MakeYourMaps

Your Personal Guide

Business Case Study

Created by: Eva Kubendran Amos

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MakeYourMaps

Your Personal Guide

Company Overview

MakeYourMaps is a local discovery app that provides real-time, people-powered insights about places by combining live inputs from locals and visitors. It helps users not only see what's happening around them but also understand what to do there—bridging the gap between location and experience. The platform enables users to discover places with real-time context and book tickets or activities directly within the app, while offering business owners a dedicated interface to manage bookings and payments. By connecting people and local businesses through collective, real-time information, MakeYourMaps turns local exploration into an actionable, up-to-date experience.

BACK TO AGENDA

Purpose and Context

Purpose

- Outline updates and new feature additions to the local guide app, informed by user feedback from the previous launch. These enhancements aim to improve user experience, address identified gaps, and increase overall engagement.

Context

User feedback from the previous launch highlighted several areas for improvement:

- 1. Missing Key Features: Users reported the absence of essential functionalities, including live commenting, real-time updates, offline access, and the ability to categorize saved locations.
- 2. Lack of Contributor Recognition: The current system does not adequately highlight or acknowledge user contributions.
- 3. Limited Business Owner Control: Business owners are unable to update details regarding their products and amenities.

BACK TO AGENDA

Product Objective

Objective 1: Encourage users to actively update others about places they visit by sharing real-time, contextual information, including temporary local events that occur for limited periods (e.g., weekend markets, pop-ups, seasonal festivals).

Scope of Contributions

- Crowd levels
- Temporary closures or access changes
- Weather-related impacts
- One-time or short-term local events (e.g., Christmas markets, street fairs)
- Event opening and closing times

Key Results

- Increase weekly contributor participation by 10%
- Achieve 70% coverage of featured local events in active areas
- Improve Day-30 user retention from ~4% to 10–12%

KPIs

- Contributor Participation Rate
- Real-Time Update Frequency
- Event Discovery Engagement (views, saves)
- User Retention (Day 7 / Day 30)

BACK TO AGENDA

Product Objective

Objective 2: Provide dependable navigation and situational awareness for users exploring scenic or low-connectivity areas by supporting offline access, hazard reporting, and live location sharing.

Key Capabilities

- Offline map access with low battery consumption
- One-tap hazard reporting (road blocks, unsafe paths, construction)
- Live location sharing for group activities
- Community validation of route updates

Key Results

- Increase offline feature usage by 30% among active users
- Reduce navigation-related user complaints by 20%
- Improve repeat weekly usage among local explorers

KPIs

- Offline Usage Rate
- Hazard Update Frequency
- Session Duration (Outdoor Routes)
- Weekly Active Users (WAU)

BACK TO AGENDA

Product Objective

Objective 3: Empower local businesses with tools to manage visibility, availability, and bookings, allowing them to benefit directly from user discovery and intent.

Key Capabilities

- Dedicated business profiles
- Amenity listings and verified details
- In-app booking approval and availability management
- Secure payment handling

Key Results

- Onboard 50–100 verified businesses by Q2 2026
- Achieve 15% MoM growth in business sign-ups
- Drive ~10% quarter-over-quarter revenue growth

KPIs

- Active Business Accounts
- Booking Conversion Rate
- Revenue per Business
- Paid Feature Adoption Rate

BACK TO AGENDA

Project Duration & Delivery Plan

Sprint	Focus Area	Primary output
Sprint 1	Discovery & Research	Validated personas, problems, KPIs
Sprint 2	Design & Validation	Tested user flows & wireframes
Sprint 3	Core MVP	Discovery, updates, local events
Sprint 4	Business & Booking	Booking + monetization flows
Sprint 5	Beta & Iteration	Stability, feedback, metrics
Sprint 6	Launch Readiness	Production-ready release

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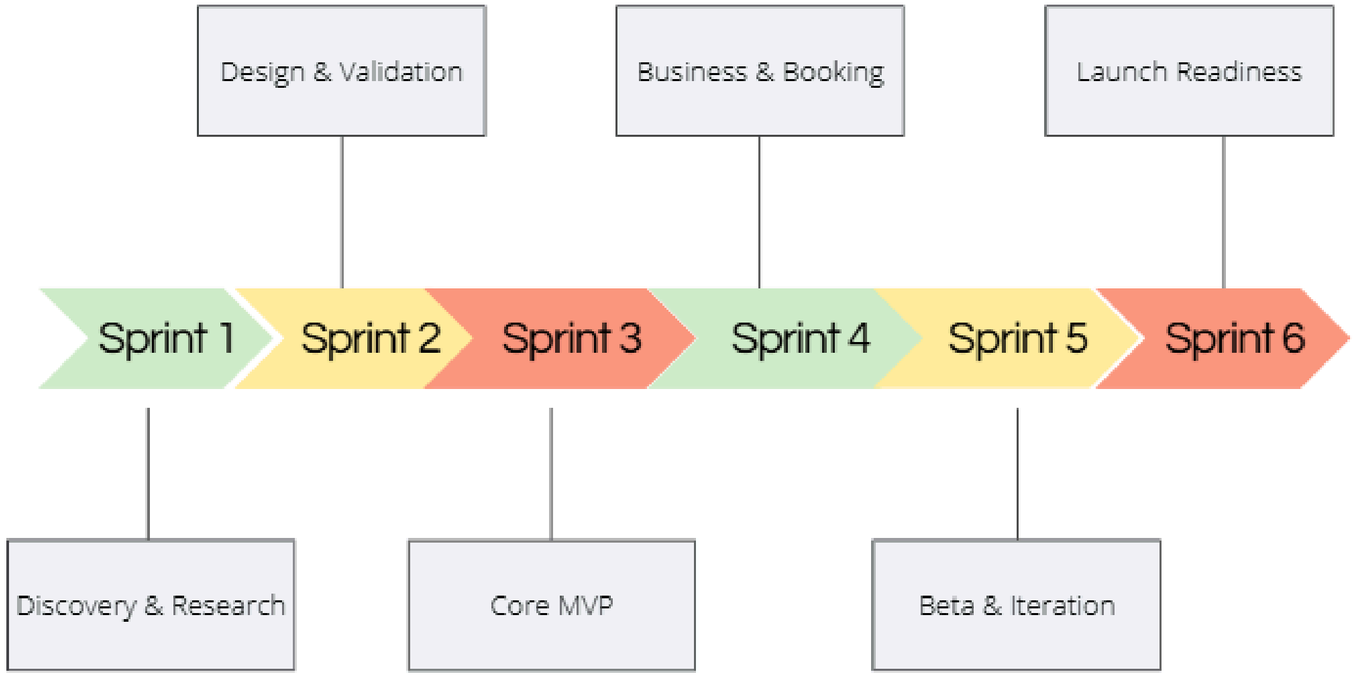
TIMELINE

Total Duration: 8–10 weeks (including buffer)



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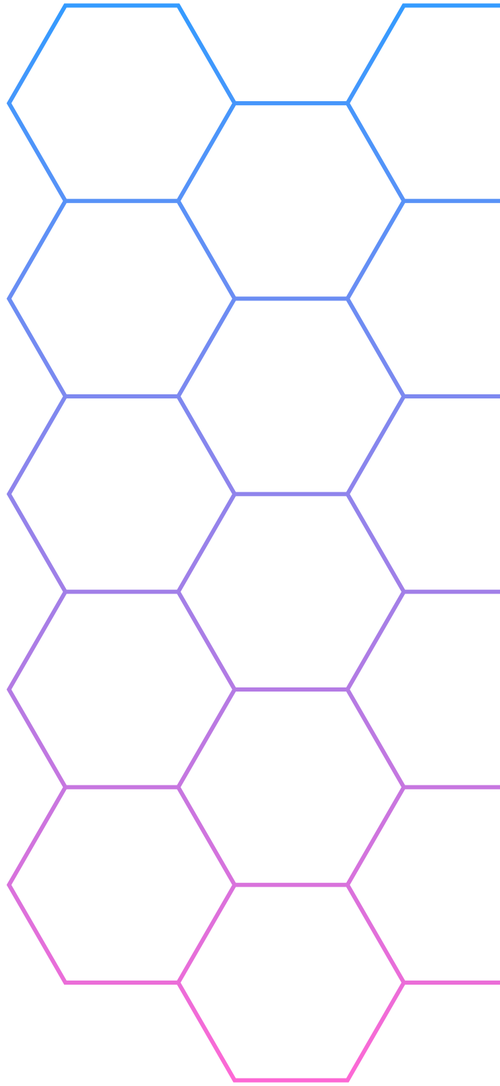
Credits & Collaboration Model

- Product Manager: Eva Kubendran Amos
- Software Engineers: Backend & frontend development
- UI/UX Designer: Interaction design, usability, visual consistency
- Research Analyst: User research, testing, insights synthesis
- Marketing Team: Go-to-market strategy, acquisition, positioning
- Customer Support: Feedback loops, issue resolution
- Legal & Compliance: Payments, data privacy, regulations



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Tools, Skills and Methodologies

Product Management & Documentation

- Google Docs – PRDs, requirements, stakeholder alignment
- Confluence – Centralized product documentation and knowledge sharing
- Notion – Personal planning, research synthesis, and roadmap drafts
- Airtable – Feature tracking, research repositories, and structured data management

User Research & Insights

- Google Forms – Quantitative surveys
- SurveyMonkey – Structured feedback collection
- Typeform – Conversational surveys for higher response rates
- NVivo – Qualitative research analysis and theme extraction
- Google Meet / Zoom – User interviews and stakeholder discussions

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Tools, Skills and Methodologies

Design & Ideation

- Miro – Brainstorming, user flows, journey mapping, and collaboration
- Wireframing tools – Low- to mid-fidelity prototypes for feature validation

Collaboration & Execution

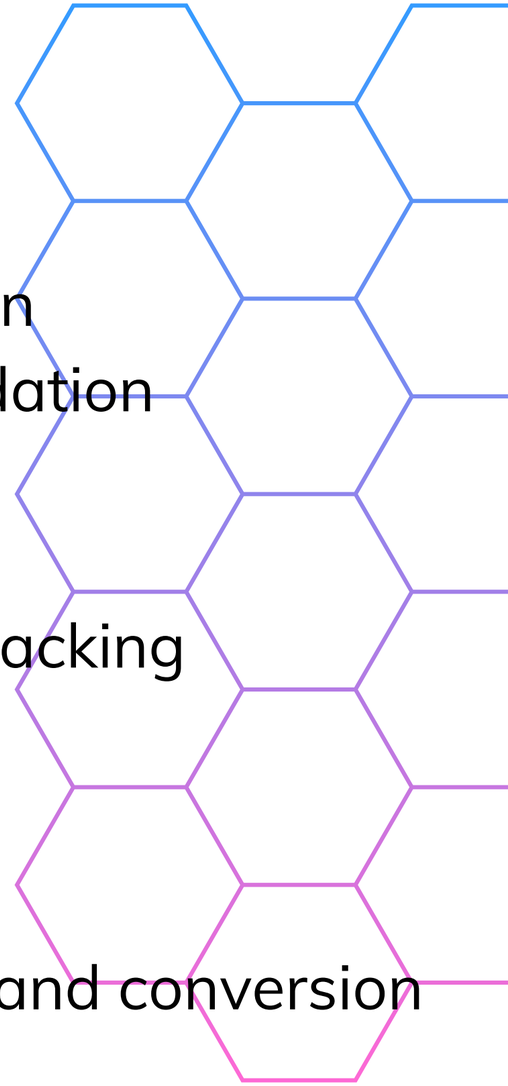
- Slack – Cross-functional communication and coordination
- Sprint boards / task tracking tools – Feature delivery and iteration tracking

Presentation & Storytelling

- Canva – Case study presentation and visual storytelling

Measurement & Feedback

- KPI dashboards / analytics tools – Tracking engagement, retention, and conversion metrics
- Customer support workflows – Feedback loops and issue resolution



BACK TO AGENDA

Approach

User Persona 1

BACK TO AGENDA

KATIE WILSON

PROFILE

Gender	:	Female
Age	:	24
Education	:	Bachelor's degree
Occupation	:	Teacher
Address	:	123 Landsallee, 11324, Berlin

I am sure I have visited the place you're planning to see. Check my profile! I can totally help you. Happy exploring!

BIOGRAPHY

Katie is a dedicated teacher during the week and a passionate explorer on weekends. She enjoys discovering popular destinations, sampling trendy foods, and documenting her experiences on social media. Her goal is to share real-time updates (e.g., traffic, hazard, one way street, weather conditions) to assist other travelers.

MOTIVATIONS

1. Label under her name
2. Recongnition under her name
3. Points based on contribution

GOALS

1. Gain followers on social media
2. Collaboration with brands
3. Brand promotions

FRUSTRATIONS

1. Lack of options to add features
2. No personal profile
3. No perks as contributor

PERSONALITY

Introvert — Extrovert

Thinking — Feeling

Judging — Perceiving

Sensing — Intuition

TECHNOLOGY

Software

Social Media

Mobile App

BRANDS

Approach

User Persona 2

BACK TO AGENDA

LOUIS JOSHUA

PROFILE

Gender	:	Male
Age	:	32
Education	:	Bachelor's degree
Occupation	:	Fitness Trainer
Address	:	108 Mitte, 10324, Berlin

Cycling is also a kind of therapy! Doing it with us is fun

BIOGRAPHY

Louis is a fitness trainer and owner of a cycling club that organizes rides on weekends and holidays. He enjoys leading group rides, often sharing scenic routes through forests and natural landscapes, away from the city. His primary goal is to have offline access to maps, ensuring he can navigate even when lost in the woods with his group and sharing live location. He would also appreciate features that allow him to update or be alerted to potential hazards along the route.

MOTIVATIONS

1. Explore nature with like-minded people
2. Cycle off-road in groups
3. Stay connected through live location.

GOALS

1. Explore hidden gems
2. Stay fit
3. Take more scenic routes without the risk of getting lost.

FRUSTRATIONS

1. Offline data not available
2. No hazard update feature
3. Cannot share live location.

PERSONALITY

Introvert — Extrovert

Thinking — Feeling

Judging — Perceiving

Sensing — Intuition

TECHNOLOGY

Software

Social Media

Mobile App

BRANDS

Approach

User Persona 3

BACK TO AGENDA

KEISHA KRITIKOS

PROFILE

Gender	:	Female
Age	:	45
Education	:	Bachelor's degree
Occupation	:	Teacher
Address	:	123 Mitte, 10324, Berlin

Hi! I make delicious authentic Greek Food. Check us out!

BIOGRAPHY

Kesha owns a quaint Greek restaurant nestled in the city, just three streets away from a renowned landmark that often goes unnoticed by visitors. She prefers to update opening and closing times, peak hours, and available facilities such as wheelchair access, a children's play area, and kid-friendly and vegan options. She also desires an online reservation system for table bookings.

MOTIVATIONS

1. Authentic Greek food
2. Women Entrepreneur
3. Small business venture

GOALS

1. Attract more customers
2. Showcase available amenities
3. Expand reach through app.
4. Separate profile for business owners

FRUSTRATIONS

1. Cannot add amenities in the app
2. Online booking not available
3. Limited outreach and visibility

PERSONALITY

Introvert — Extrovert

Thinking — Feeling

Judging — Perceiving

Sensing — Intuition

TECHNOLOGY

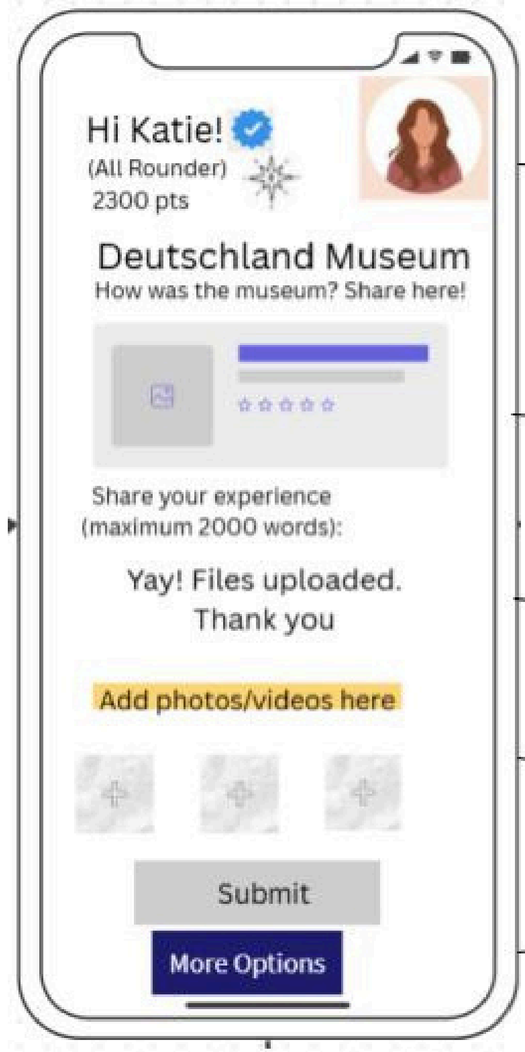
Software

Social Media

Mobile App

BRANDS

Wireframes



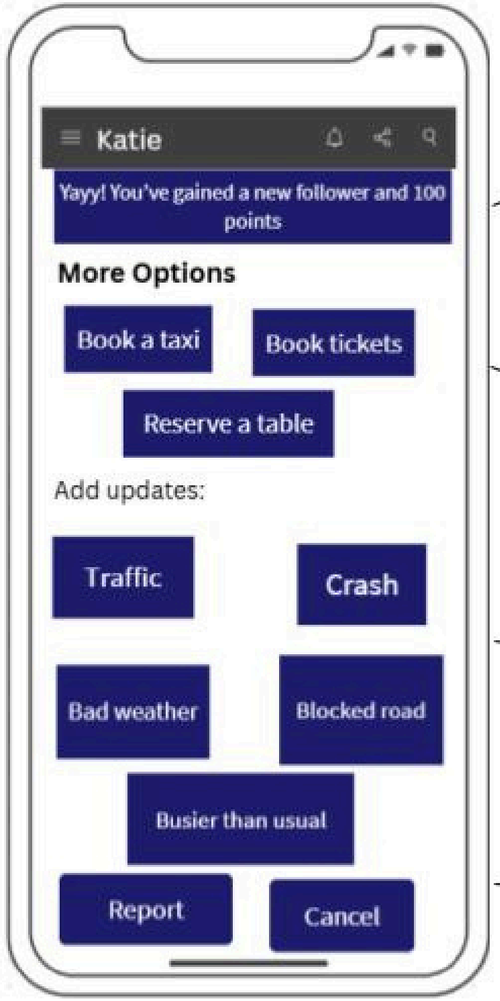
Katie Prefers to see her verified badge, her nickname and points made from her contributions so far. Star denotes she is a star contributor.

Easy to rate the place she visited and share her experience in brief.

Notification once her files are uploaded.

Share photos and videos seamlessly.

More options to contribute found on next page



Katie wants to be notified immediately once she gains a new follower or when she collects points.

Options for in-app booking available in the app.

Real time updates option on the same page for quick contribution.

Easy to save and finish.

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Wireframes

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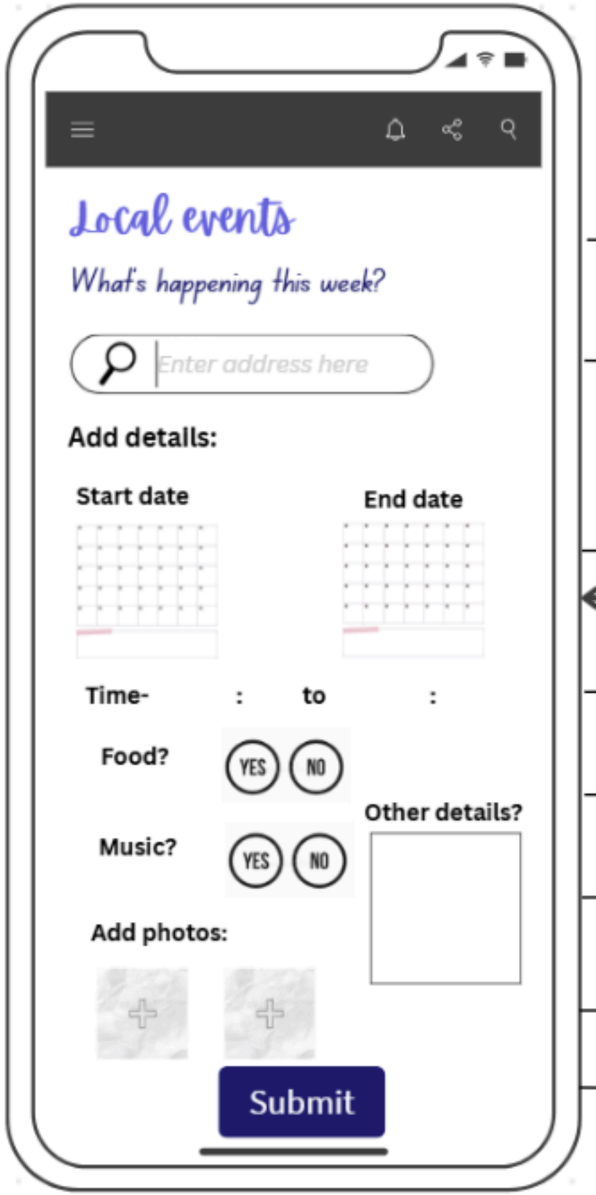


Separate tab to add local events

Add address here

Enter start date, end date details

Enter time details

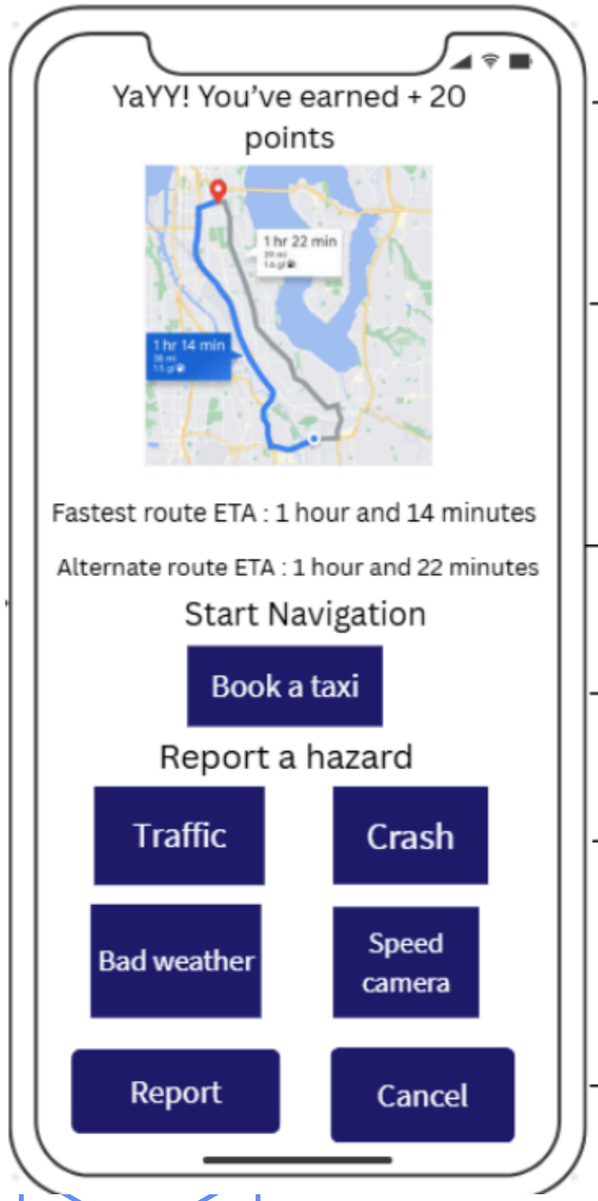
Easy to answer questions

Other specific details like weather, hazard, one way, WC, can be mentioned here

Add photos here

Easy to spot submit option

Wireframes



Notification of earned points right away.

View the map and alternate routes available.

Show time difference between routes.

Provision to book taxi.

Option to report hazard by choosing instead of typing

Easy to find report button.

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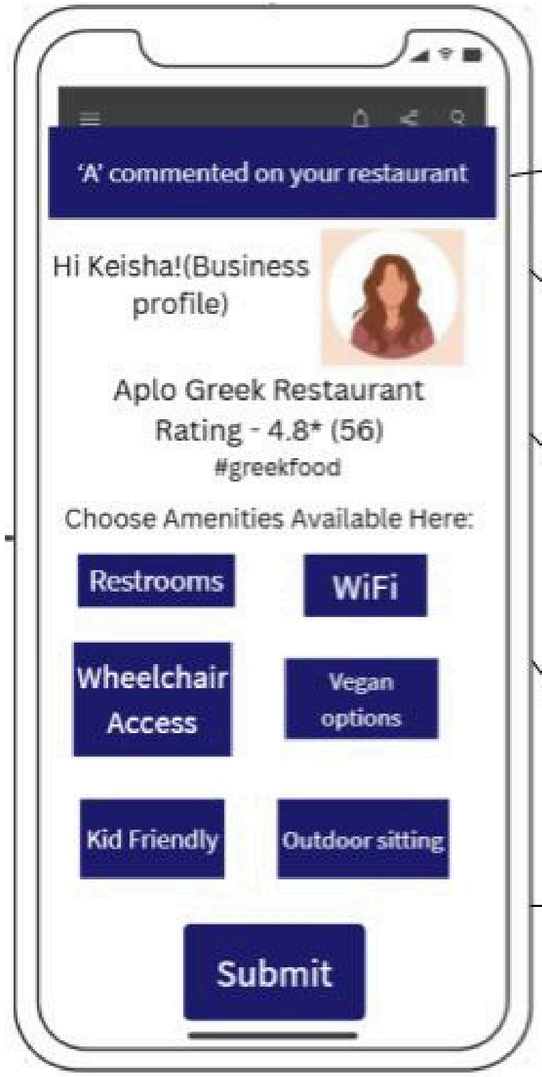
Wireframes



Keisha wishes to be immediately notified when someone comments about her restaurant.

She prefers a separate profile for business.

She prefers to see her restaurant, ratings, total number of reviews all at the same place. #greekfood should help land on her dishes.

She prefers to highlight the amenities available in her restaurant with just options to choose from.

Easy to submit her inputs will make the entire process seamless.

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Wireframes

Keisha would like to have a feature where customers can book tickets online.

She would like to be notified when booking is confirmed.

She would like to see details as under whose name, date, time and for number of pax

She should be able to confirm or reject based on availability.

She would like to see how many tables are available frequently based on online booking.

She should be able to call customer in case of any concerns or for lack of information if the customer leaves a mobile number while booking.

She should be able to show customers how payment is accepted.

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Conflicts and Resolution

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Challenge: Feature Prioritization Under Limited Team Capacity

During the planning phase for the first release, the team faced an internal challenge around feature prioritization and delivery capacity.
Several high-impact features were competing for inclusion in the initial launch, including:

- Real-time local event creation
- Offline navigation support
- Live location sharing for group activities

However, the engineering team highlighted capacity constraints due to limited staffing and parallel commitments. Using T-shirt size estimation, it became clear that delivering all features within the planned timeline would introduce significant risk to quality and stability.
This created internal tension:

- Design advocated for a richer end-to-end user experience
- Engineering emphasized delivery risk and technical debt
- Product needed to balance user value, feasibility, and timeline

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Conflicts and Resolution

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Resolution: Collaborative Prioritization Using Impact vs Effort

To resolve this, I facilitated a prioritization discussion grounded in empathy, transparency, and shared goals.
Steps taken:

1. Acknowledged all perspectives
2. Each team's concerns were openly discussed to ensure everyone felt heard and respected.
3. Introduced a prioritization framework
4. Features were evaluated using an Impact vs Effort matrix, informed by:
    - Persona needs (Katie, Louis, Kesha)
    - Contribution to core objectives
    - T-shirt size estimates (S / M / L)
5. Sought compromise, not elimination
6. Instead of discarding features, we:
    - Prioritized real-time local events and core discovery flows for the first release
    - Moved live location sharing to the next iteration, with clear documentation and rationale
7. Communicated decisions compassionately
8. The roadmap was updated transparently, and deferred features were positioned as planned improvements, not deprioritized ideas.

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Conflicts and Resolution

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Outcome

- The team aligned on a focused, achievable MVP
- Delivery risk was reduced without undermining long-term vision
- Team morale remained strong due to inclusive decision-making
- Deferred features were clearly scoped for future releases

Final Result

The final release delivered a stable, high-impact product that prioritized:

- Real-time place and event updates
- Contributor engagement and recognition
- Core navigation and discovery flows

By intentionally limiting scope, the team ensured quality, performance, and clarity of experience—laying a strong foundation for future enhancements.

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Conclusion

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This project reinforced the importance of prioritization as a leadership skill, especially under real-world constraints.

By approaching internal conflict with empathy, structure, and transparency, the team was able to make informed trade-offs without compromising trust or collaboration.

Key learnings included:

- Constraints clarify priorities
- Structured frameworks reduce emotional bias
- Compassionate communication strengthens team alignment

MakeYourMaps

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Summary

MakeYourMaps is a people-powered local discovery platform designed to help users understand not only where places are, but what is happening there in real time and how best to experience them. This case study outlines the end-to-end product journey—from identifying gaps in real-time information and contributor engagement to defining persona-driven objectives, measurable success metrics, and a structured delivery plan.

Through user research, prioritization under real-world constraints, and cross-functional collaboration, the product was shaped into a focused MVP that balanced user value, technical feasibility, and long-term scalability. The case study demonstrates a thoughtful approach to discovery, decision-making, and delivery, grounded in empathy, data, and practical trade-offs.

Overall, this work highlights my ability to translate user needs into product strategy, navigate complexity with compassion, and deliver a realistic, outcome-oriented product plan.

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