

Persona:

30 year-old CBS graduate student just came to NYC and is now standing in the middle of Times Square staring at a little dot on a 2D map wondering which direction to take to walk to Bryant Park

- **Goals:** wants a camera-based navigation system on the smartphone that clearly shows on screen which direction / street to take to get to Bryant Park
- **Needs:** requires a giant arrow on screen to clearly mark the direction to take or show a leading line along the street to walk along
- **Pain Points:** struggles with translating the 2D mapping information into the 3D real world

Segment:

- Local vs. non-local
- Google Maps use frequency: heavy vs. light
- Mode of transportation: walking vs. driving vs. public transportation

Hypothesis:

- **Value Hypothesis:** We believe that most segments we mentioned above (local vs. non-local; heavy user v.s. light users) have this problem, and it is a blatant problem.
- **Usability Hypothesis:** Status quo does work, the gap between status quo and optimal performance is moderate. It is urgent as the industry is very competitive, if Google doesn't do it now, other competitors will catch up as users are using other solutions to solve this problem.
- **Viability and Growth Hypothesis:** Users are unlikely to pay for the service (as Google Maps is free already), however we do believe that this feature will increase user stickiness and attract more potential users (user who is using competitor's app) or increase the volume of user interactions with our app, thereby creating larger volume and more relevant usage data that we can monetize using current revenue models or explore new revenue streams.

JTBD:

1. **When I need navigation to walk to Bryant Park, I want to turn on my phone camera to scan the surroundings and see clear directions on my screen, so that I can walk to Bryant Park in the most efficient way without going on a detour or in the wrong direction.**
2. **When I'm exploring the restaurant near my current location, I want to use my phone camera and point to the storefronts, so that I can get all relevant restaurant information popping up on my screen (rating, price range, reviews, menus, etc.).**