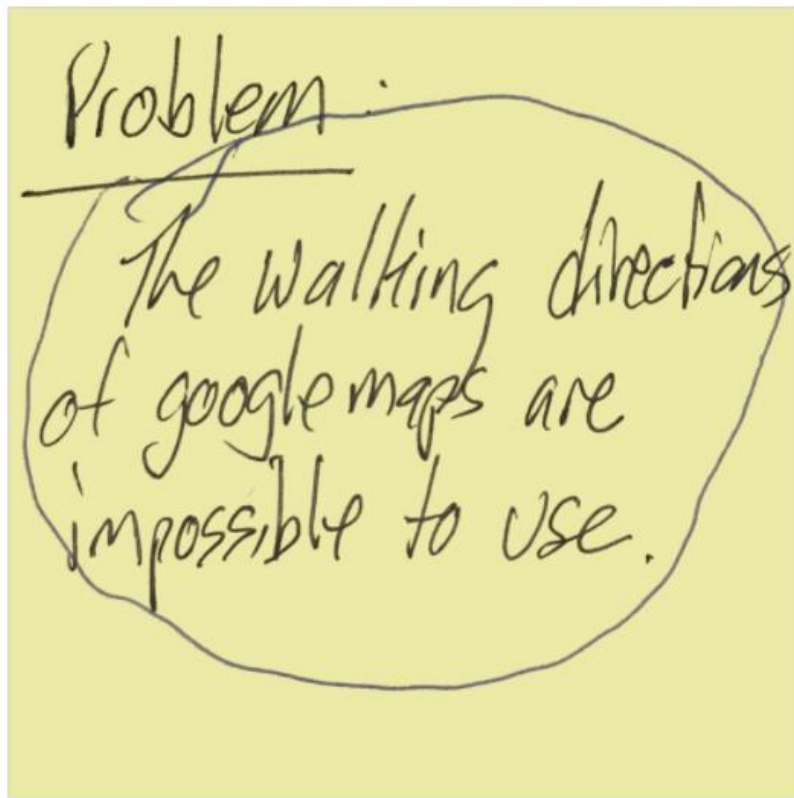


Refining

Google Maps' Walking Directions

Orienting for Success



The Problem

Google Maps has issues for walkers.

Our research team shared their own experiences and agreed that the Maps user experience for **walking directions** could be better...

But was it just us?

User Testing

In prompted walkthroughs, our research team captured users' observations.

10. The app takes up space on the phone.

2. User's competition in the field for performance.

3. Walking directions are more difficult than driving.

5. Walking distance informs whether they walk or don't.

6. Direction accuracy makes it hard to start walking.

7. Users physically turn around to figure out which direction.

8. Significant landmarks could improve user experience.

9. Some users preferred platforms that saved their destinations.

"Which direction do I start walking in?"

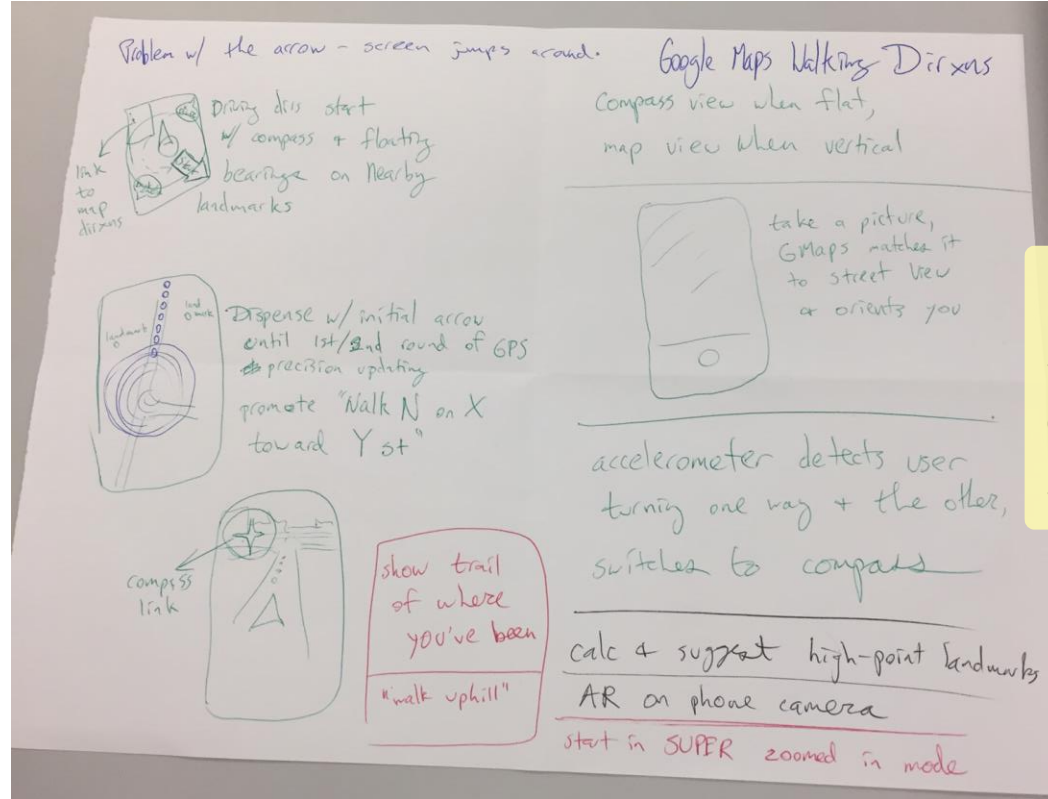
"The arrow freaks out for the first 30 seconds. I don't even know which way I'm pointing!"

"The screen is jittery."

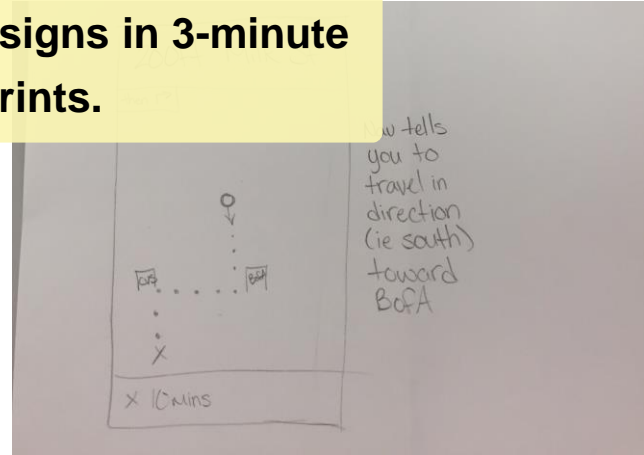
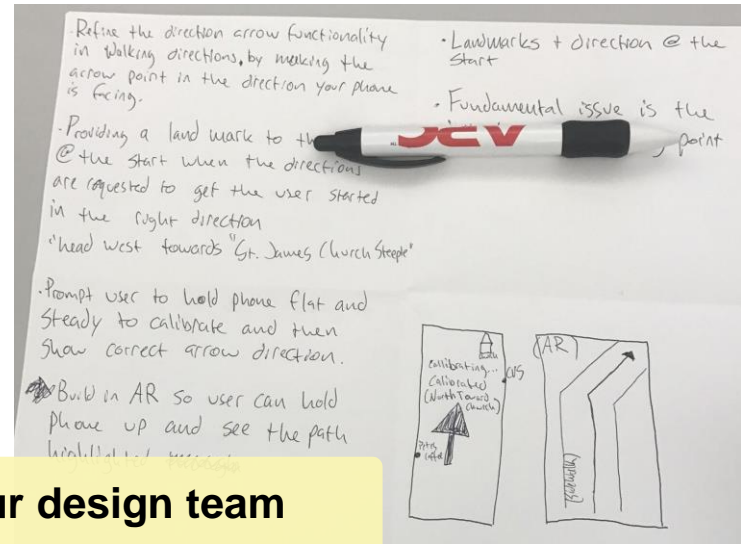
"I physically turn around several times to try to get my bearings."

"I'd like to see significant landmarks while walking."

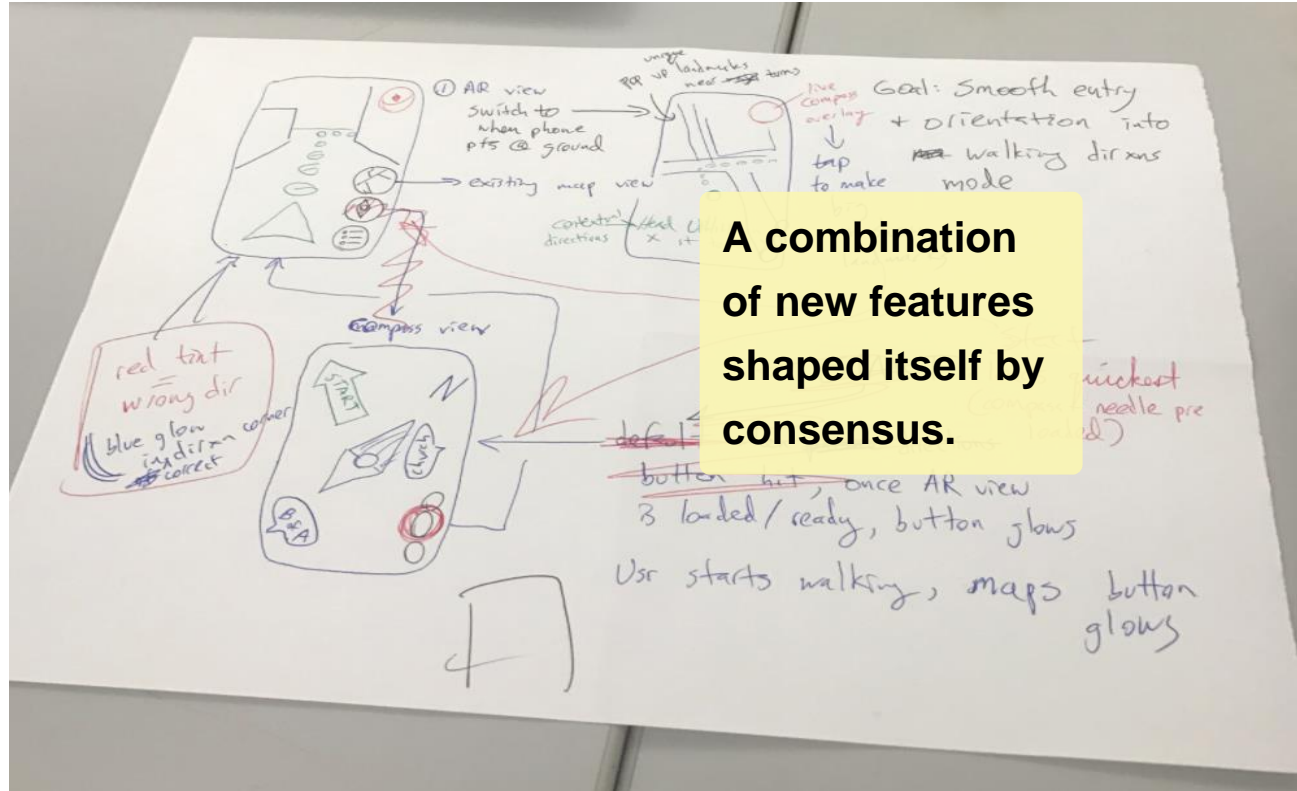
Explore Possible Solutions



Our design team sketched solution designs in 3-minute sprints.



Iteration rounds: Converging on one design



A combination of new features shaped itself by consensus.

Augmented reality view

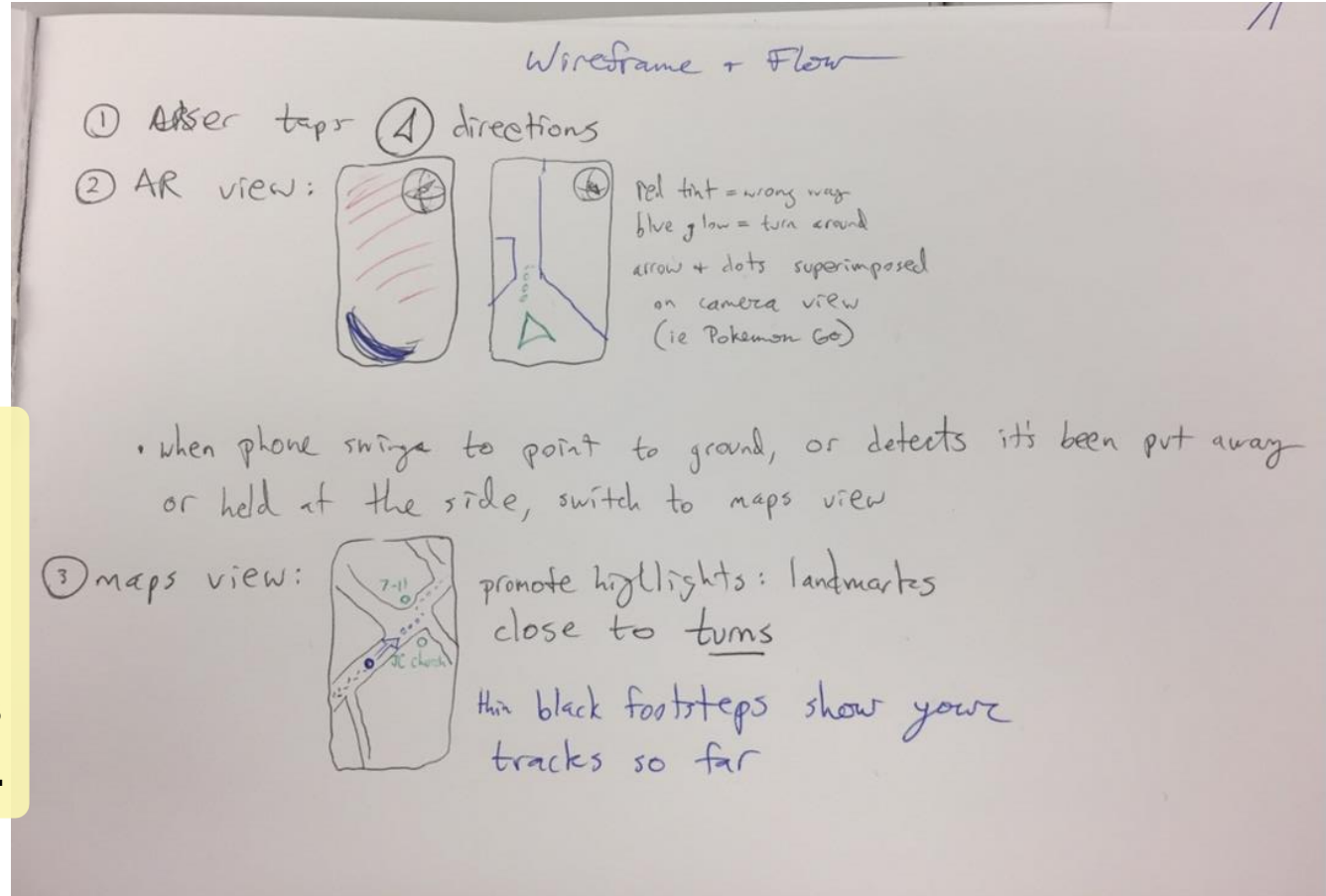
3-D compass rose

Default to AR view or compass view until user is walking

Maps view includes landmarks near significant route milestones

Initial Prototype Design

We proposed an augmented-reality camera view, which returns to map view once the user starts down the right path.



Next Steps

Build interactive wireframes/flow

Validation with stakeholders

Iterate wireframes/flow

Each feature should be implemented and tested separately.

User testing ($n = 5$)

Iterate further

Separate feature tracks:

3D Compass with landmarks

A.R. with path overlay

- *Switch views on motion*

Nav buttons to switch views

Map view changes

- *Footprints behind user*
- *Featured landmarks*

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Web Design - Startup Institute Boston

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