Victor Udeh  
**CS 360 Module One Assignment: Mobile App Analysis**  
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Week 1

**Selected App: Google Maps**

**1. Describe the Design and Purpose of the Selected App**

Google Maps is designed to provide users with comprehensive mapping services, including navigation, location search, and real-time traffic updates. The primary task of the app is to help users find and navigate to their desired destinations efficiently.

**Overarching Goal:** The app aims to facilitate easy and accurate navigation for users, whether they are driving, walking, biking, or using public transportation.

**Design Elements:**

* **User Interface (UI):** The app features a clean and intuitive interface with a prominent search bar at the top, allowing users to quickly enter destinations.
* **Navigation Options:** The app offers various navigation modes (car, walking, biking, public transit) accessible via clear icons.
* **Real-time Updates:** Traffic conditions, estimated travel times, and route options are displayed dynamically to help users make informed decisions.

The app's design is user-friendly, with interactive maps that can be zoomed and panned, clear route visualizations, and voice-guided navigation to assist users while on the move.

**2. Identify the User Needs the App is Designed to Address**

Google Maps addresses several key user needs:

1. **Finding Locations:**
   * Users can search for specific addresses, businesses, or points of interest.
   * The app provides detailed information about locations, including reviews, photos, and contact information.
2. **Navigation:**
   * Provides step-by-step directions for various modes of transportation.
   * Offers alternative routes to avoid traffic or road closures.
3. **Real-time Traffic Information:**
   * Users receive real-time updates on traffic conditions and incidents.
   * The app suggests faster routes based on current traffic data.

**User Questions:**

* **What users does this app serve?**
  + The app serves a wide range of users, including commuters, travelers, and anyone needing navigation assistance.
* **What might a user want to accomplish with this app?**
  + Users may want to find locations, navigate to destinations, and avoid traffic delays.
* **How does the app support those user goals?**
  + The app provides accurate maps, real-time traffic updates, and multiple navigation options.
* **Is the app trying to persuade a user to take action?**
  + Yes, the app encourages users to choose faster routes, explore local businesses, and use public transit.
* **What is the app’s business objective?**
  + The app aims to keep users engaged with Google's ecosystem, potentially driving advertising revenue and data collection.

**3. Explain Specific Features Tailored to Meet User Needs**

**Features and Design Elements:**

* **Search Functionality:** A robust search engine that allows users to find locations quickly and accurately.
* **Navigation Modes:** Clear icons and options for different navigation methods, including driving, walking, biking, and public transit.
* **Interactive Map:** Users can interact with the map to explore areas, zoom in/out, and view satellite images.
* **Traffic and Incident Reports:** Real-time data on traffic conditions and incidents, helping users avoid delays.
* **Local Business Information:** Detailed information about nearby businesses, including hours of operation, reviews, and photos.

**Example Screebshot below:**

**4. Discuss User Information Helpful for App Developers**

For an app developer, understanding the following user information is crucial:

* **Demographics:** Age, location, and typical usage patterns of users.
* **Goals and Needs:** Specific tasks users want to accomplish, such as commuting, finding local businesses, or exploring new areas.
* **Experience Levels:** Varying levels of tech-savviness among users, which can impact how intuitive the app needs to be.
* **Feedback:** User reviews and feedback on app performance, features, and usability.
* **Behavioral Data:** Insights into how users interact with the app, such as the most used features and common navigation routes.

By gathering and analyzing this information, developers can create a more user-centric app that effectively meets the needs and preferences of its target audience.

Screenshot:  
  
A screen shot of a cell phone

Description automatically generated