Experience a better map
TEAM 10

Leon Walker
- EC2 connection
- MapQuest
- Demo 1 presenter
- UI
- Cost Estimates

Prachi Shirke
- API Integration
- UI
- Google Freebase
- Foursquare
- Google Autosearch
- Heat Map

Rhea Pereira
- Yelp
- GasFeed
- Weather
- Traffic
- FB Like/Share
- Powerpoint

Haskel Sabillon
- Google Maps
- Geocode/locate
- OSM
- Facebook login
- Analytics
- Research on 10+ API’s
Target Customers:

1. Working professionals
   a. Spouse updates task list and asks partner to pickup on way home
   b. People with a tight schedules

2. New to area
   a. As a tourist, experience what locals enjoy
   b. Discover areas with maximum activity
Market Competition

[Maps and search results for nearby stores and restaurants]
Novelty

Ability to aggregate multiple functionalities to improve decision making

Dynamic heat map to help visitors find areas of interest
API Functionality

LOGIN

Facebook
Log in with Facebook

SOCIAL

Like
Share

MAPS

Google Maps
MapQuest
PenStreetMap

POINTS OF INTEREST

Yelp
The Weather Channel
Foursquare

ADDITIONAL MAP FUNCTIONS

Directions
Freebase search
Geocode
Geolocation
Autocomplete search
Heat Map
System Design

Web Access

EC2

Web APIs
- mq
- OpenStreetMap
- myGasFeed
- Foursquare
- Yelp
- Freebase

Scraping

Analytics
Business Case/ Revenue

- Affiliate commission for businesses (Promo code)
- User subscription 1\textsuperscript{st} year free $1.00 per month
- No Ads
• Recommendations: Analytics on Facebook Likes & Check-in

  – Populate interests and popular businesses in a local area

  – Visualize places on map based on rank
Future Plan

• Location based notification / reminders
• Business GEO profiles with dashboard
• Indoor Maps, Directories and Paronomicon views
• Additional APIs and functionality: Trip planner, Places explorer, Tagging, Events