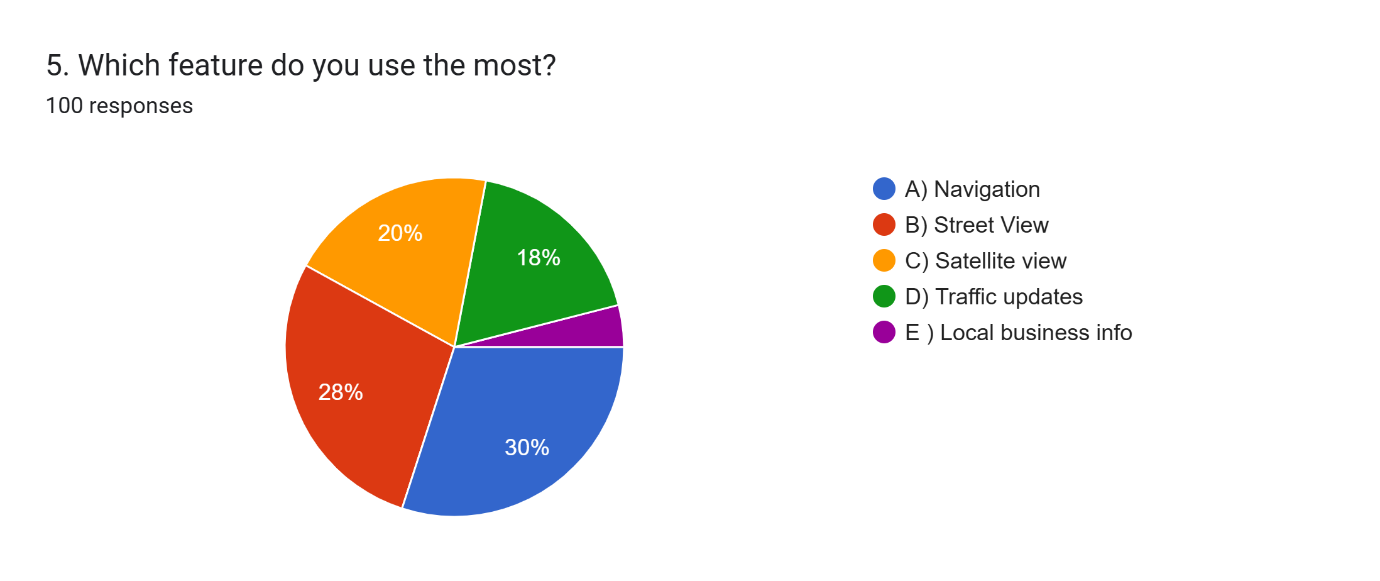
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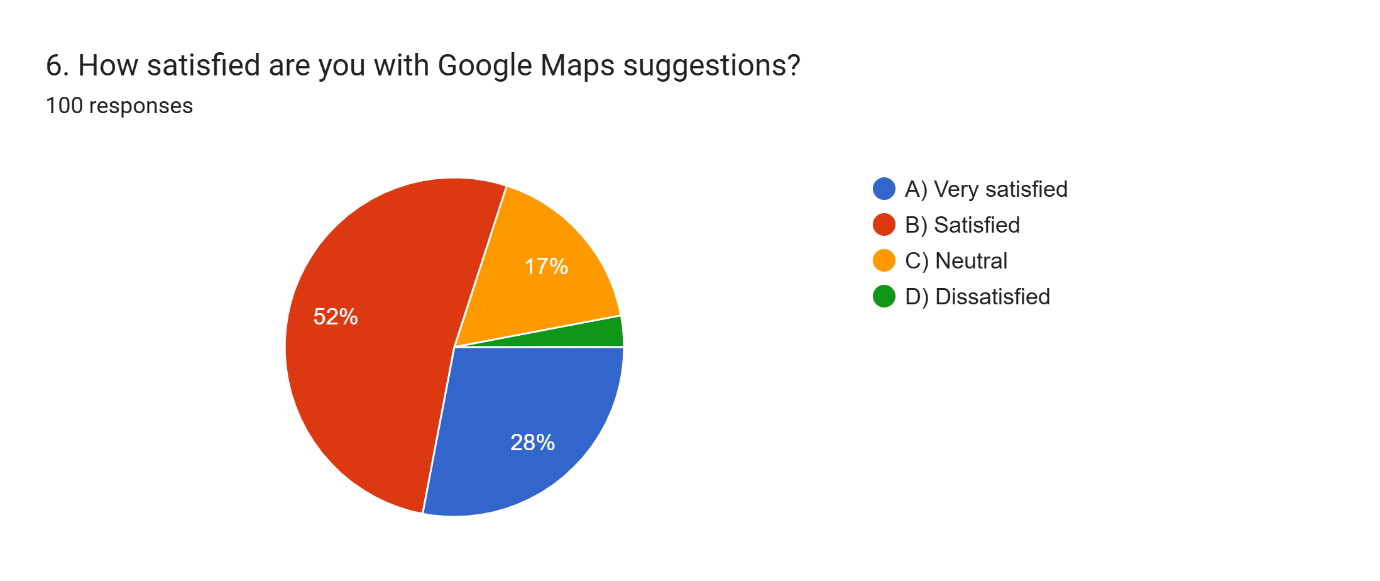
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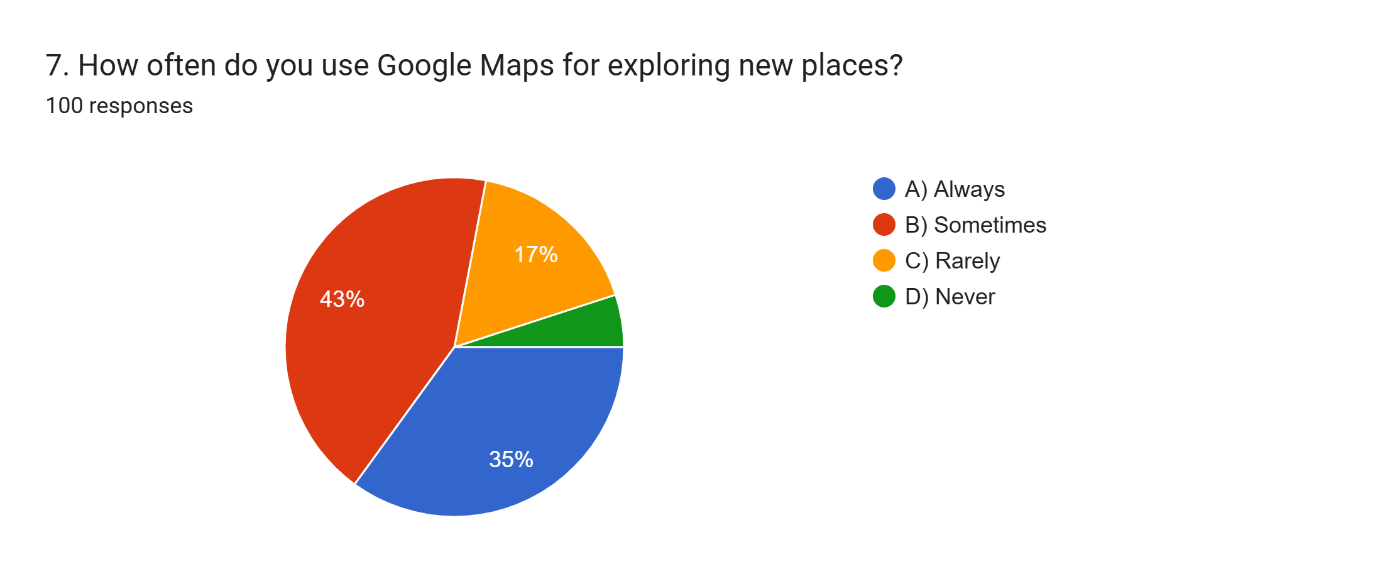
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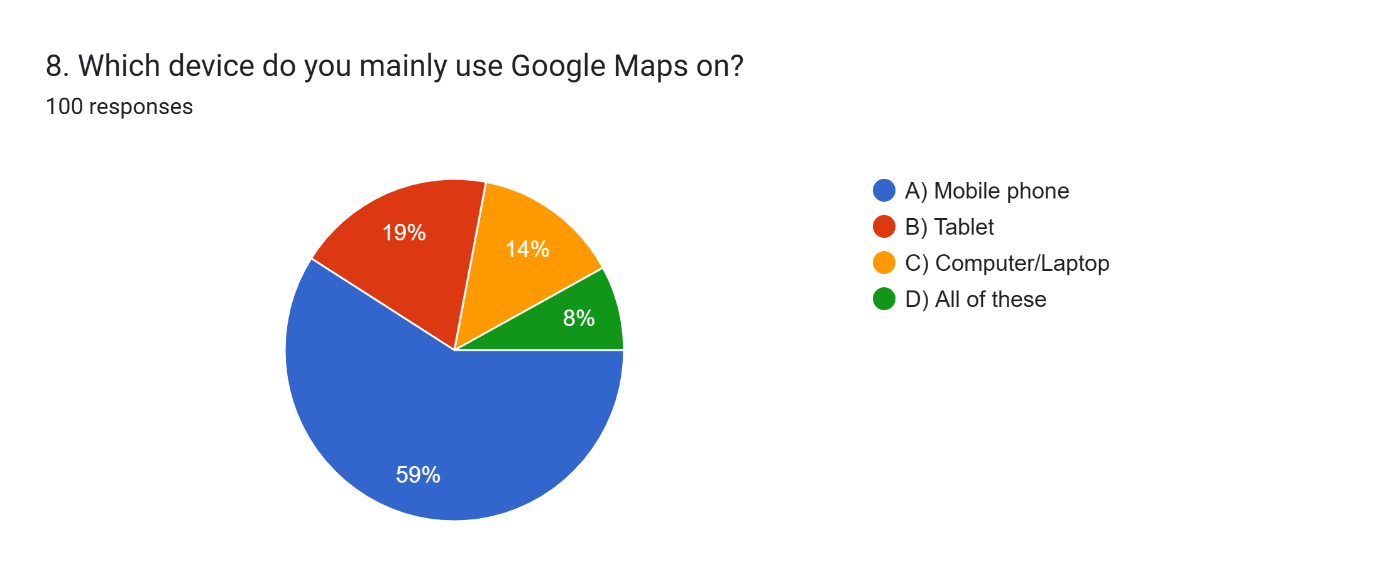
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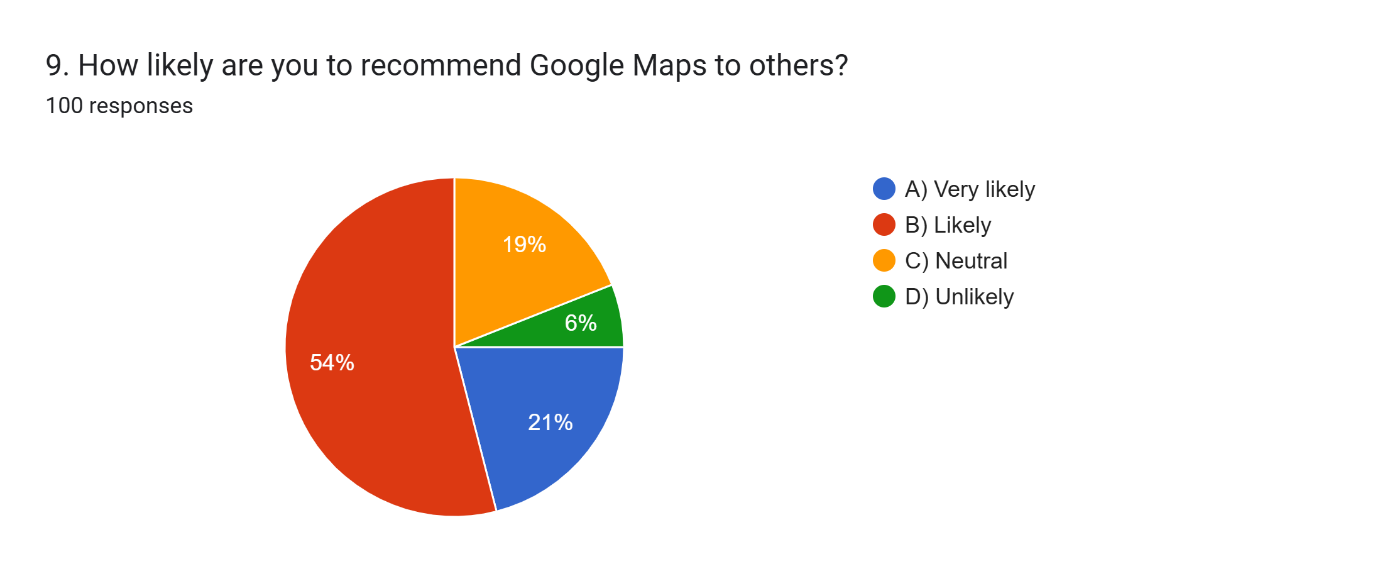
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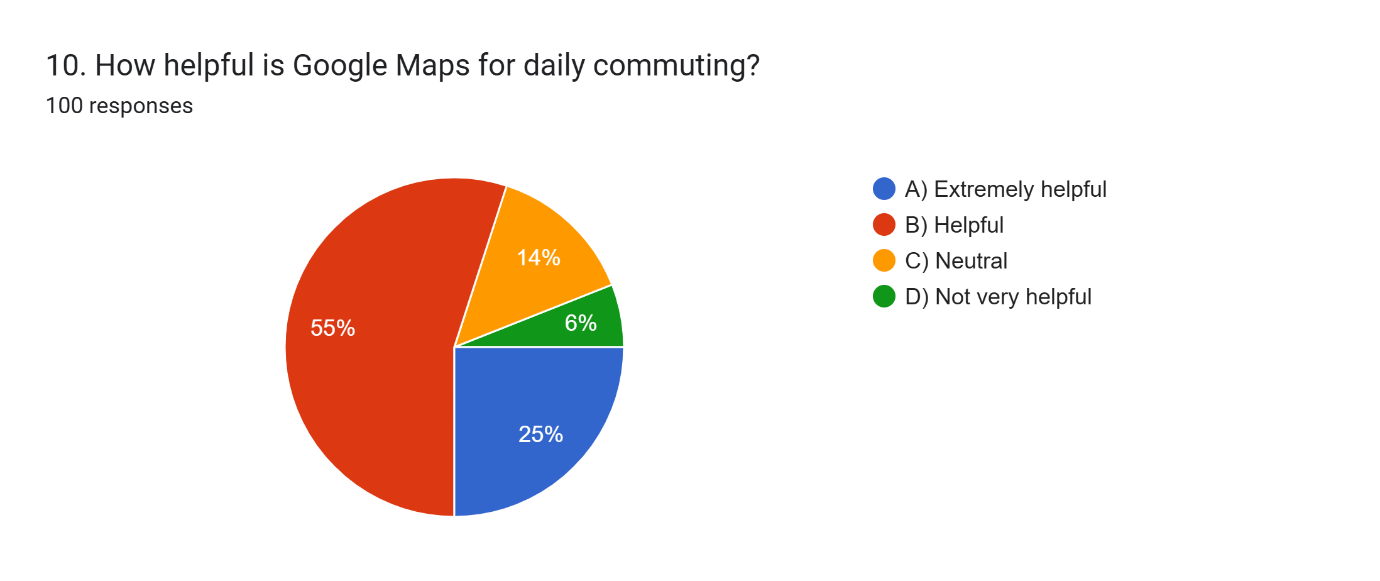
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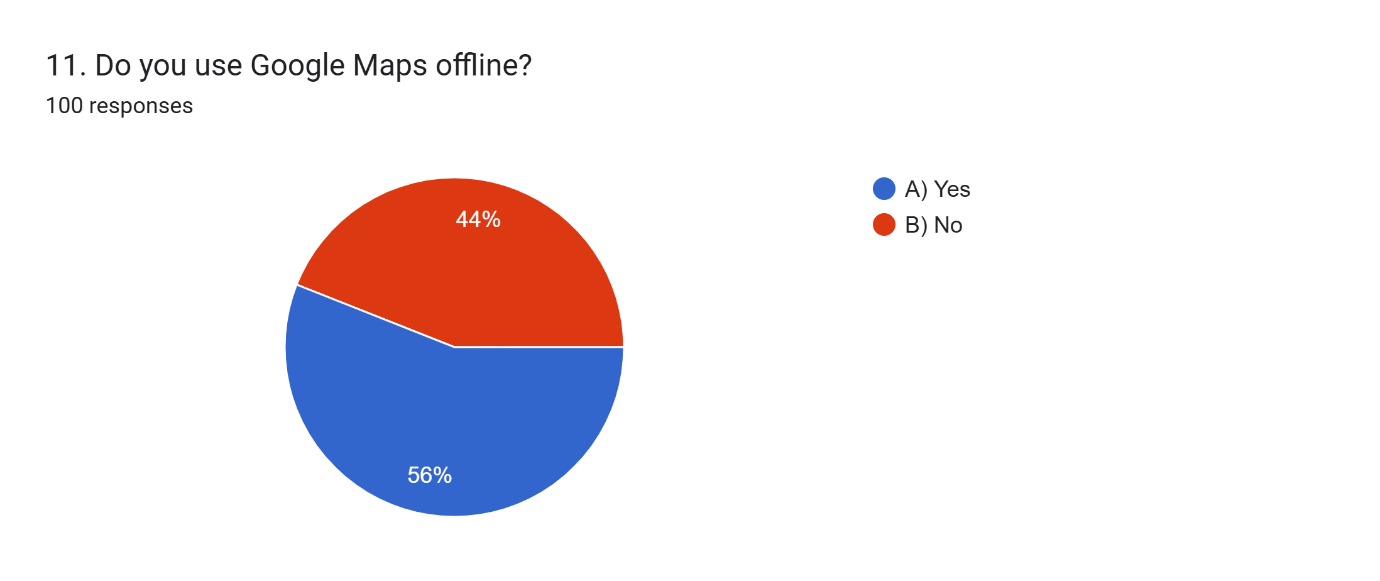
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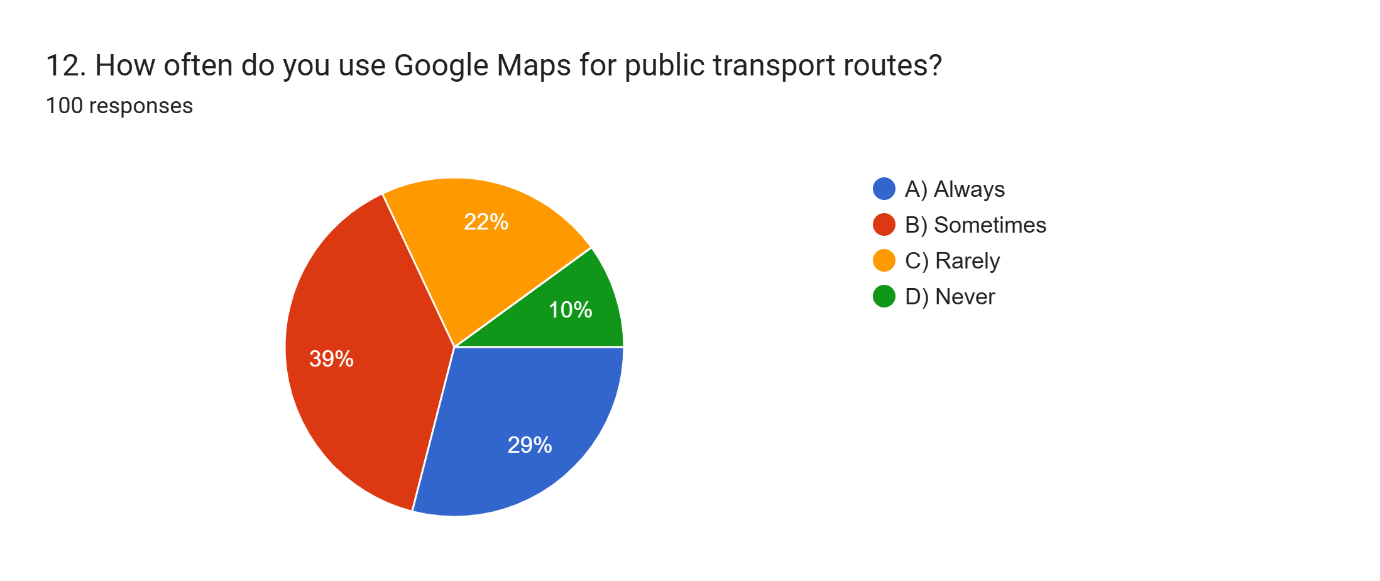
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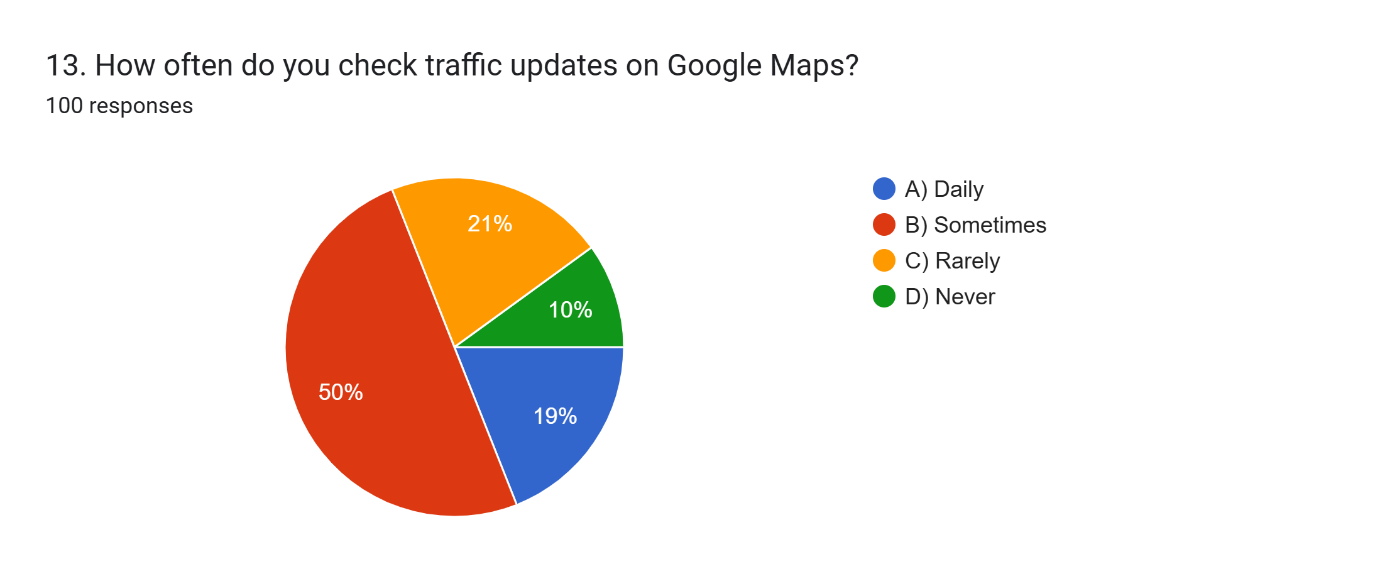


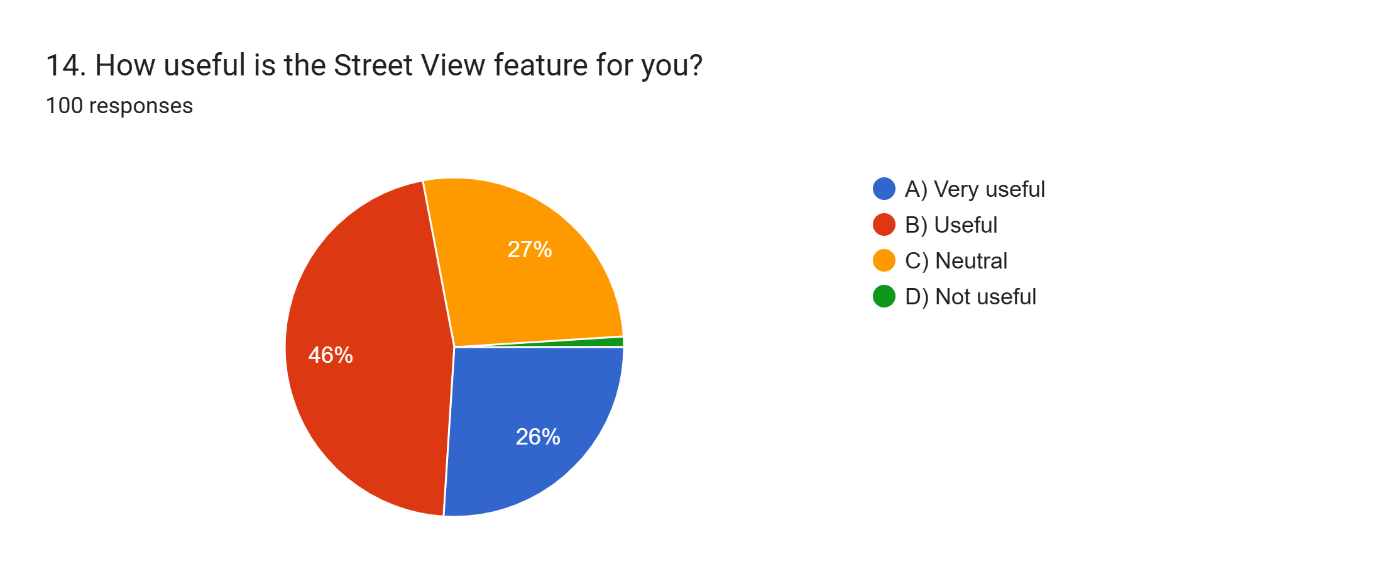


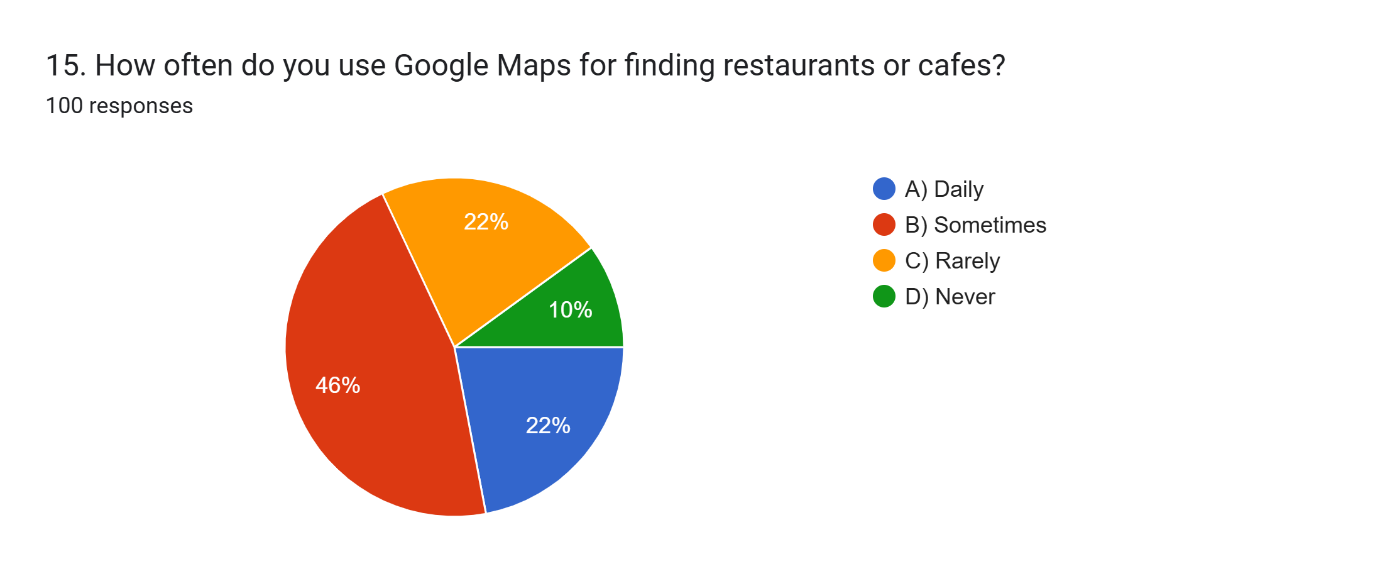


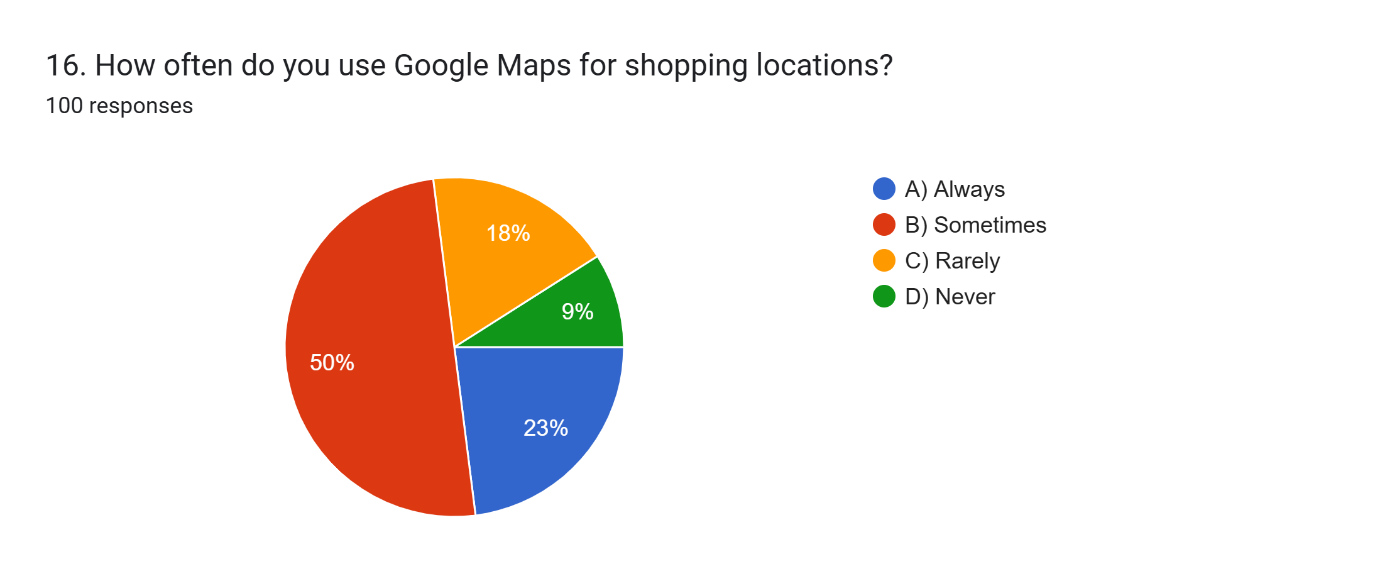


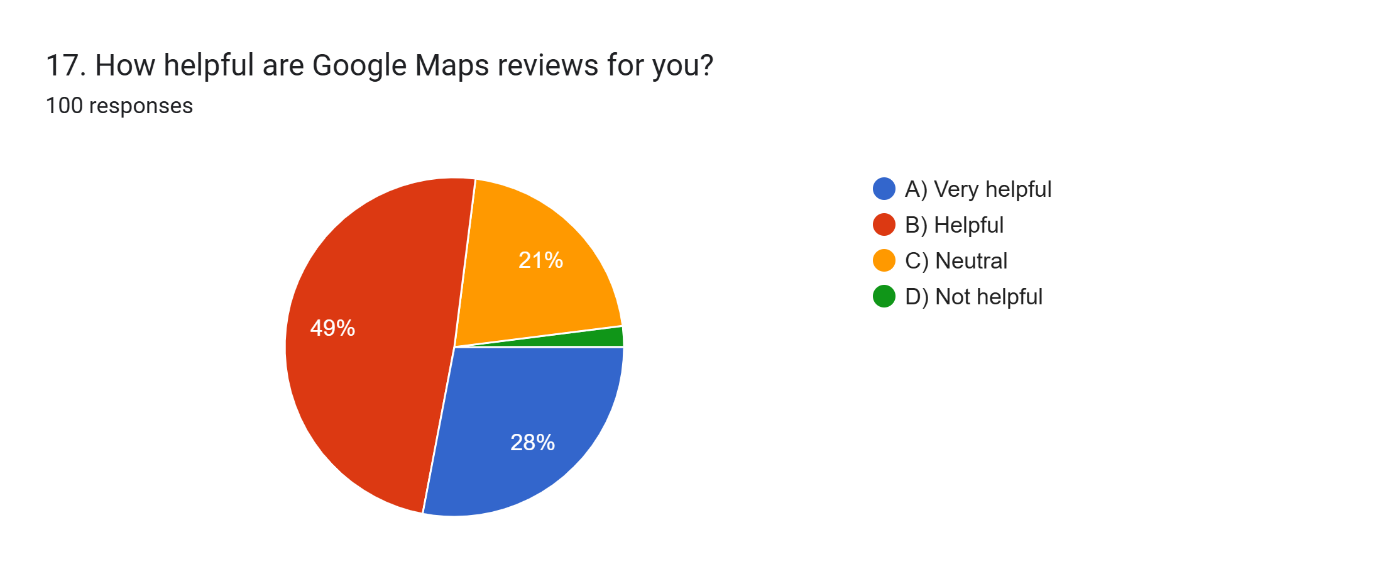


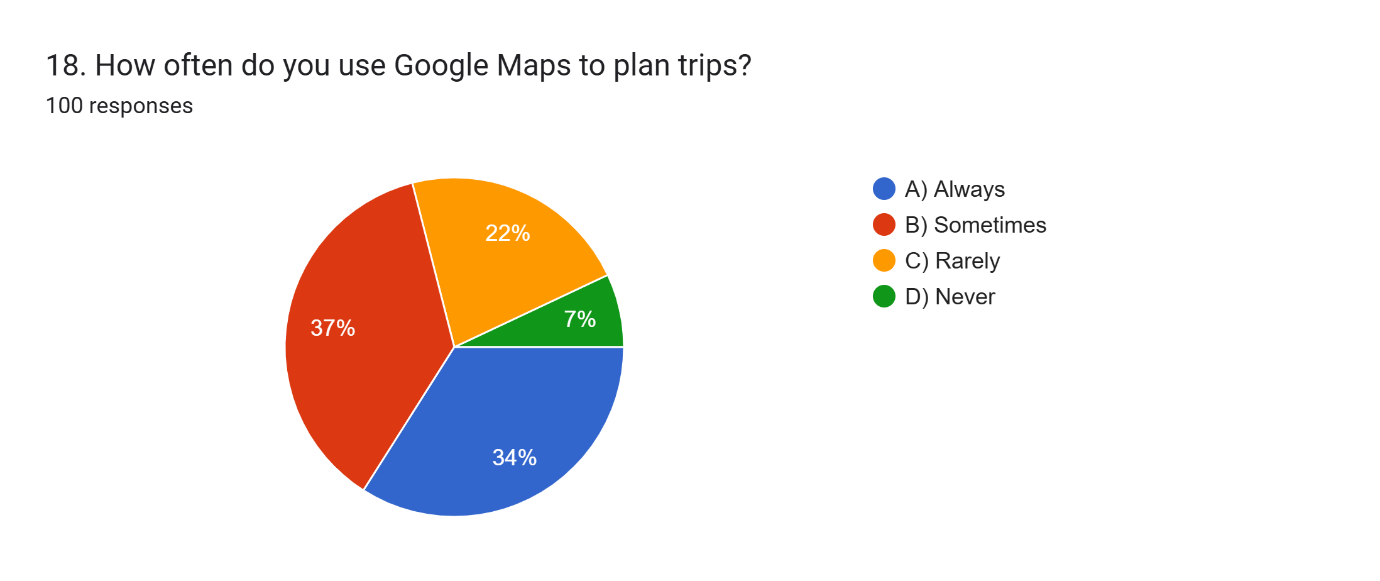


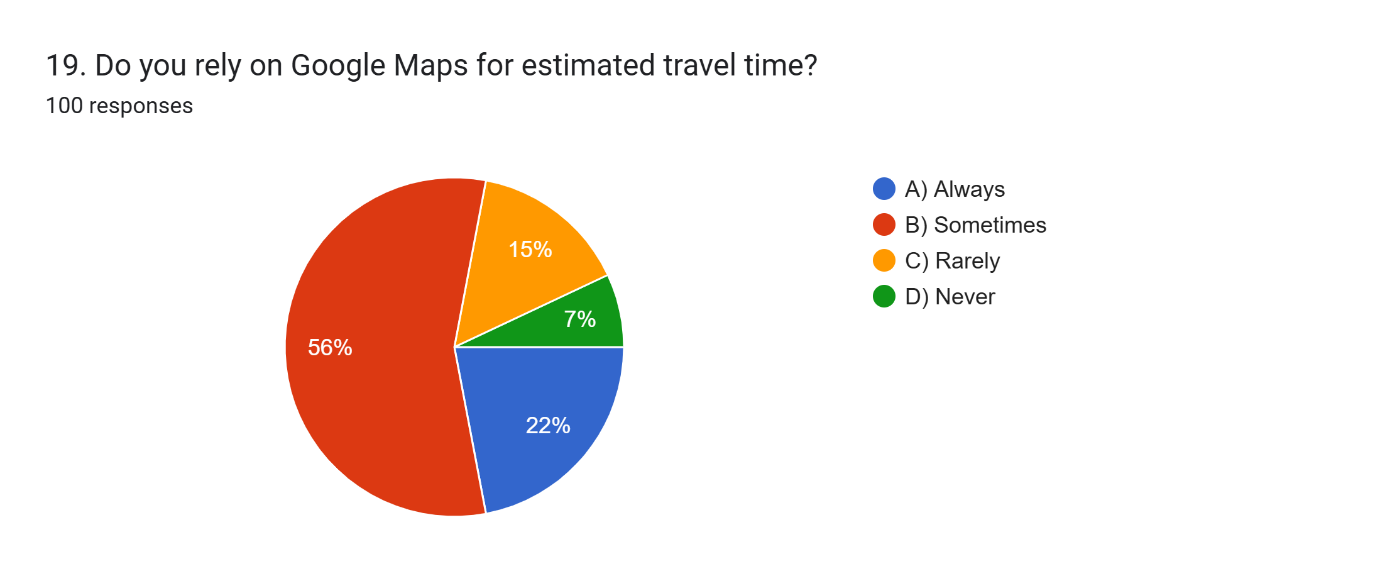


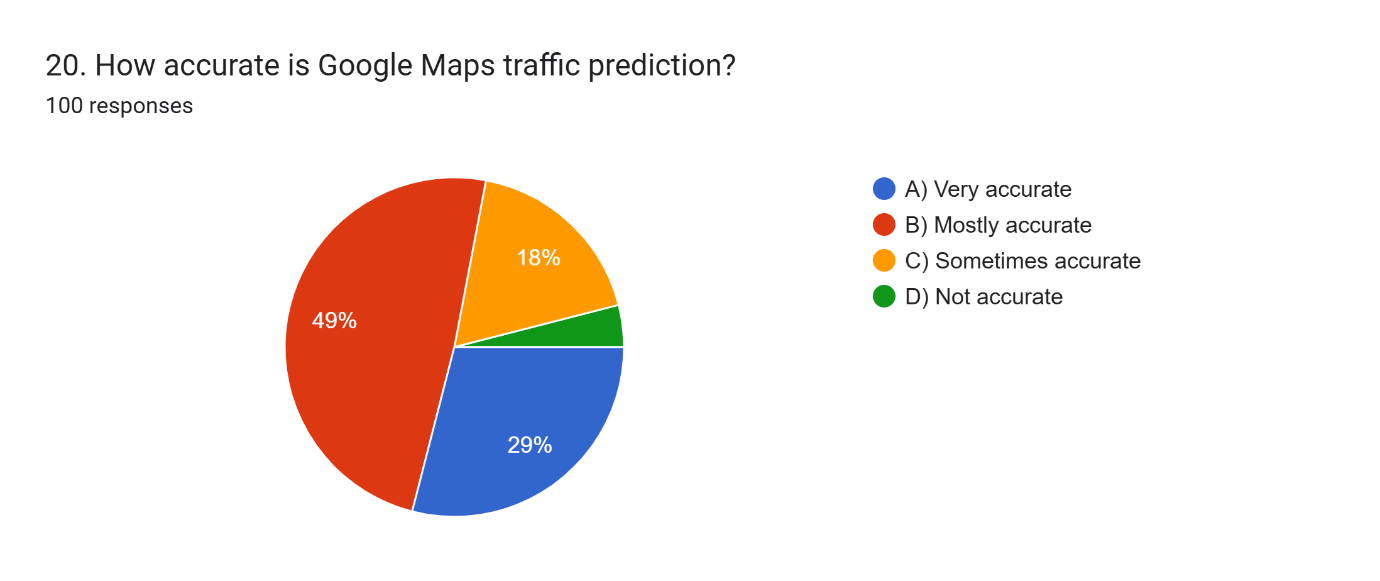


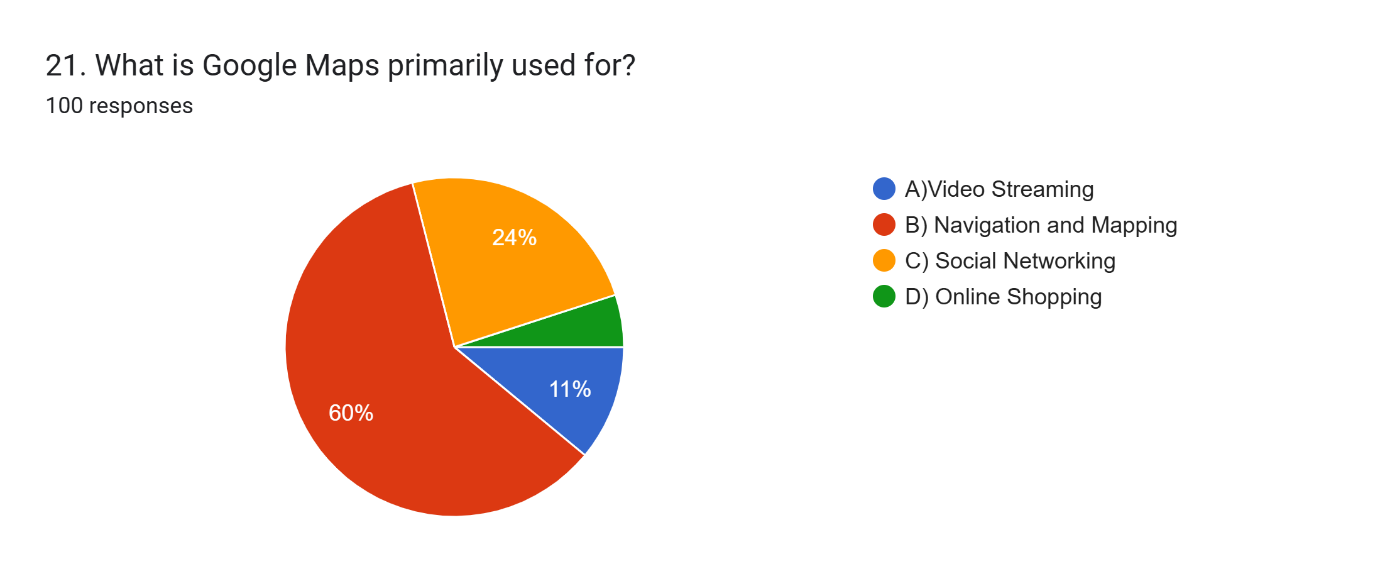


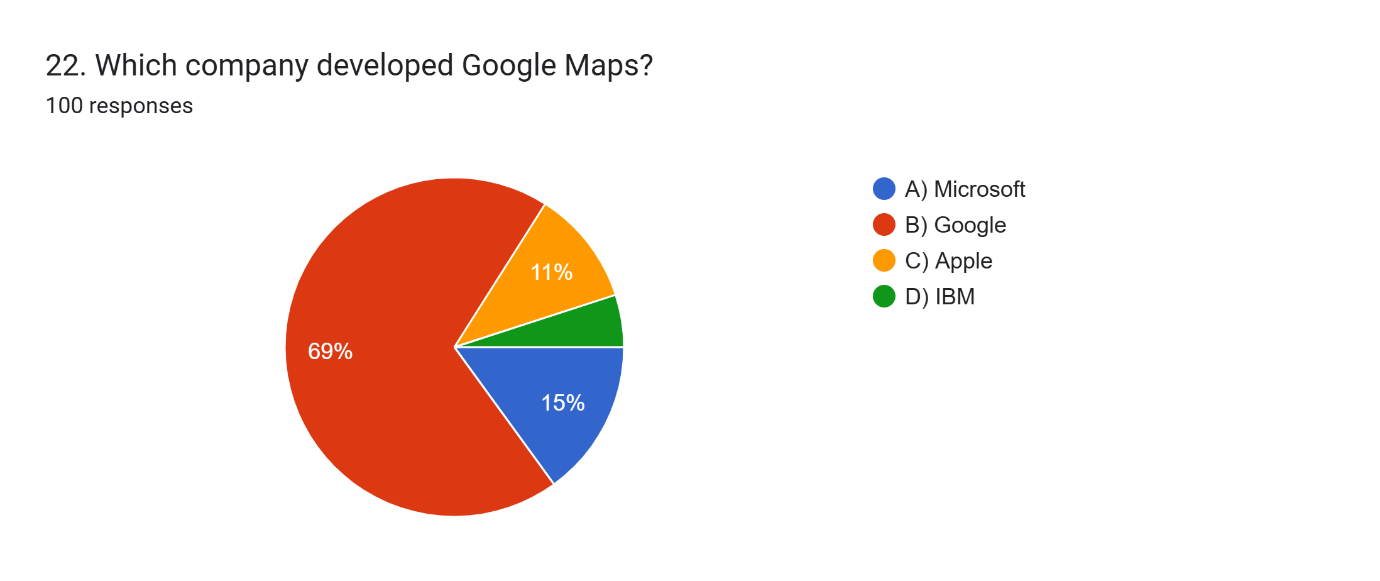


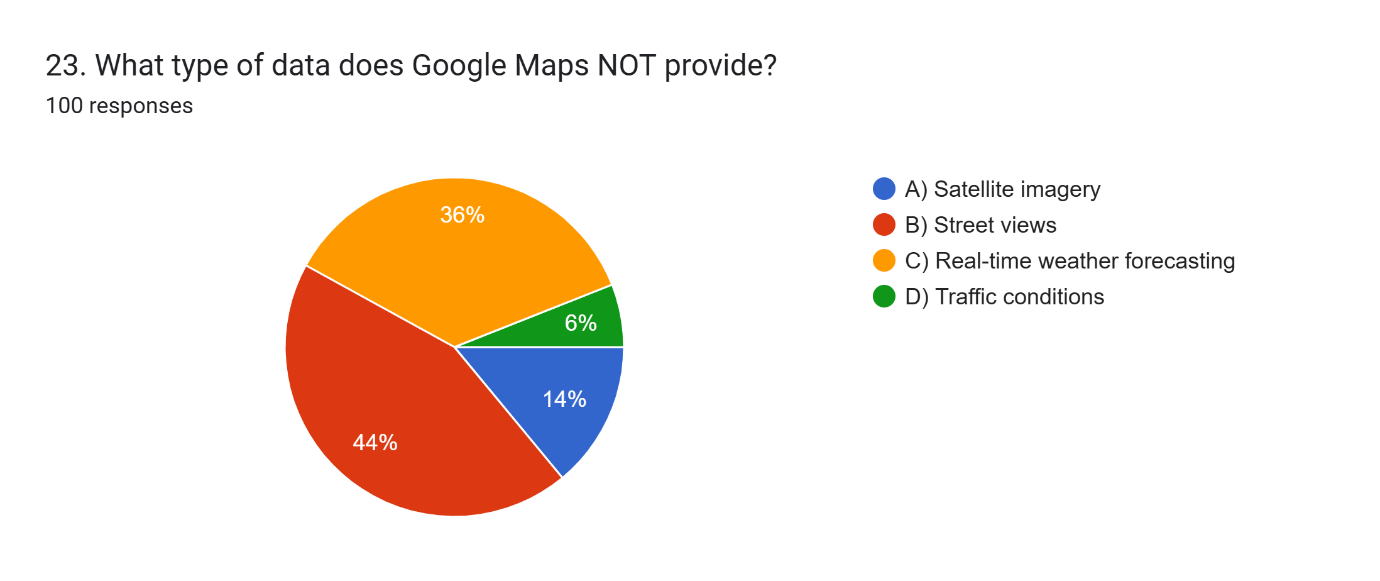


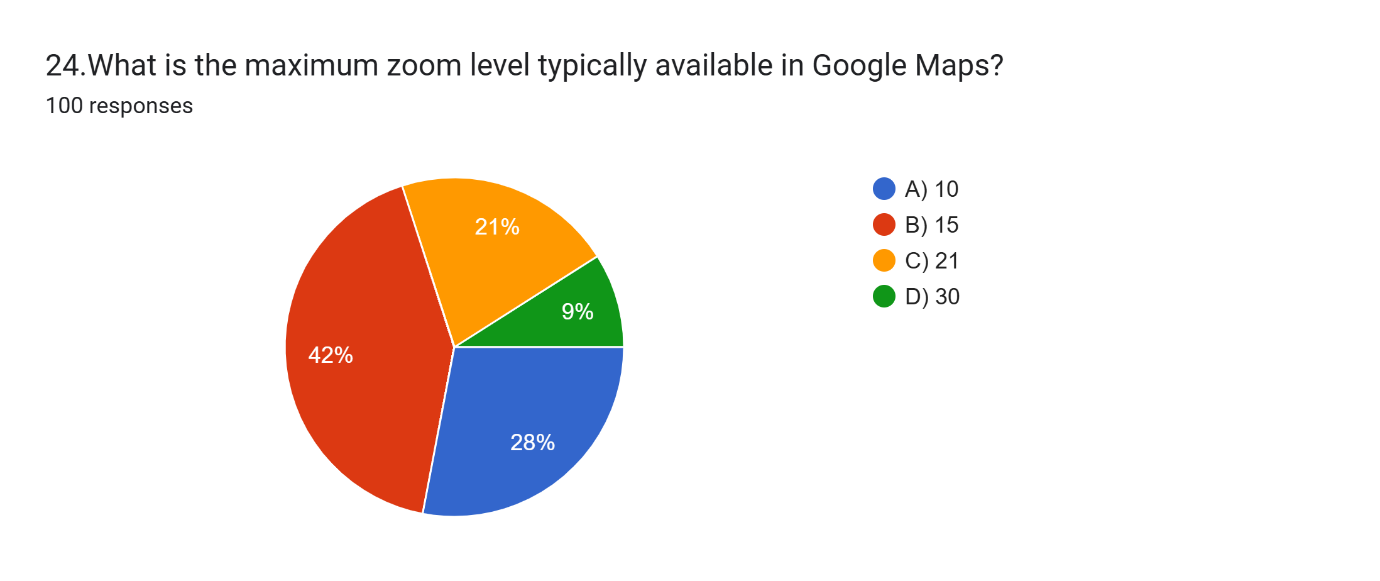


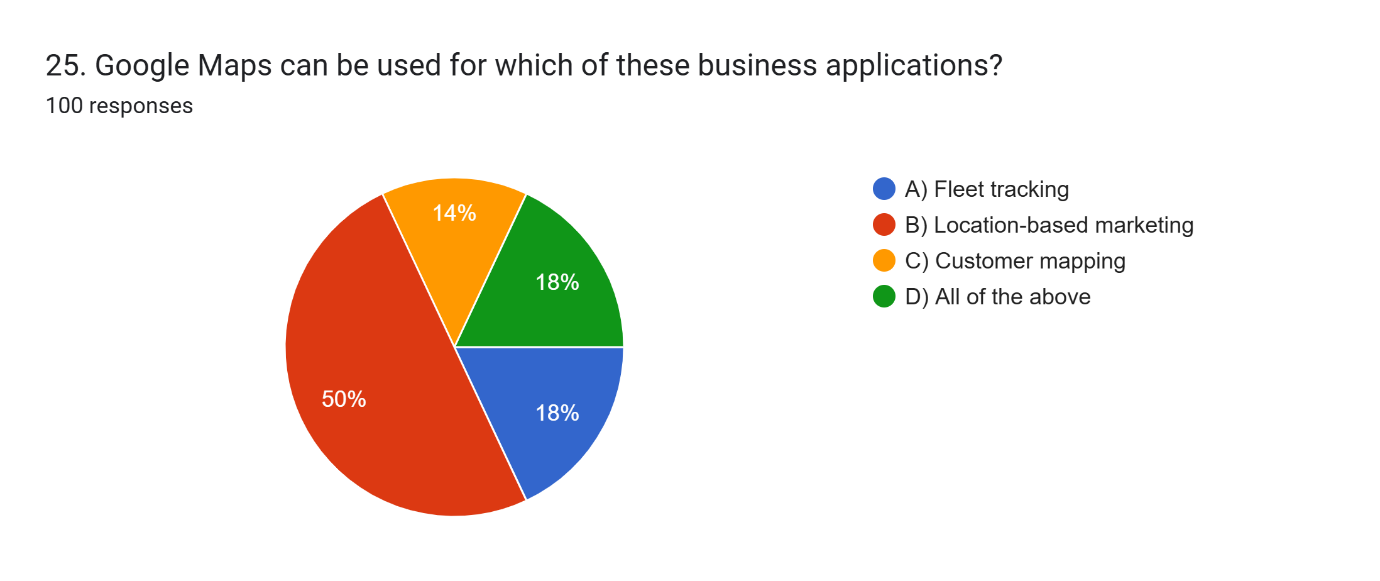


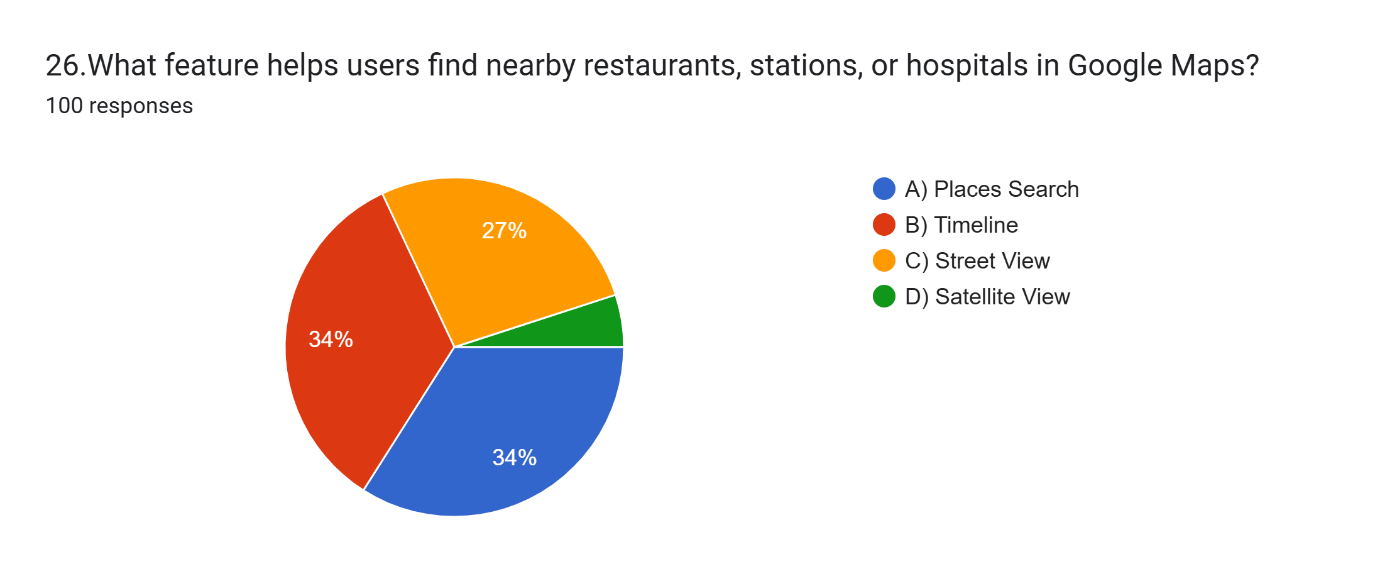


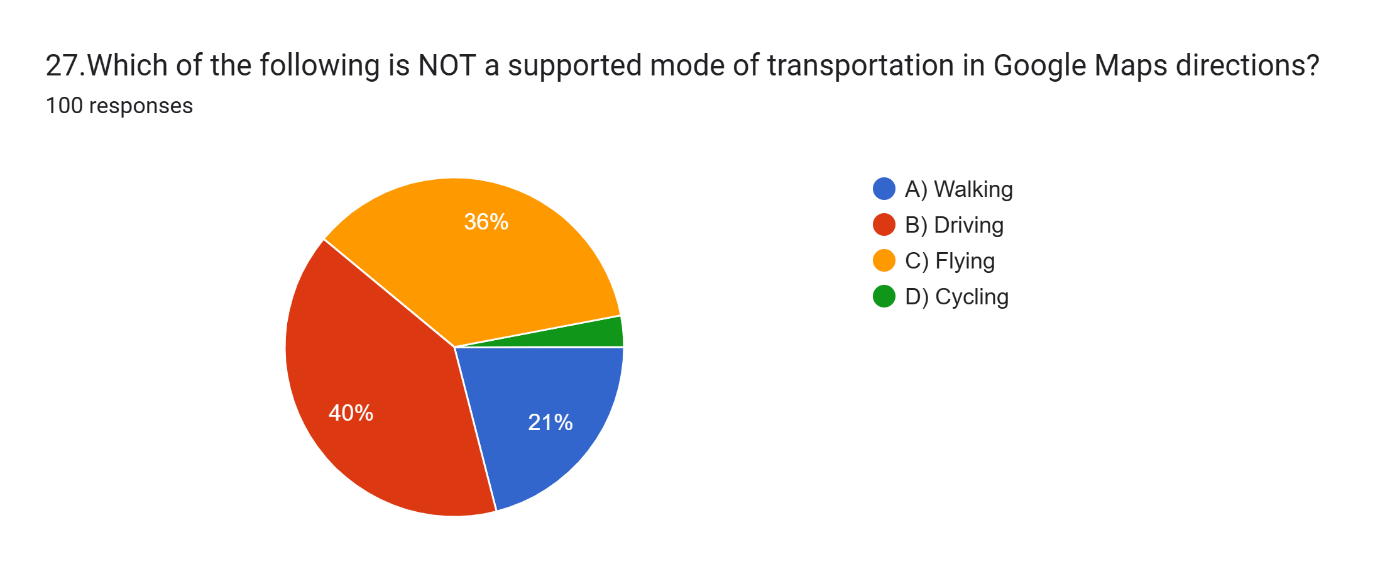


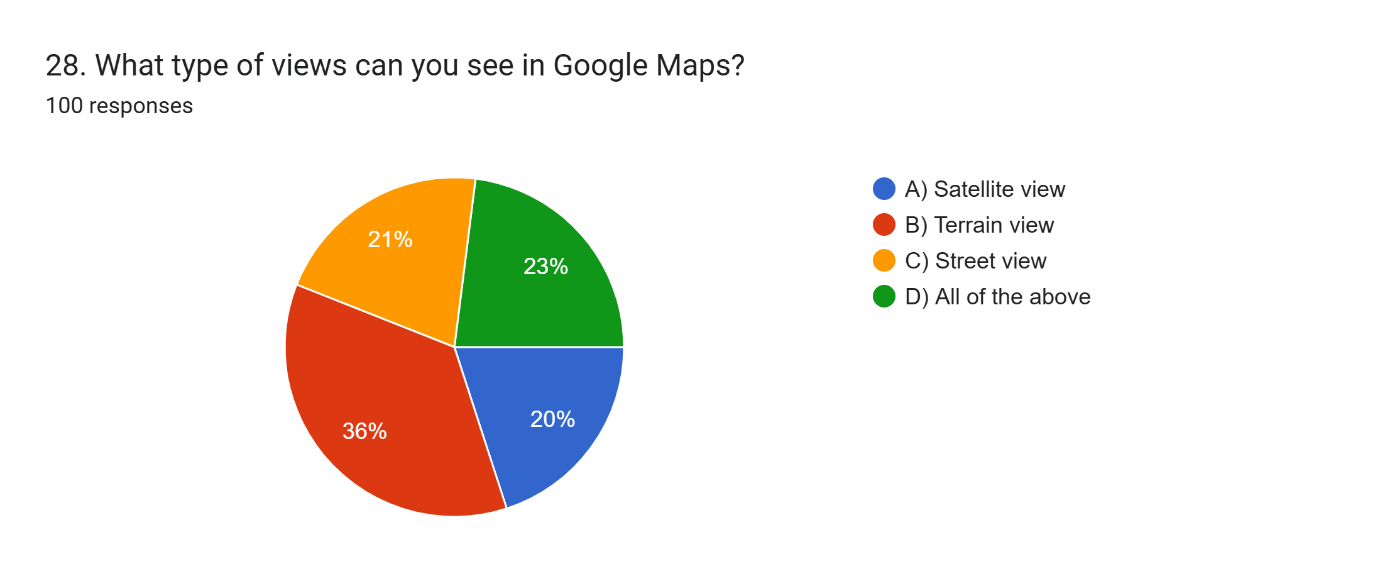


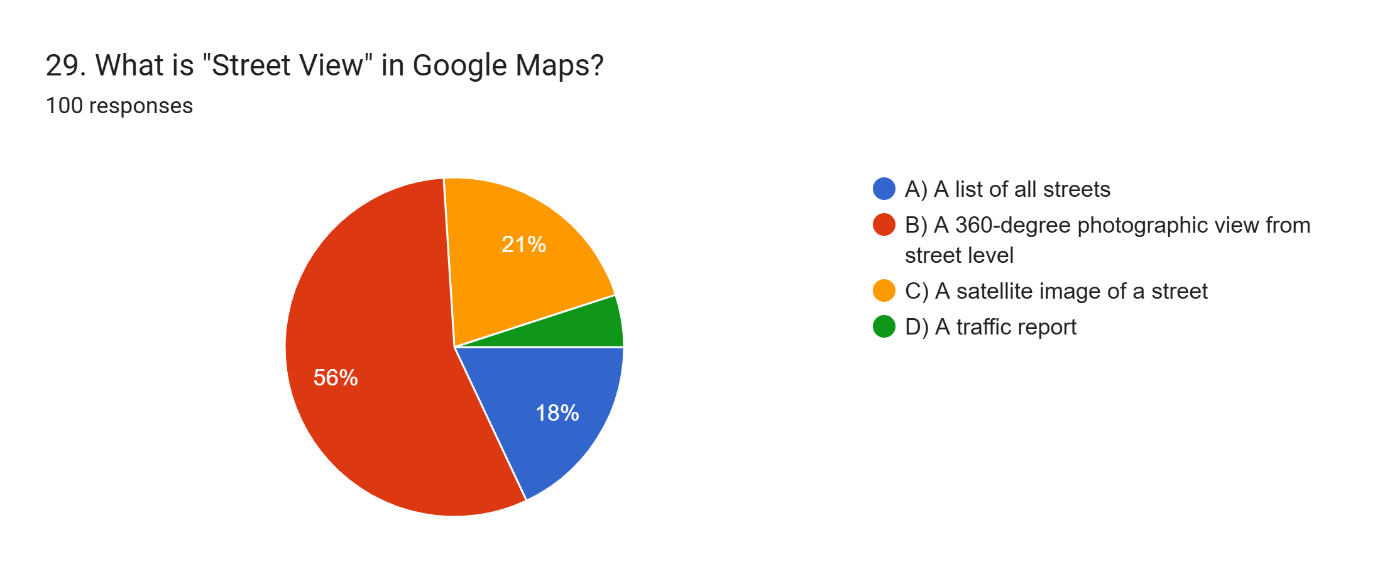


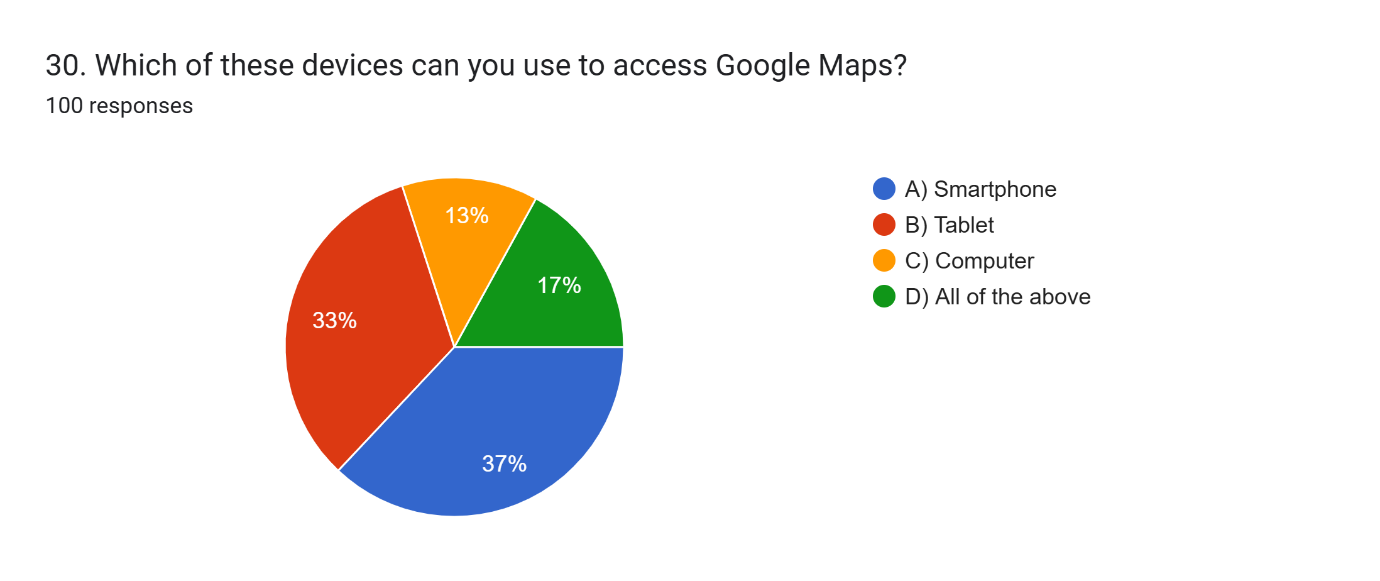


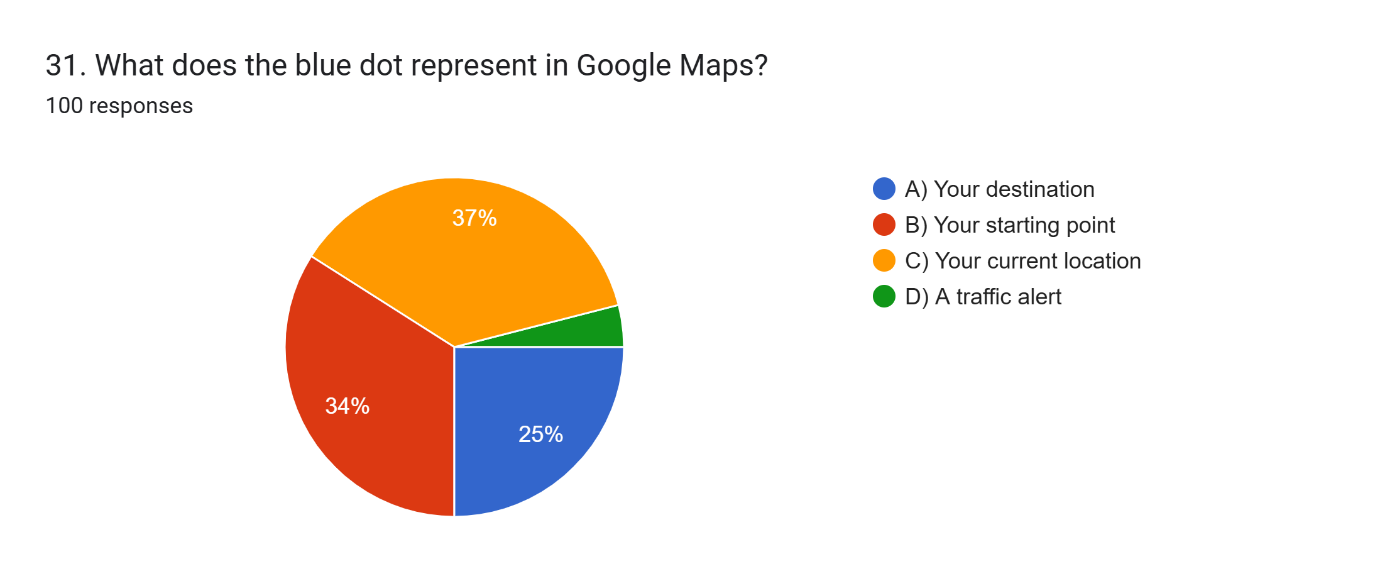


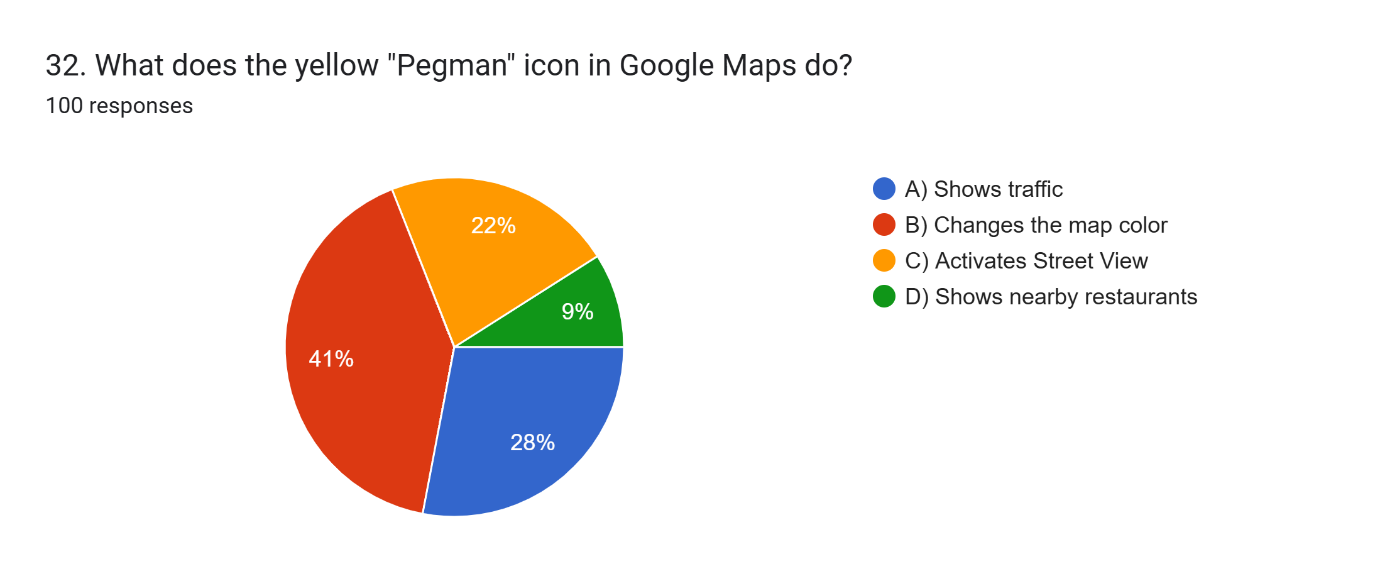


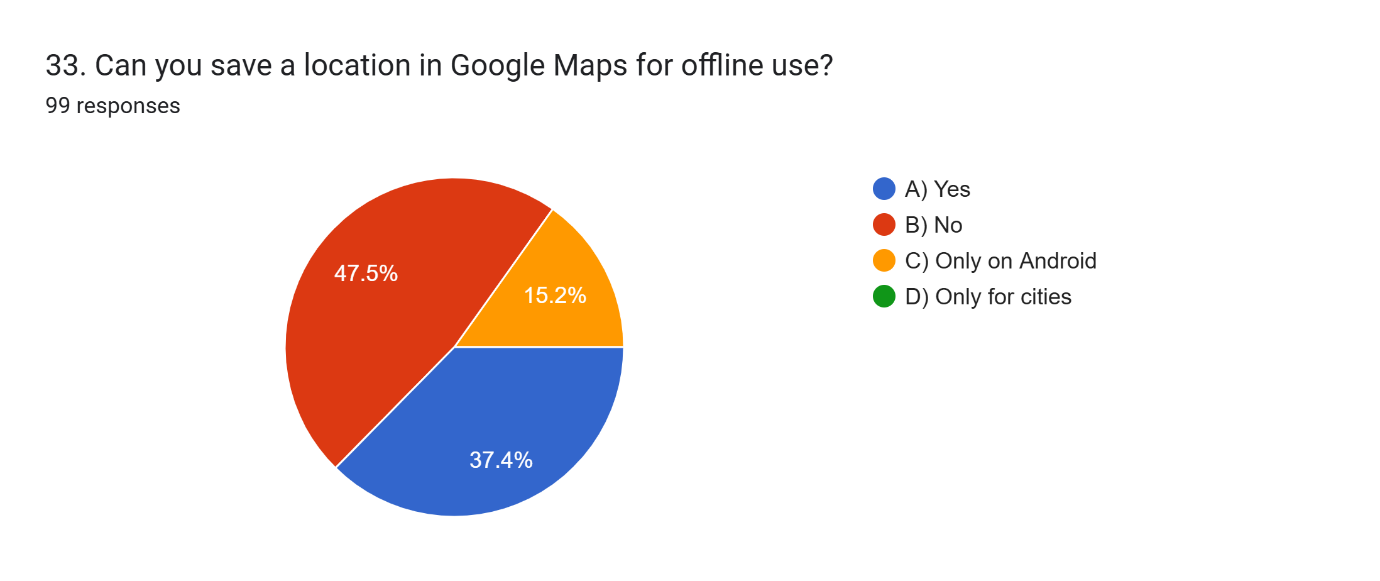


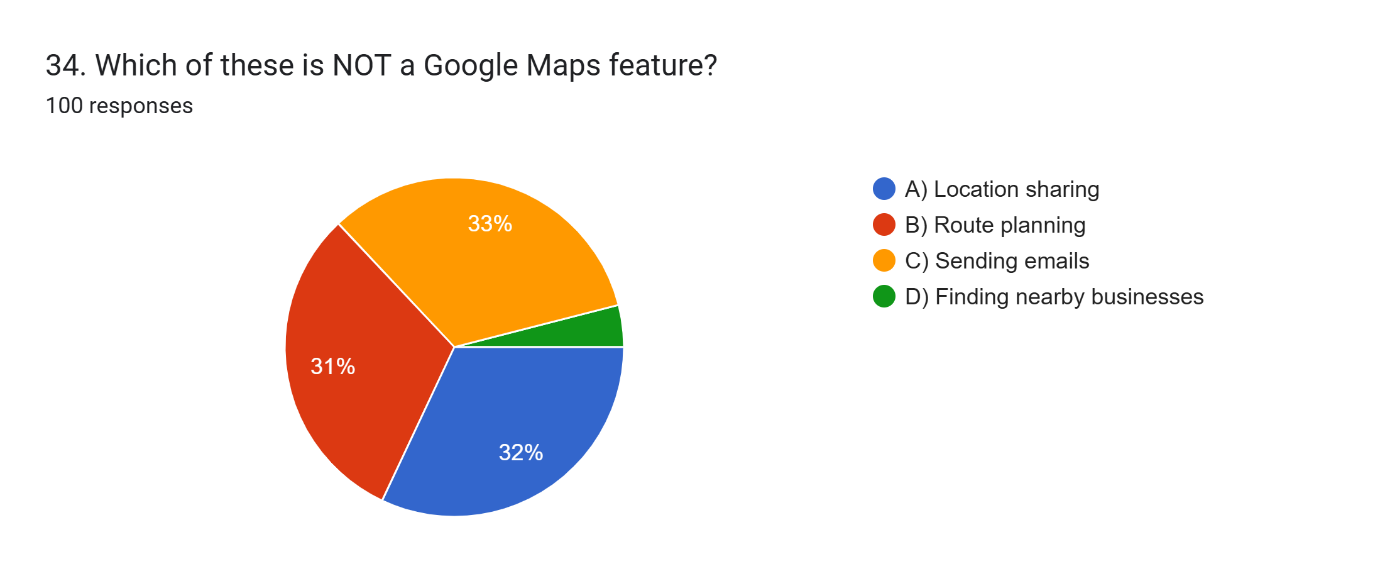


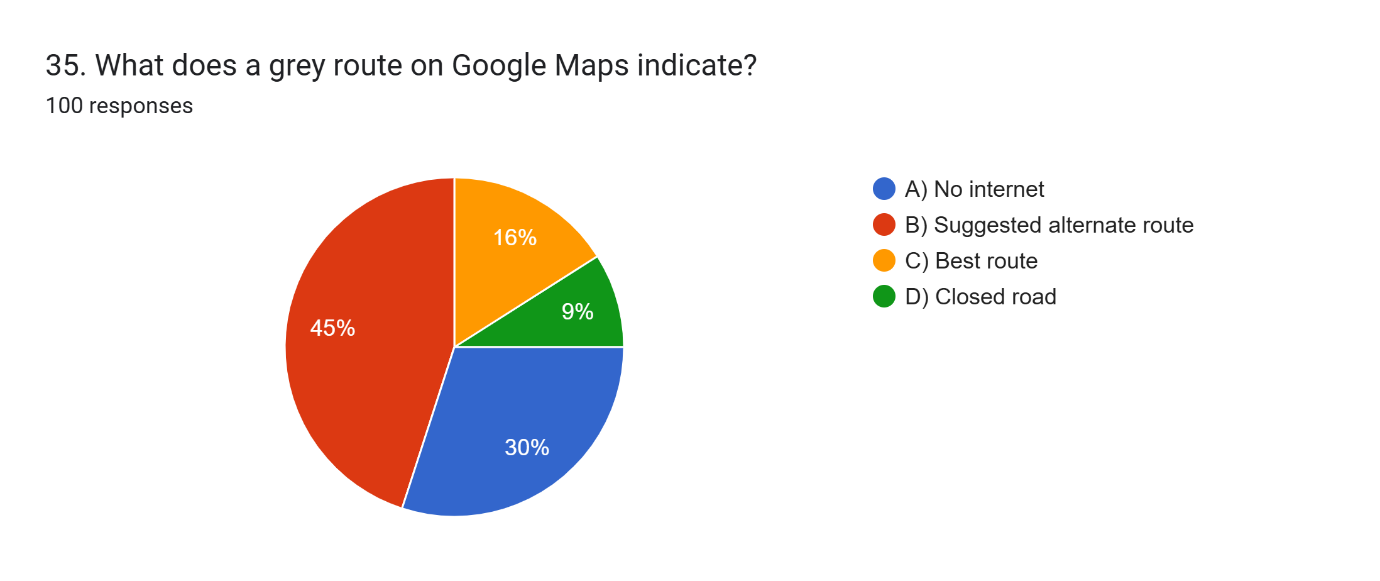


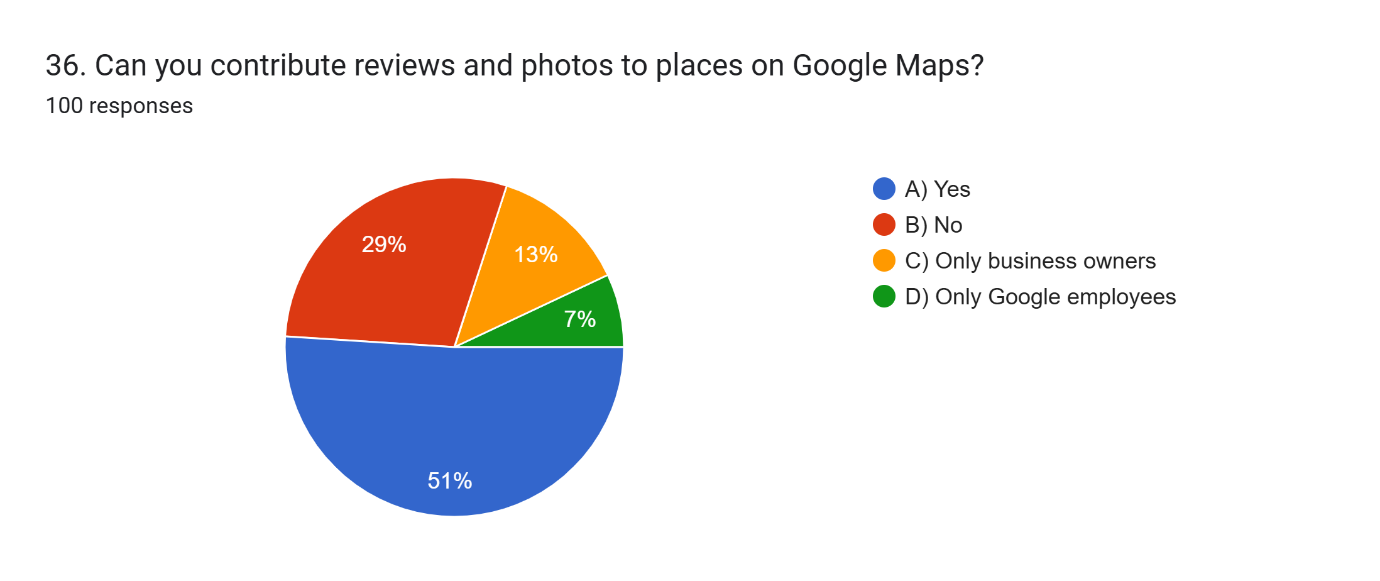


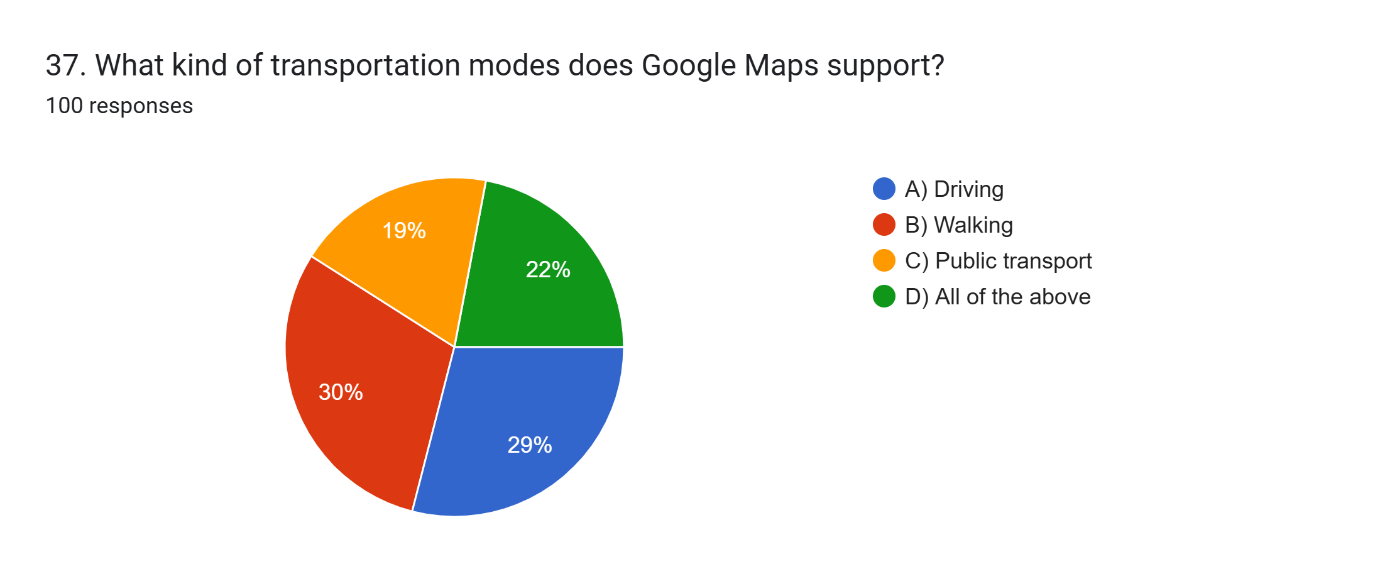


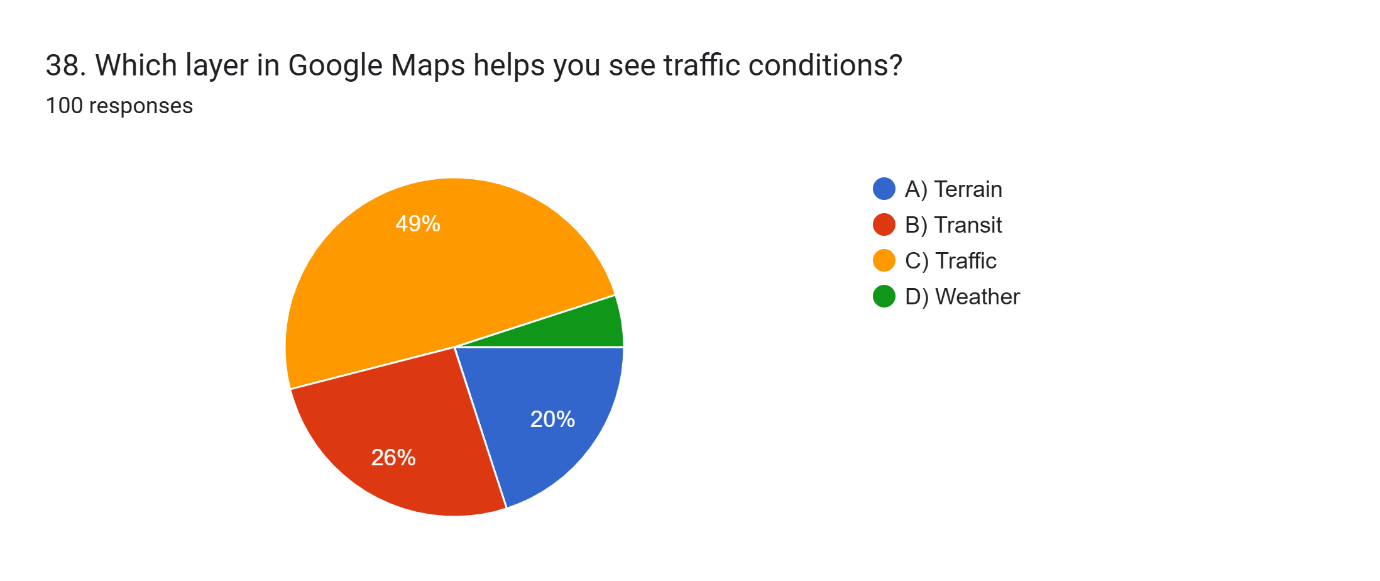


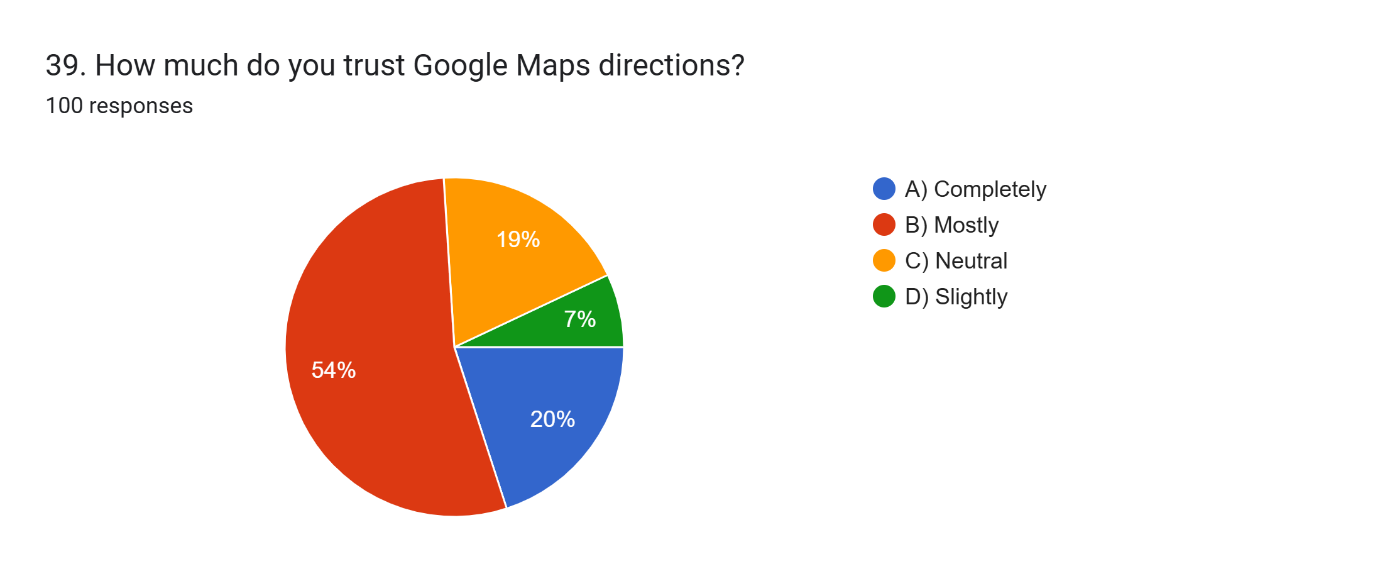


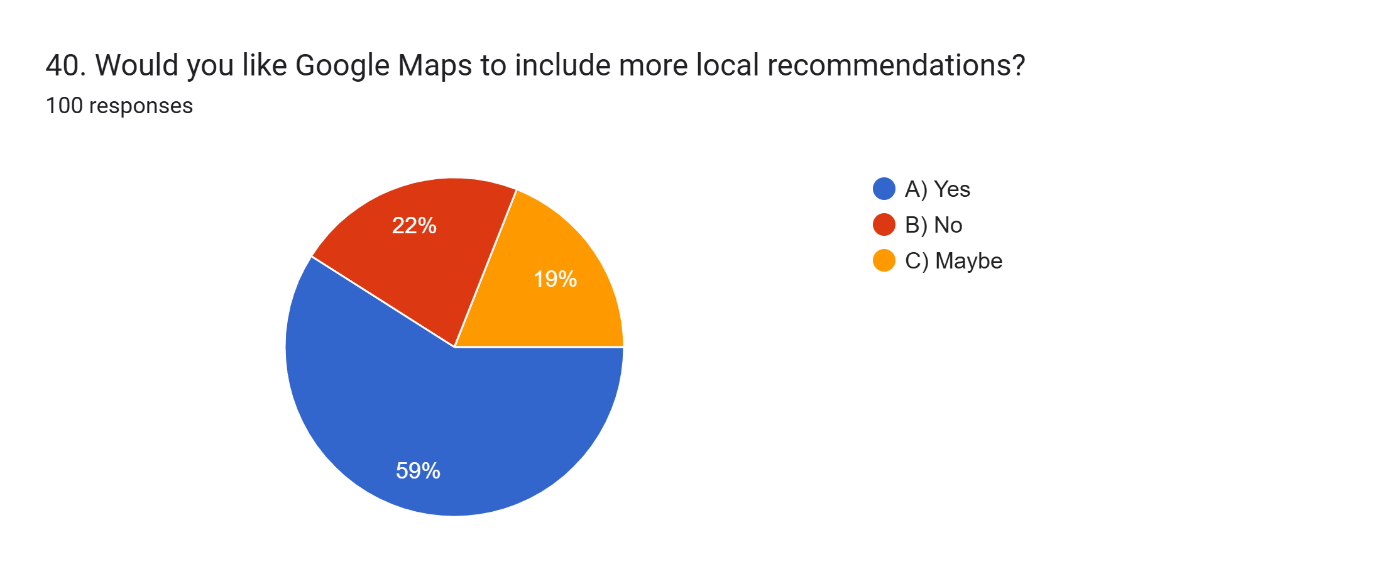












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