

One Map to Rule Them All

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follow your
PASSION
find your
PLACE

When Maps go Bad



- Out-of-date
- PDFs or Images
- Not enough/too much information
- Unfamiliar interface

Don't Reinvent the Wheel



- Use familiar interfaces
- Remember – maps aren't fun if they require a manual

Print Meets Web



Customize with Markers

- Buildings
- Bus stops
- Bike racks
- Artwork



Google Maps API Versions

- Version 2: Everything but the kitchen sink
 - Synchronous API – tiles can't be downloaded until the very end of the loading process
 - Not designed for mobile devices
 - 17-19 seconds for tiles to load on an iPhone 3G
- Version 3: Specifically designed for Android and the iPhone
 - Released as the official API at Google I/O 2010.

<CountryName>United States of America</CountryName>

The Basics

- KML Layers

<LocalityName>Springfield</LocalityName>

- <Thoroughfare Type="Avenue">

<ThoroughfareNumber>300</ThoroughfareNumber>

<ThoroughfarePreDirection>S</ThoroughfarePreDirection>

<ThoroughfareName>Jefferson</ThoroughfareName>

</Thoroughfare>

</Locality>

</AdministrativeArea>

</Country>

</AddressDetails>

<styleUrl>#msu_buildings</styleUrl>

- <description>

<div><p>Directions

</description>

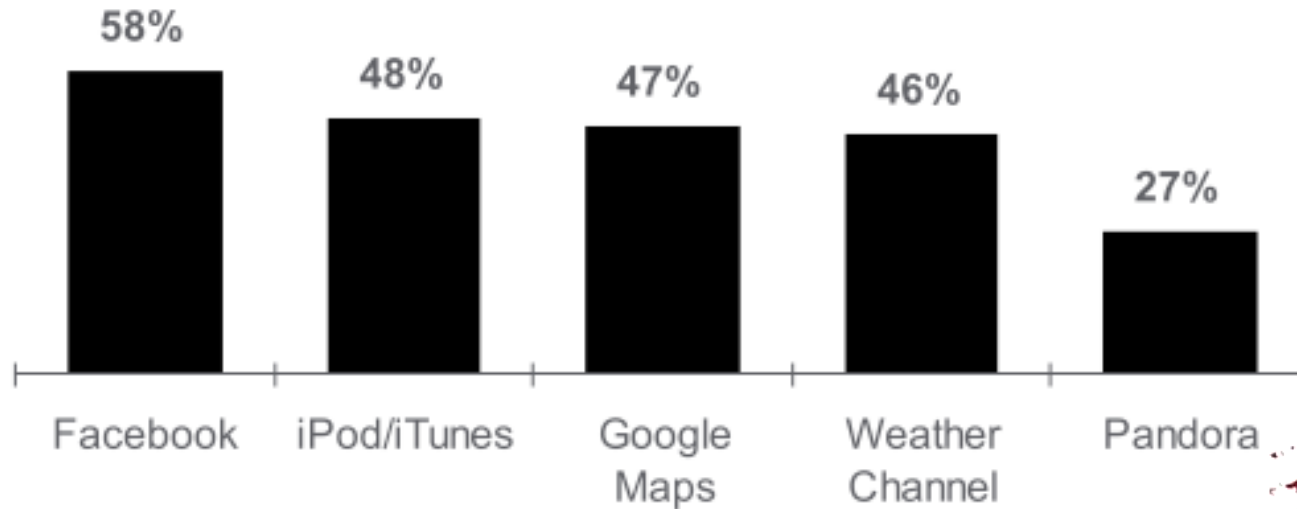
- <MultiGeometry>

Maps on the Go

Facebook, Google Maps, Weather Channel most popular apps across smartphones

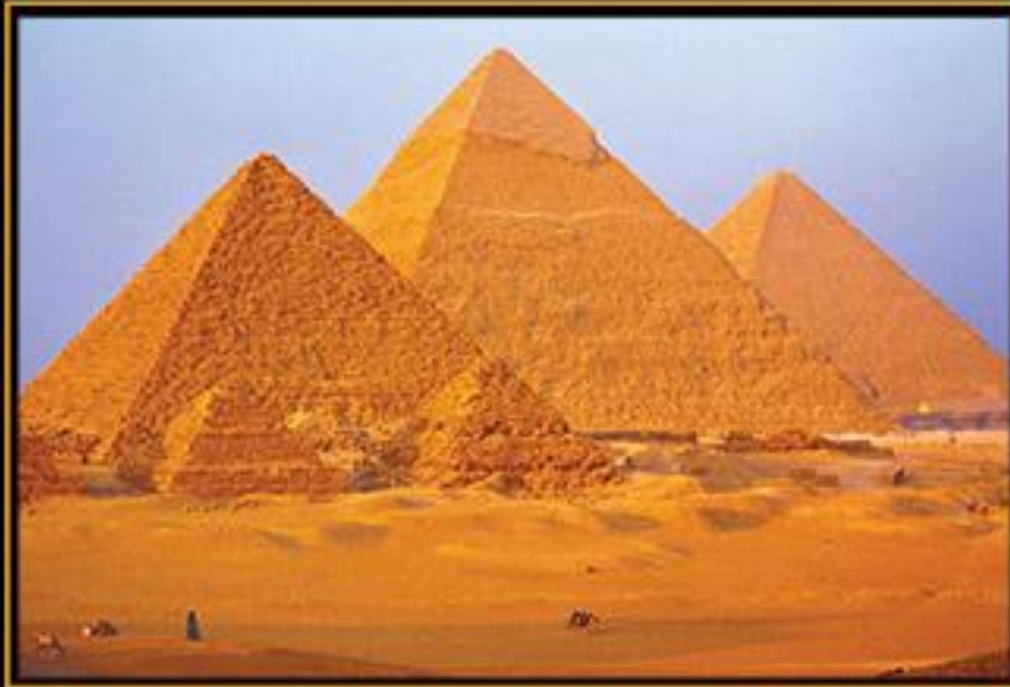
Most Popular Used Apps on the iPhone OS

Past 30 Day App Downloaders (n=1,121)



Can't we all just get along?

- Each platform/device has their own SDK for maps.
- Maps API v3 can now run the **same code** on all of them. Don't use the native SDKs.
- Should truly be thought of as an Application. It just happens to be one that you use web technologies to build.



ACHIEVEMENT

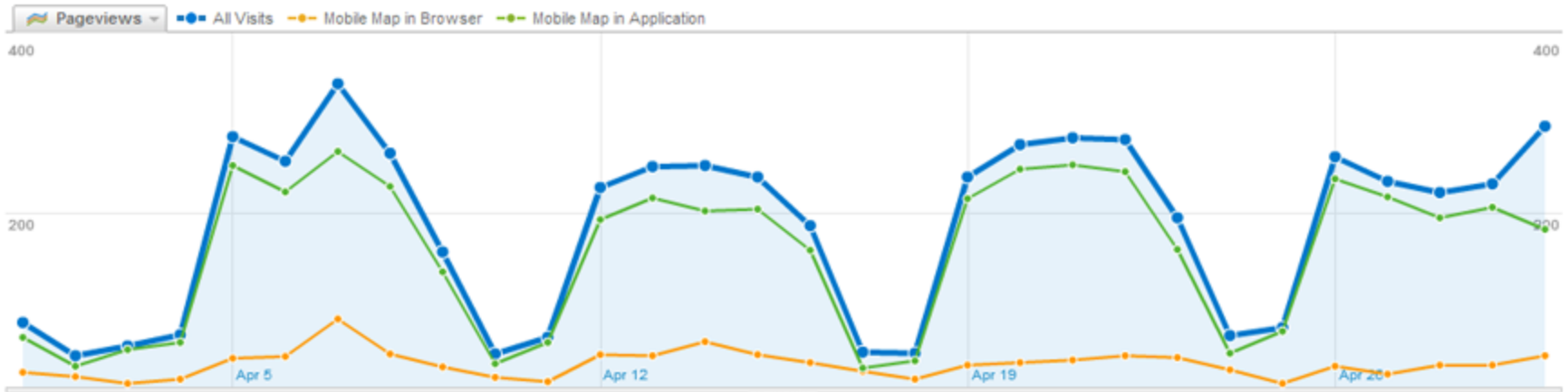
YOU CAN DO ANYTHING YOU SET YOUR MIND TO WHEN YOU HAVE VISION,
DETERMINATION, AND AN ENDLESS SUPPLY OF EXPENDABLE LABOR.

www.despair.com

Is There an App for That?



Mobile Map Usage



Hybrid Application

- Write a very basic wrapper application
- Embed a web view
- Point the web view at your map

Recommended Optimizations

- Avoid extra JavaScript libraries
- Compress your JavaScript
- Use HTML5 Local Storage (Cache-manifest)
- Use Google Page Speed (Firefox Add-on)

Questions – APS9

Presentation URL: <http://goo.gl/Gxn4>

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