

OLA Product Exercise

Written by
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1. Problem statement :

Goal : Design a search experience for map/location search.

Requirements :

- This should cover a detailed benchmarking of search options available (Google, Apple etc.) and specifically what we can do differently for maps search in India.
- Careful consideration on current trends and potential usage of search in the future (Where we will have AR/VR applications etc.)

2. “Navigation” Market and Insights :

- According to Million Insights, the global navigation app market size was valued at US\$911.6 million in 2020 and is expected to expand at a CAGR of 10.8% from 2021 to 2028. The Asia Pacific held the largest revenue share of over 35% in 2020 because of rising demand for customizable routes for all vehicle types from the consumers of China and India.

3. Problems faced by users in India :

For Riders :

- Many times, the users can't find a particular location on the maps as it is a very small space and it is not listed in the map provider's directory. Hence, the user has to give a landmark nearby as the pickup/drop location
- For small localities or unmarked places on Google maps, user has to guide the driver on phone for accurate pickup/drop location

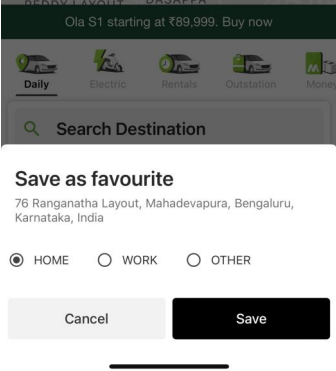
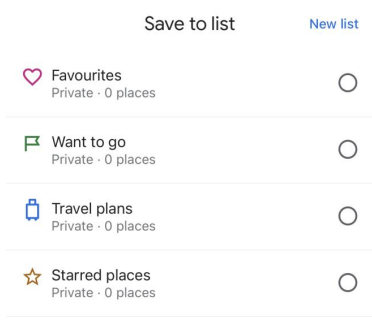
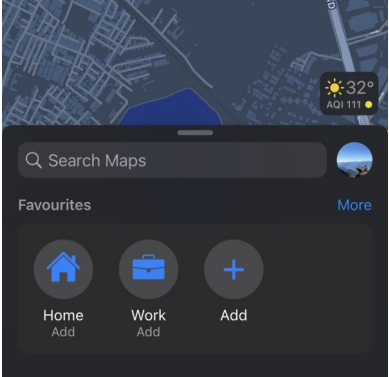
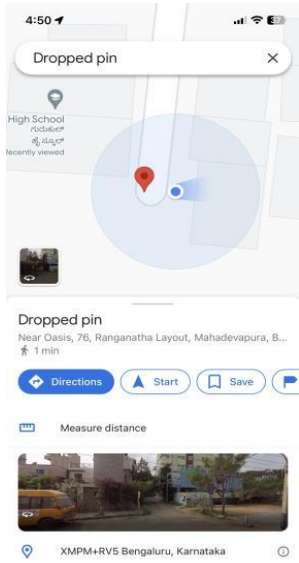
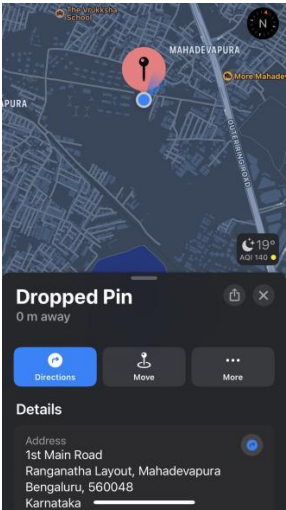
For Drivers :


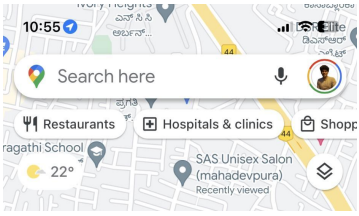
- In India, navigation becomes a difficult task as some navigation apps predict routes and roads that don't really exist. It becomes a hassle to find relevant routes for navigation and that makes India stand out quite a bit
- In India, reaching a particular place located on a small road or in a small colony is tough without asking for clarifying navigation on the phone or people around.

4. Benchmarking with Google maps and Apple maps :

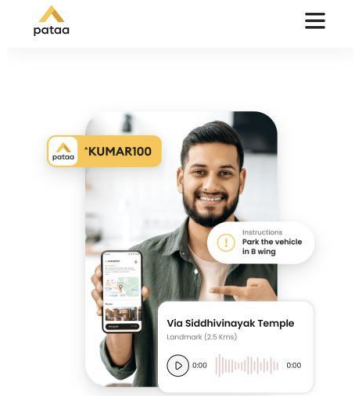
- **Google Maps :** Google Maps is taking advantage of this rising demand, with almost every Indian consumer using the app. However, since India's addressing systems are quite complicated, Google Maps doesn't always deliver, as many of us know.
- **Apple Maps :** In Apple Maps, users can get three-dimensional satellite views of many places all over the world. The view is easier to access than Google's 3D

pendant and simpler to understand and use, with fewer visual distractions. Combined with the detailed city experience, it's hard to get lost even when you're unfamiliar with your surroundings. Everything looks almost as you would expect when walking down the street, without relying on tricks like Google Maps' Live View that overlays your route or landmarks on a camera viewfinder.

	OLA	Google Maps	Apple Maps
Select Favorites (home/work etc.)	<p>Yes</p> 	<p>Yes</p> 	<p>Yes</p> 
Mark my location feature (for problem statement 1 of riders)	<p>No</p>	<p>Yes</p> 	<p>Yes</p> 
Street View (for problem statement 1 of drivers)	<p>No</p>	<p>Yes</p>	<p>No (provides 3D view instead)</p>

			
Recommended Places (like malls/restaurants etc.)	No	Yes 	No
Voice Recorded Navigation (for problem statement 2 of riders)	No	No	No

Miscellaneous Benchmarking :

<p>A new age startup called “Pataa” has voice recorded navigation available.</p>	
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Android OLA app supports google map's link to be opened in OLA. But IOS app doesn't support the same

8:27 PM – 8:40 PM ₹5.00
8:34 PM & 8:37 PM from Marina Hotel

ALSO CONSIDER

 Auto rickshaw 8 min
Meter estimate ₹25.00

 Ola 8 min
2 min away ₹40–46

 Estimate for Auto

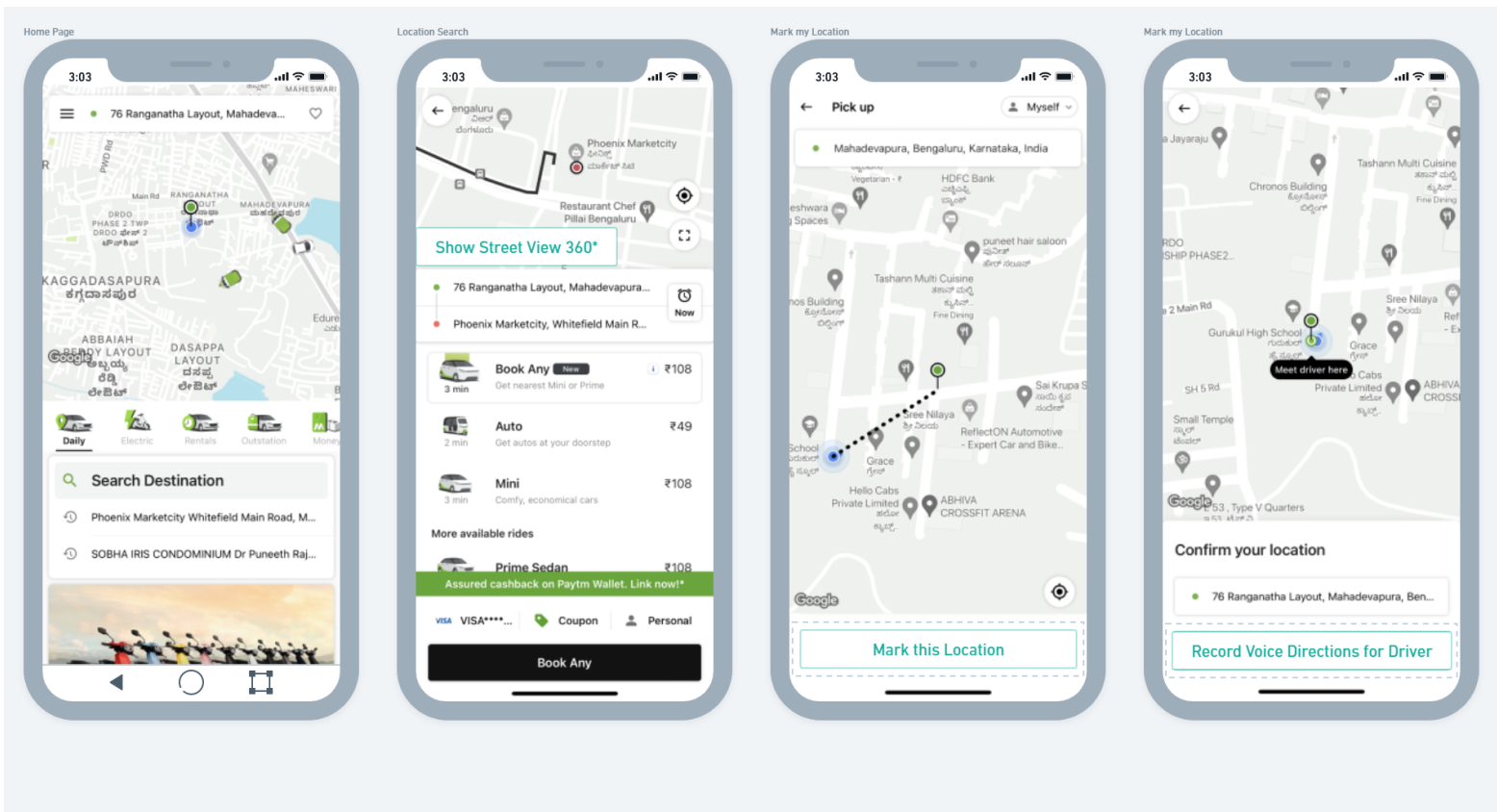
5. Design Solutions :

The market in India is driven by the rising demand for 3D maps. Alternate routes, live HD traffic information, and up-to-date traffic information will contribute to fuel the growth. Moreover, the rising demand for the street view function is anticipated to boost growth.

Following are the 3 features by which we can improve the search experience for map/location search :

- **Voice recorded navigation** : Users can record voice notes about directions such as “how to reach” and “what to consider while reaching”. This will solve the problem of riders and drivers calling on phone for precise locations and directions.
- **Street view** : With the rising demand of 3D maps and potential app usage with VR/AR devices, street view is the perfect solution aligned with it. It would help drivers a lot in identifying the pickup and drop location. Additionally for riders, while searching a drop or pickup location, it is useful
- **Mark my location** : For many places in India, maps do not show that place available. Hence, users can mark a location on the map and save it in the future for using and sharing location

6. Wireframes :



Explanation of Wireframes :

- **Wireframe 2 :** While searching of location, user will be prompted with “Show street view 360*” option so that the user can recognise and mark the accurate location. This could be used for both pickup and drop locations.
- **Wireframe 3 :** While selecting Pickup/Drop, the user will be given an option to “Mark my Location”. This feature will help the user to save time in future. With this feature the user can easily mark locations which are not available on the maps and subsequently create a new location in the directory of the maps. This could be helpful for others users as well who are traveling to or from the same location
- **Wireframe 4 :** While confirming the location, the user will be prompted to “Record Voice Navigation”, so that he/she can accurately instruct the driver of his/her location and requirements. This feature will avoid the confusion of finding the exact location or building

7. Success Metrics

Metric	Formula	Target
% of users using voice directions	$(\text{total customers using voice directions} / \text{total customers}) * 100$	40% in D30 MoM : 15% improvement
% of users using "Mark my Location"	$(\text{total customers using voice "mark my location"} / \text{total customers}) * 100$	10% in D30 MoM : 5% improvement
% of users using "Street View"	$(\text{total customers using "street view"} / \text{total customers}) * 100$	20% in D30 MoM : 10% improvement
Increase in Ratings/Reviews	Customers giving having rating because of map/location search improvement	1k+ positive reviews daily mentioning the improvement in search

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