Google Maps

Google Maps empowers users to explore the world effortlessly, offering real-time navigation and tailored local insights, helping them move smarter, save time, and discover more.

Explore Now

De Montfort Rd

Google Maps

Problem Statement

Users struggle with finding accurate, real-time directions and reliable public transport updates in their daily lives. Navigating traffic and discovering local places efficiently remains a challenge.

Customer Interviews

01 **Real-time Information:**
Users need accurate and up-to-date information on public transport schedules, traffic conditions, and unexpected events like accidents, potholes, or speed cameras.

**02** **Daily Navigation:**
People rely on Google Maps for everyday commutes and want more reliable routes, especially during peak hours.

03 **Personalised Suggestions:**
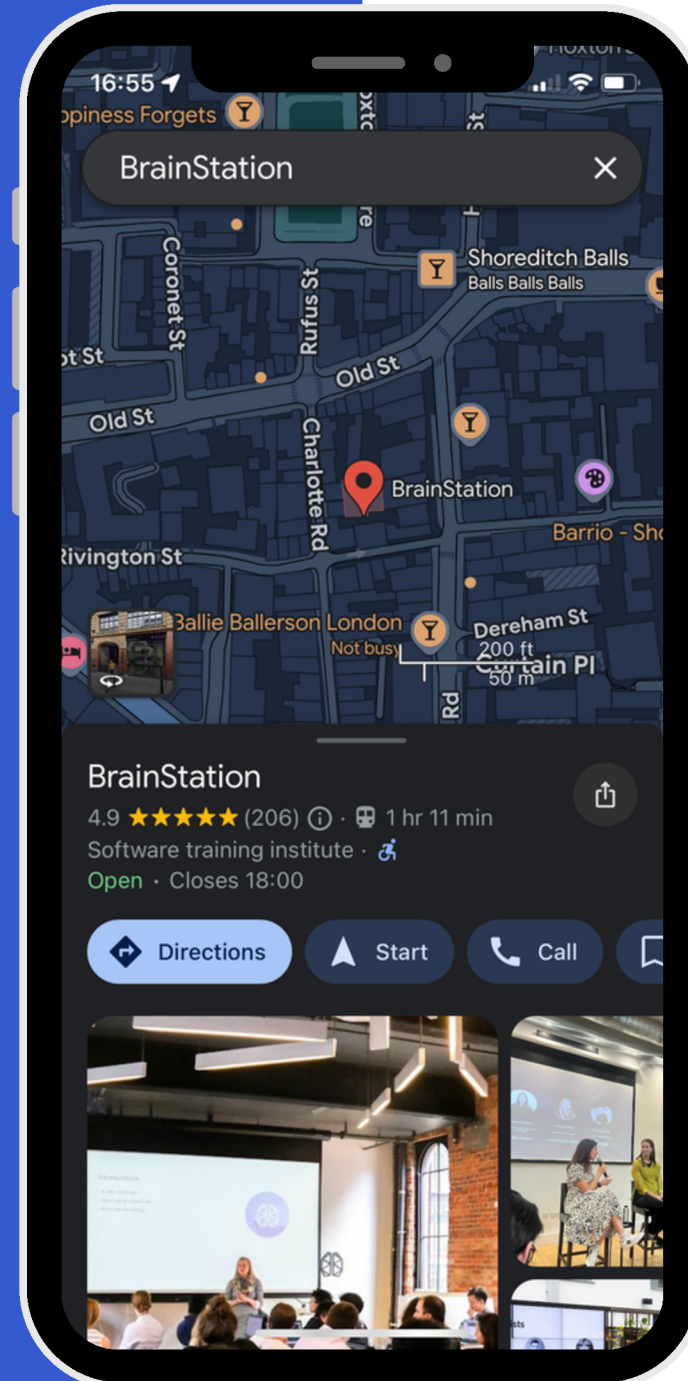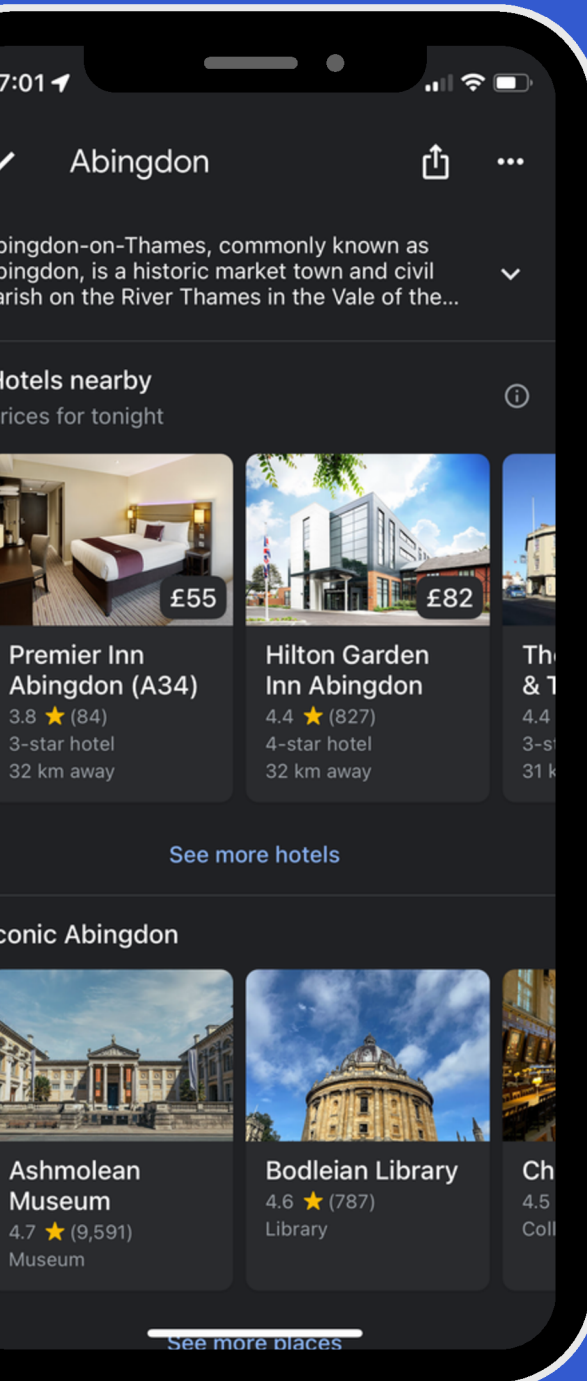Users desire recommendations for local places tailored to their preferences and routines.

04 **Public Transport Experience:**
Users are frustrated by delayed or inaccurate updates on specific platforms and transport lines, as well as difficulties in tracking their selected routes accurately during trips.
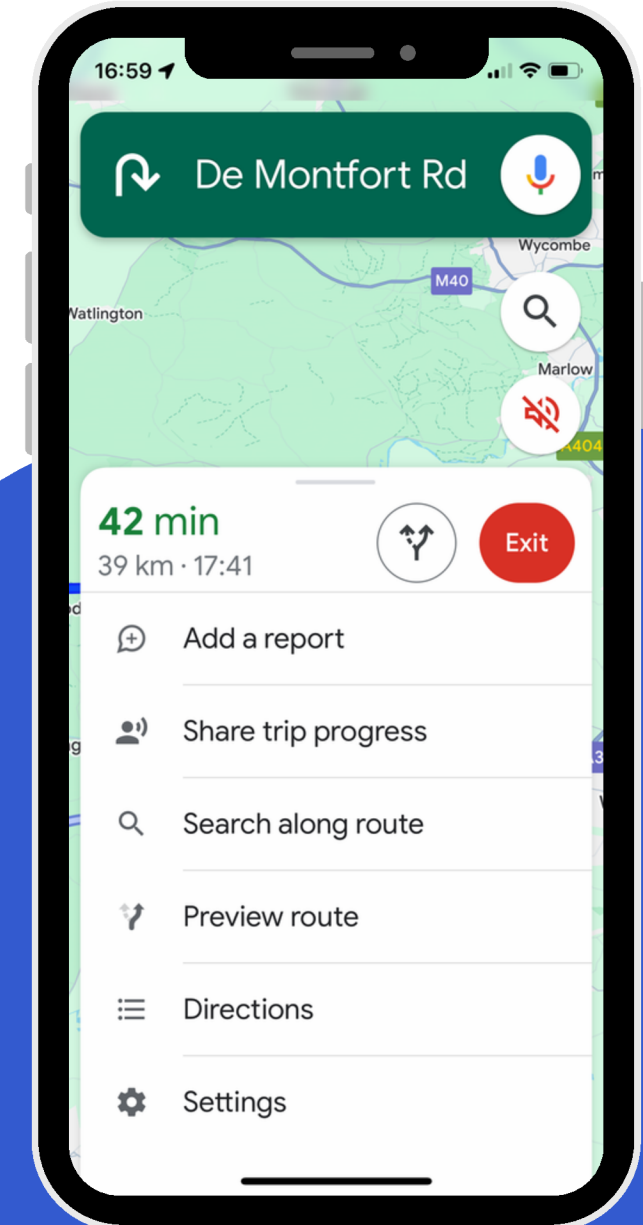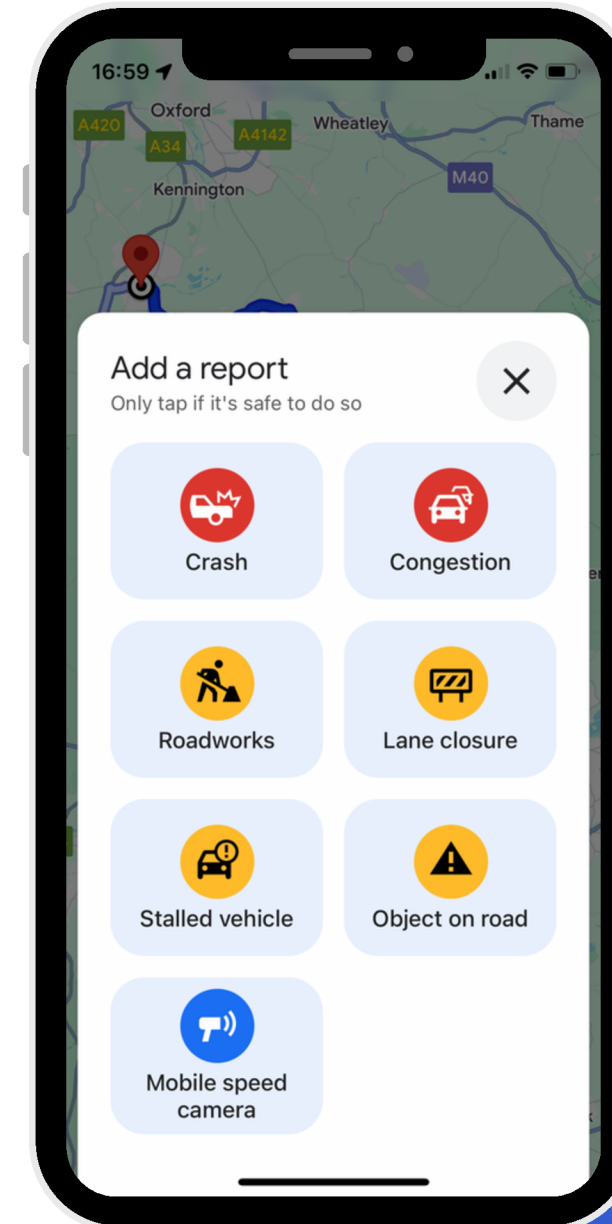
Customer Segments/Personas

Google Maps

01 Daily Commuters (Early Adopters)
- **Who**: Professionals, aged 25-45, commuting daily.
- **Important**: Real-time traffic, public transport updates.
- **Why**: Avoid delays, save time during peak hours.
- **Validation**: Surveys show traffic updates are top priority.

02 Tourists and Travelers
- **Who**: Individuals or families, aged 18-60, exploring new places.
- **Important**: Finding places of interest, walking directions.
- **Why**: Navigate unfamiliar areas easily.
- **Validation**: Interviews highlight the need for walking directions.

03 Local Explorers
- **Who**:Residents, aged 18-40, exploring local spots.
- **Important**: Personalised recommendations, local business discovery.
- **Why**: Discover new places based on preferences.
- **Validation**: Surveys emphasise the importance of personalised suggestions.

04 Delivery Drivers and Couriers
- **Who**: Professionals, aged 20-50, delivering goods.
- **Important**: Real-time traffic, optimised routes.
- **Why**: Deliver efficiently and avoid delays.
- **Validation**: Interviews rank traffic and route optimization as top needs.

Unique Value Proposition

Google Maps offers real-time traffic updates, multi-modal navigation, and local business discovery in one integrated app. With global coverage, offline maps, and seamless Google service integration, it provides the most reliable and personalised navigation experience.

01 **Comprehensive Real-Time Data:** Google Maps provides real-time updates for traffic, public transport, and walking, offering broader coverage than Waze, which focuses mainly on driving.

02 **Seamless Multi-Modal Navigation:** Google Maps integrates driving, walking, biking, and public transport in one app, unlike Waze or Apple Maps, making it easy to switch between transport modes.
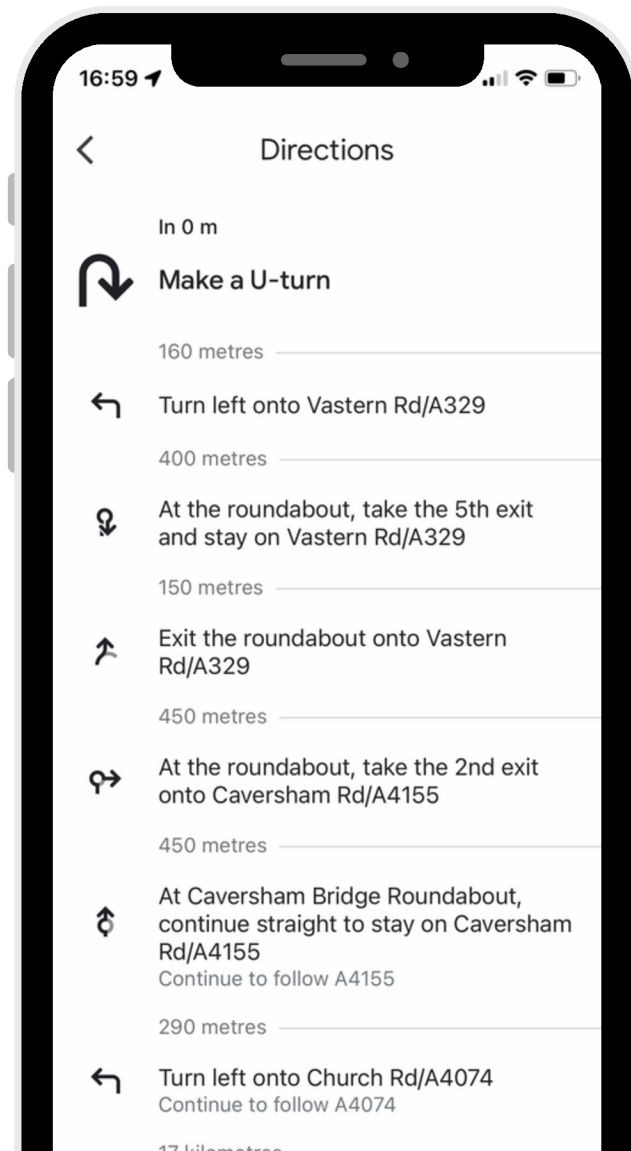
03 **Local Business Discovery:** Google Maps offers millions of global business listings and personalised recommendations, far surpassing region-specific competitors like Waze or Yandex Maps.

04 **Global Offline Access:** Google Maps supports offline maps worldwide, unlike Waze and Apple Maps, providing reliable navigation even without internet.

MVP Definition

01 **What solution do you propose?**
A real-time, integrated navigation solution that offers up-to-date traffic, public transport information, and personalised local business suggestions in one platform.

02 **Why is that viable for this need?**
It solves key pain points: real-time navigation, reliable public transport info, and local business discovery. Users need a single, dependable platform, and competitor analysis shows Google Maps excels in real-time updates and offline access.

03 **How is it minimal?**
The MVP will focus on core functionalities: real-time traffic, public transport updates, local business recommendations, and offline navigation. Future updates, such as AI-based route prediction and personalisation, may be tested early through user surveys.

04 **How will you validate if it is successful?**
Success will be validated through user feedback, engagement rates, and metrics such as DAUs, time spent in the app, NPS, and app rating improvements. Early testing of AI-based features can be done through in-app surveys to measure interest.

05 **What metrics are you tracking, and how will you obtain data?**
- **Key Metrics:** Daily active users (DAUs), number of trips planned, user retention, Net Promoter Score (NPS), app rating improvement, and user satisfaction scores.
- **Data Sources:** In-app analytics, user feedback, app store reviews, surveys, and NPS tracking tools to measure user satisfaction and product improvement areas.

Google Maps

16:59

Directions

In 0 m
Make a U-turn

160 metres

Turn left onto Vastern Rd/A329

400 metres

At the roundabout, take the 5th exit and stay on Vastern Rd/A329

150 metres

Exit the roundabout onto Vastern Rd/A329

450 metres

At the roundabout, take the 2nd exit onto Caversham Rd/A4155

450 metres

At Caversham Bridge Roundabout, continue straight to stay on Caversham Rd/A4155
Continue to follow A4155

290 metres

Turn left onto Church Rd/A4074
Continue to follow A4074

Objective 01

Increase user engagement with real-time navigation features.

Key Results:

1. Boost daily active users by 15% within 3 months.
2. Reduce navigation load times to under 3 seconds.
3. Improve real-time traffic and public transport accuracy to 90%.

Objective 02

Ensure reliability of public transport and offline features.

Key Results:

1. Achieve 95% accuracy in public transport updates based on user feedback.
2. Reach 30,000 offline map downloads in 3 months.
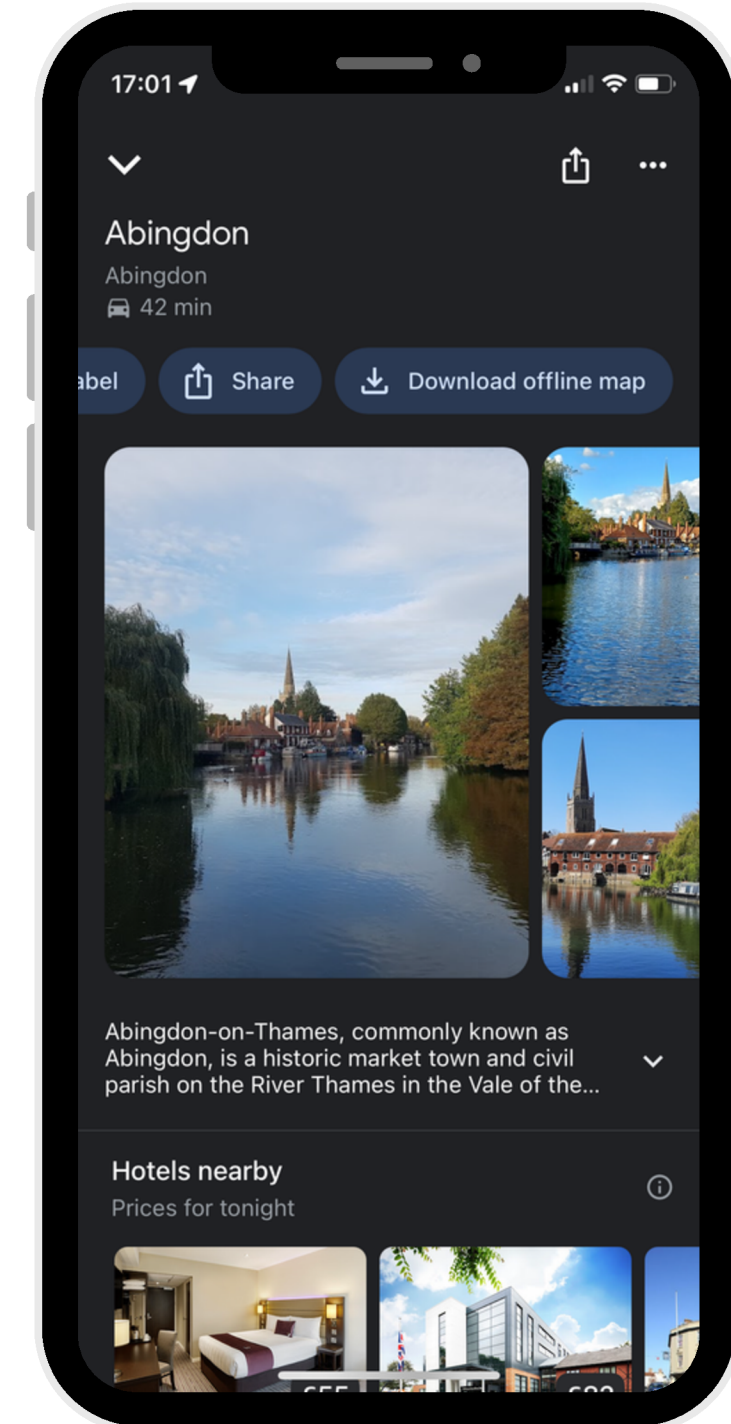**3.** Maintain offline navigation success rate at 98%.

Objective 3

Enhance local business discovery and personalisation.

Key Results:

1. Increase use of "Nearby Businesses" feature by 20%.
2. Improve recommendation relevance by 10%, measured through user engagement.
3. Reduce API response time for local business data by 15%.

OKRs

Google Maps

17:01

Abingdon
Abingdon
🚗 42 min

abel   Share   Download offline map

Abingdon-on-Thames, commonly known as Abingdon, is a historic market town and civil parish on the River Thames in the Vale of the...

Hotels nearby
Prices for tonight

Solution

For a real-time, integrated navigation solution such as Google Maps:

- The solution should provide up-to-date traffic information, public transport schedules, and personalised local business recommendations.

- This must be scalable, globally available, and continuously updated, addressing the pain points of delayed information, lack of customisation, and complex user experiences.

- To ensure the solution's success, you can track KPIs like daily active users (DAUs), user retention, and user satisfaction through feedback channels like app store reviews and direct surveys.
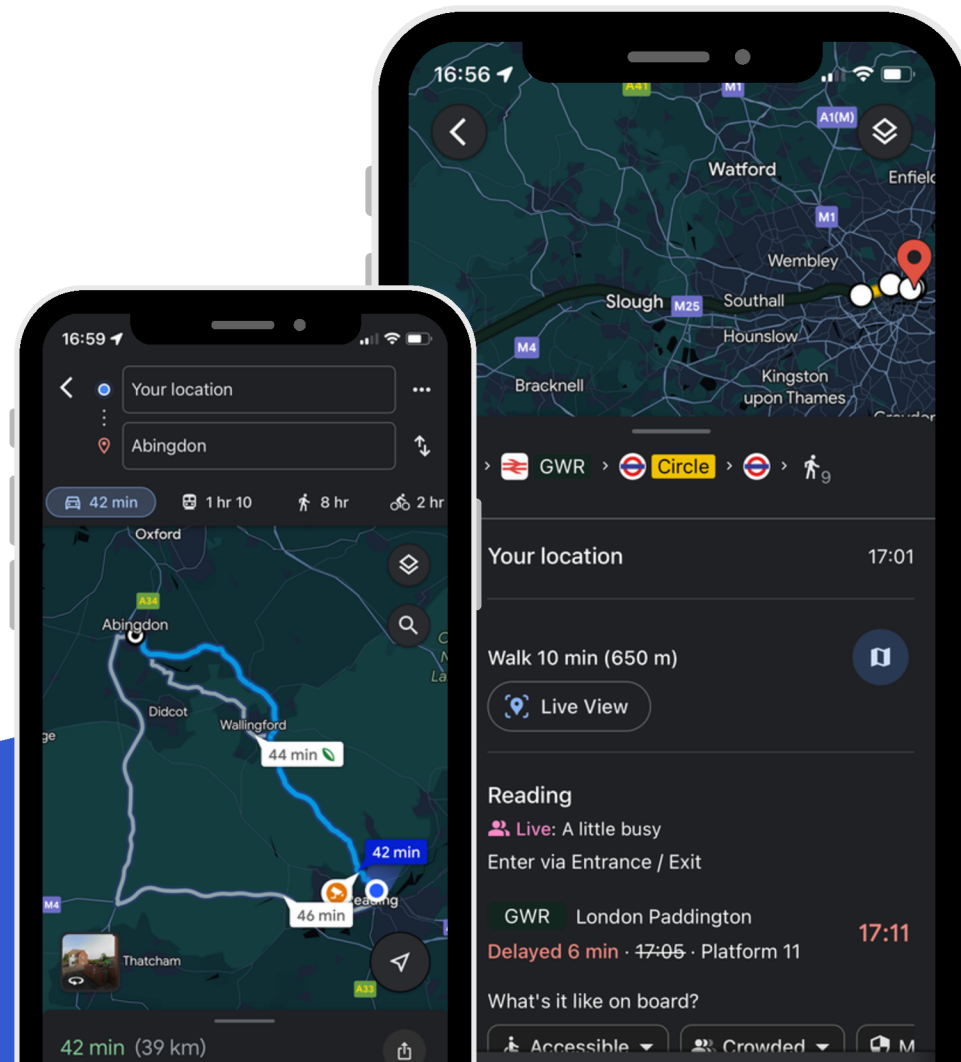
User Stories

To ensure your MVP meets user needs, user stories are crucial.
The template provided is ideal for structuring user needs:

As a delivery driver,
I want real-time traffic information
so that I can deliver packages on time and avoid delays.

As a daily commuter,
I want reliable public transport schedules
so that I can plan my commute efficiently.

As a tourist,
I want personalised recommendations for local places
so that I can explore the city effectively.

These stories help prioritise epics that align with the main goals of the product, such as seamless navigation and real-time updates.
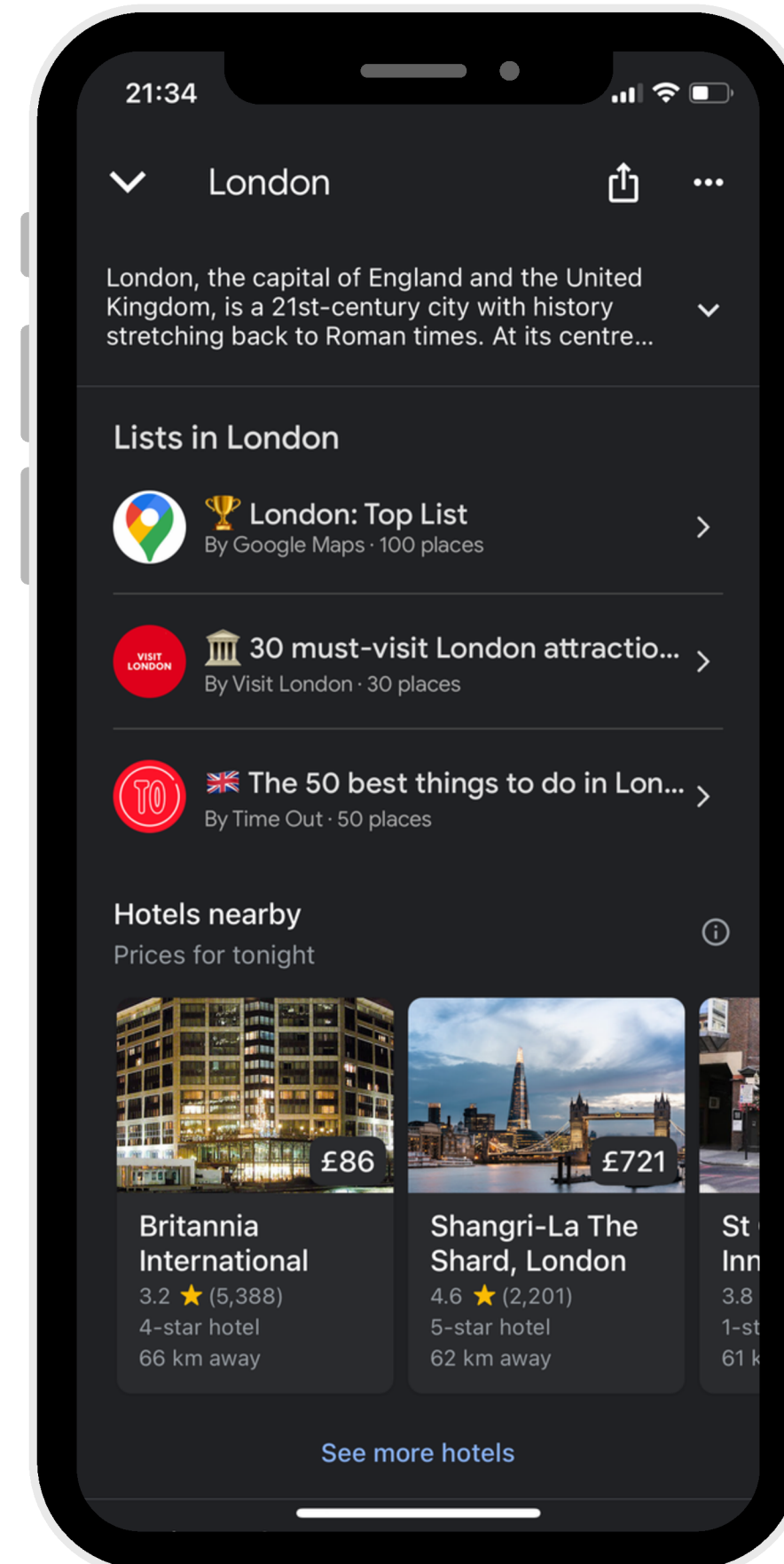
- **Wireframes:**

Created in Figma, showing:
- **Home Page:** Displays real-time traffic, transport updates, and nearby recommendations.
- **Navigation Screen:** Allows route planning for daily commutes.
- **Local Discovery Screen:** Offers personalised local business suggestions.

- **Live Prototype:**

Available for testing and feedback via Figma link.

- **Final Execution Summary:**
- **Problem:** Users face difficulties accessing real-time transport info and reliable local business suggestions.
- **Value Proposition:** A seamless platform combining real-time updates, personalisation, and offline navigation.
- **Customer Needs:** Core functionalities directly address real-time accuracy, personalisation, and multi-modal navigation.
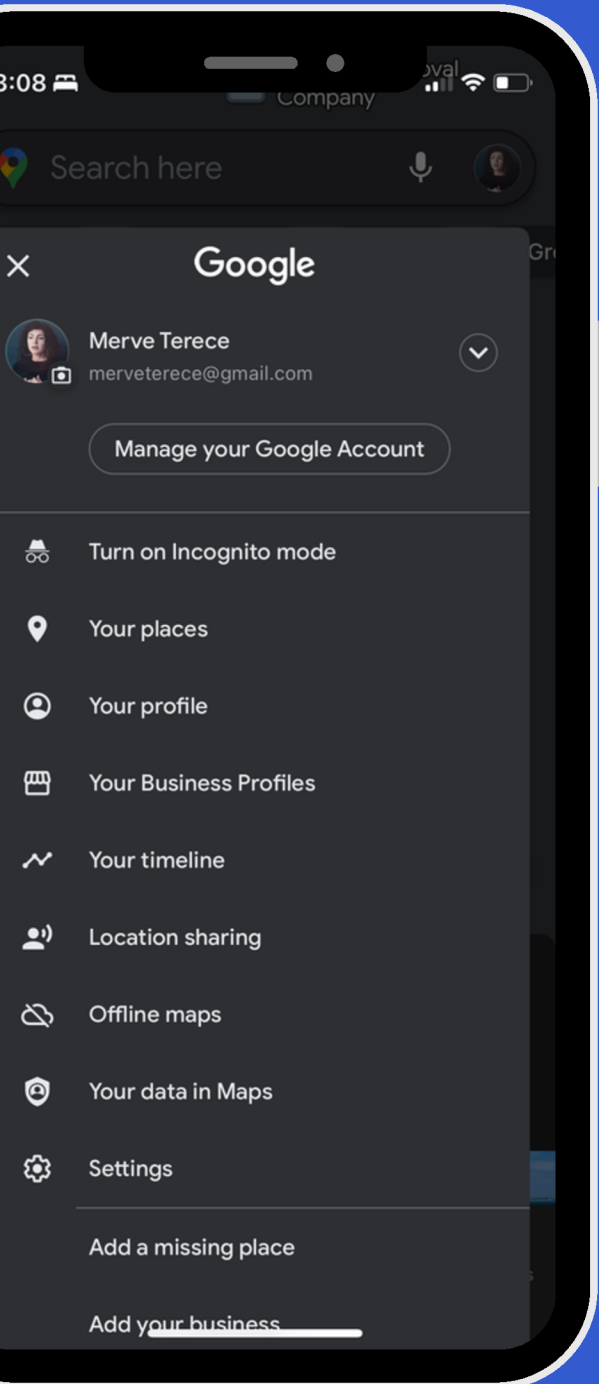
Google Maps
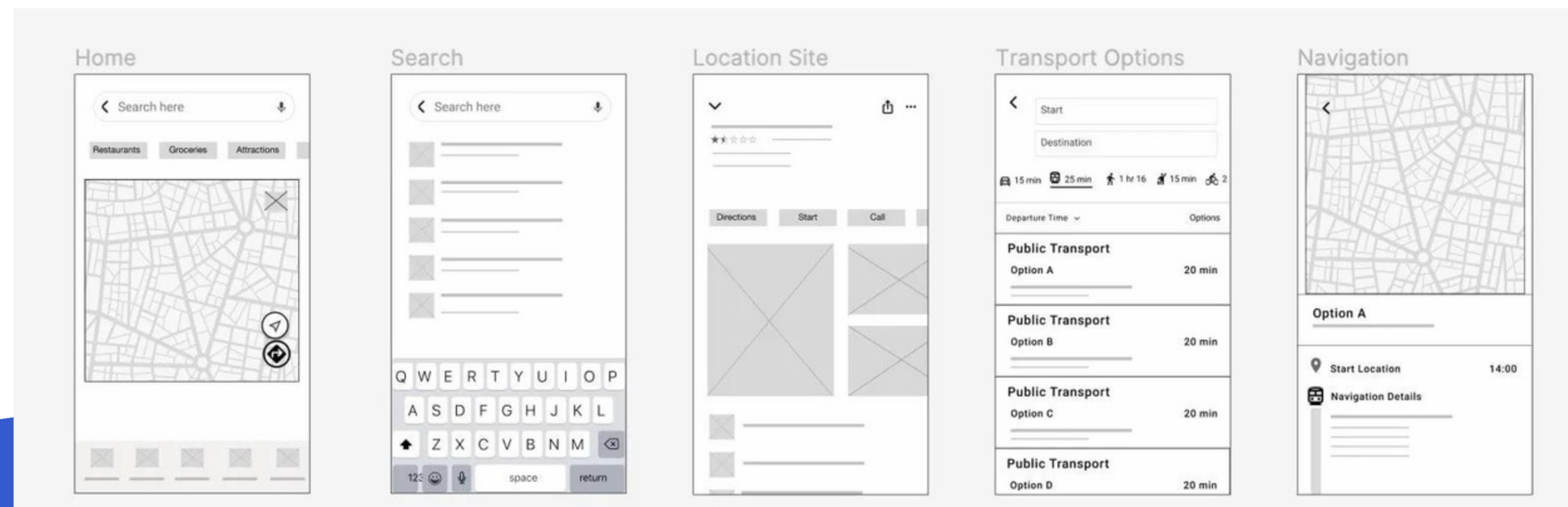
User Testing Outputs
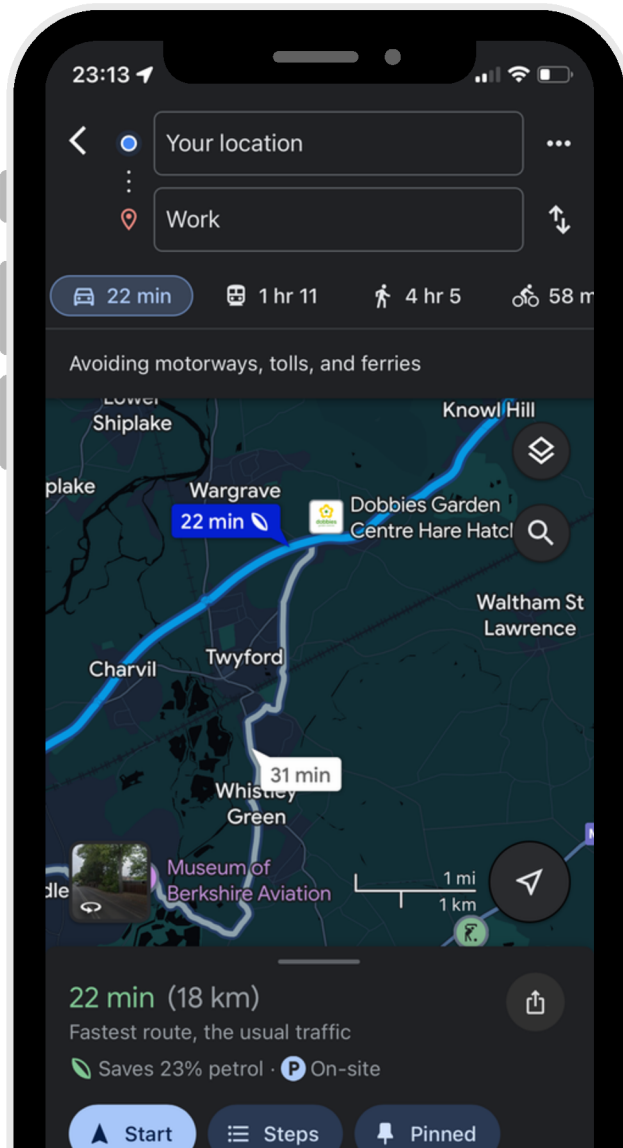
	Task 1: Search for the fastest route	Task 2: Check real-time public transport updates	Task 3: Save a favourite destination	Task 4: Navigate to a local business	Task 5: Download offline maps
Sarah J.	✔️	✔️	❌	✔️	❌
Michael L.	✔️	✔️	❌	✔️	❌
Aisha M.	✔️	✔️	✔️	✔️	✔️
Daniel K.	❌	✔️	❌	✔️	❌
Emily P.	❌	✔️	❌	❌	❌

User Testing Summary & Prioritization

01

Search for the Fastest Route
- 3 of 5 testers were able to find the fastest route.
- 2 testers had difficulty locating the route planning feature and needed clearer instructions.

02

Check Real-Time Public Transport Updates
- All testers successfully checked real-time public transport updates.
- No issues were reported, and testers appreciated the clear updates.

03

Save a Favourite Destination
- 1 of 5 testers was able to successfully save a favourite destination.
- Most testers were confused about where to find the "Save" option, suggesting it needs better visibility.
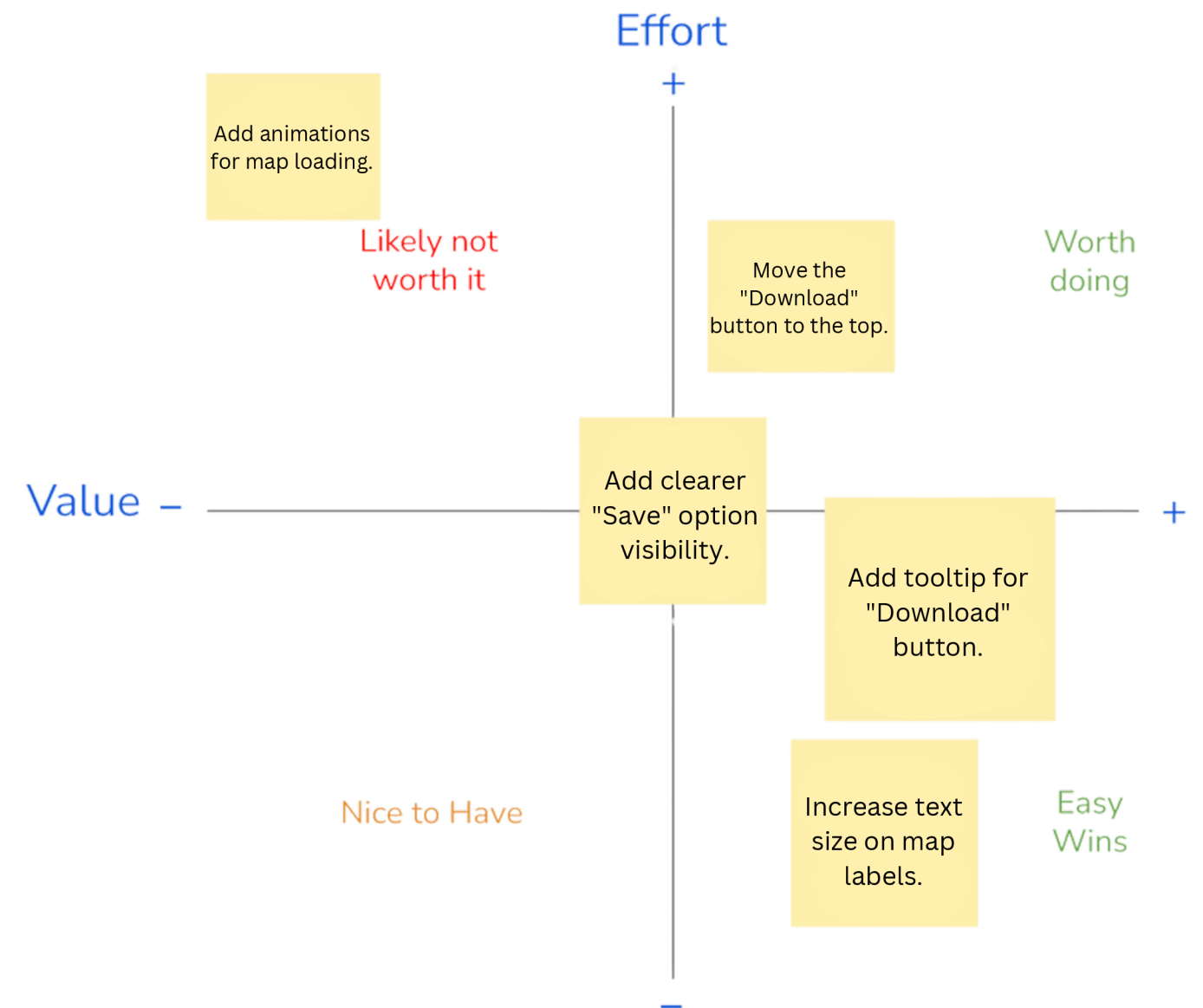
04

Navigate to a Local Business
- 4 of 5 testers successfully navigated to a local business.
- One tester struggled with the map loading slowly, which affected their experience.

05

Download Offline Maps
- 1 of 5 testers was able to download offline maps successfully.
- The other 4 testers couldn't find the button to download maps, indicating that it needs to be placed in a more visible location.

Effort
+

Add animations for map loading.

Likely not worth it

Move the "Download" button to the top.

Worth doing

Value −

Add clearer "Save" option visibility.

Add tooltip for "Download" button.

+

Nice to Have

Increase text size on map labels.

Easy Wins

−

Go-to-Market Strategy: Positioning

What Is It?: An all-in-one navigation app providing real-time traffic, public transport, and local business discovery.

Target Segment: Daily commuters, tourists, delivery drivers, and local explorers.

Market Category: Navigation and local search.

Competitive Alternatives: Apple Maps, Waze, and Yandex Maps.

Primary Differentiation: Google Maps' global coverage, offline access, real-time public transport updates, and seamless integration with Google services.

Key Benefit: A reliable, personalised, and real-time navigation solution that covers all modes of transport and local business discovery.

Go-to-Market Strategy:
KPI Metrics

Daily Active Users (DAU):

   Target: Increase DAUs by 20% in the first 6 months.

   Measurement: Track DAU through in-app analytics tools like Google Analytics or Firebase.

User Retention Rate:

   Target: Achieve a 70% retention rate after the first month of app usage.

   Measurement: Monitor user retention using cohort analysis to track user activity over time.

Feature Engagement (e.g., Real-time Public Transport Updates):

   Target: Increase usage of the real-time transport feature by 30%.

   Measurement: Measure feature engagement through in-app interaction data (how frequently the feature is accessed).
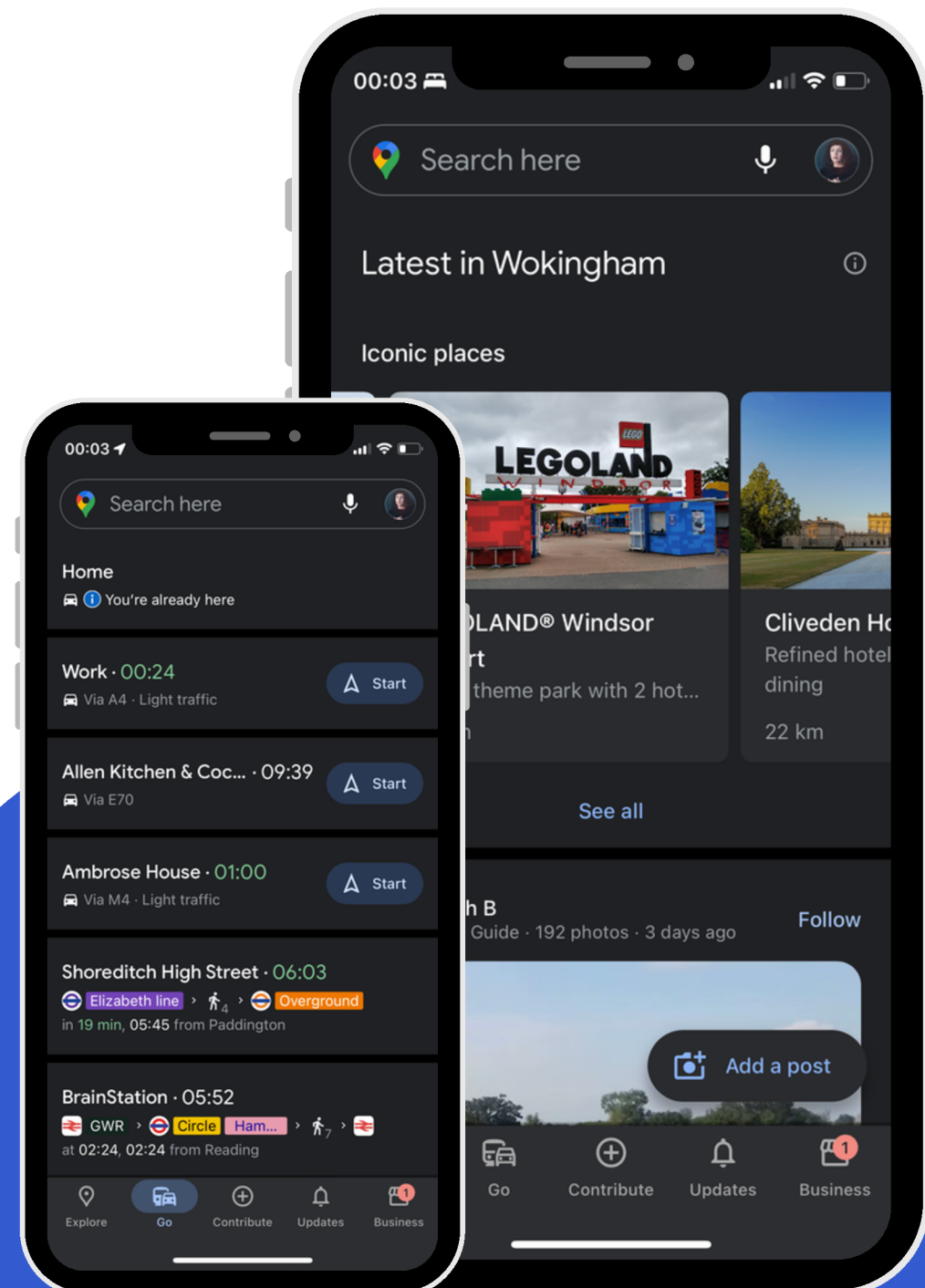
User Satisfaction Score:

   Target: Maintain a minimum satisfaction score of 85% from user surveys and feedback.

   Measurement: Use regular user surveys and app store reviews to assess satisfaction.

Offline Maps Downloads:

   Target: Reach 50,000 offline map downloads within 3 months.

   Measurement: Track download counts via in-app analytics, specifically for offline functionality.

Thank You!