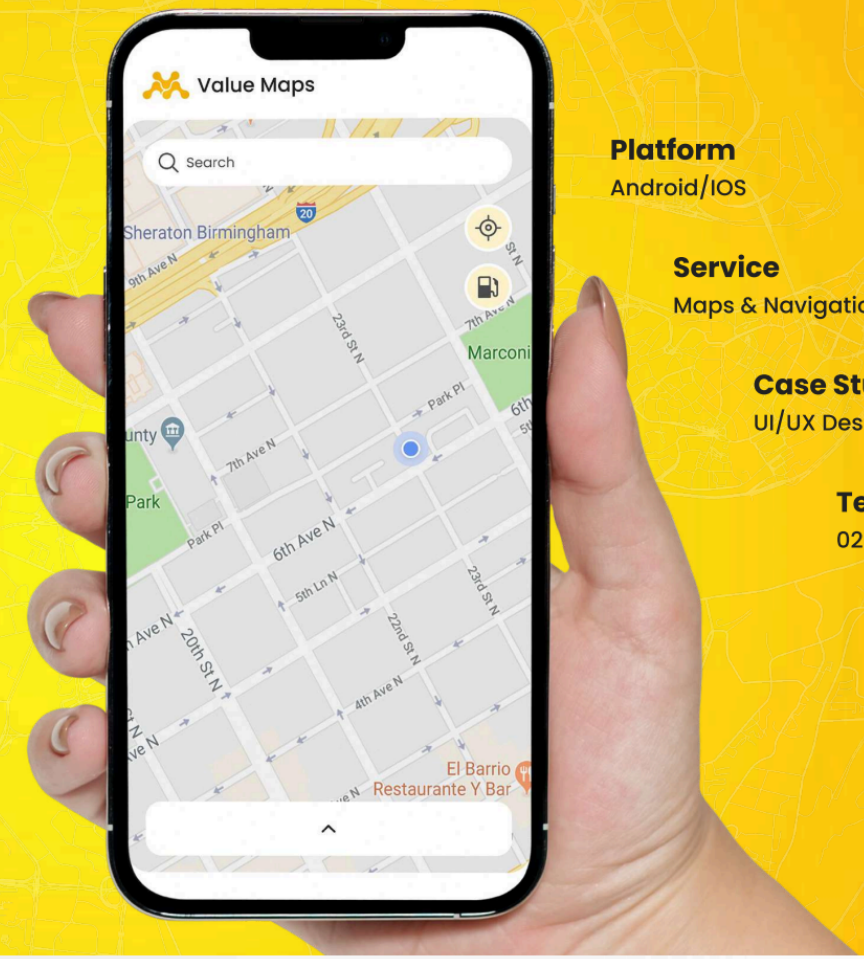
Value Maps Case Study

Value Map is a cross-platform mobile application designed to simplify location discovery and navigation. Built with Google Maps integration, the app offers real-time tracking, smart place search, and turn-by-turn guidance — all in a clean, modern interface.

Tools Used:



Platform
Android/IOS

Service
Maps & Navigation

Case Study
UI/UX Design

Team
02 Designers

Navigate Smarter, *Explore* Faster

Project Overview

A Mobile Application Designed To Offer Seamless Navigation, Real-Time Location Tracking, And Intelligent Place Discovery Using Google Maps APIs. The Goal Was To Provide Users With A Reliable, Intuitive, And Modern Navigation Experience.

PROBLEM

Navigating Unfamiliar Locations Can Be Frustrating And Time-Consuming. Users Often Struggle With:

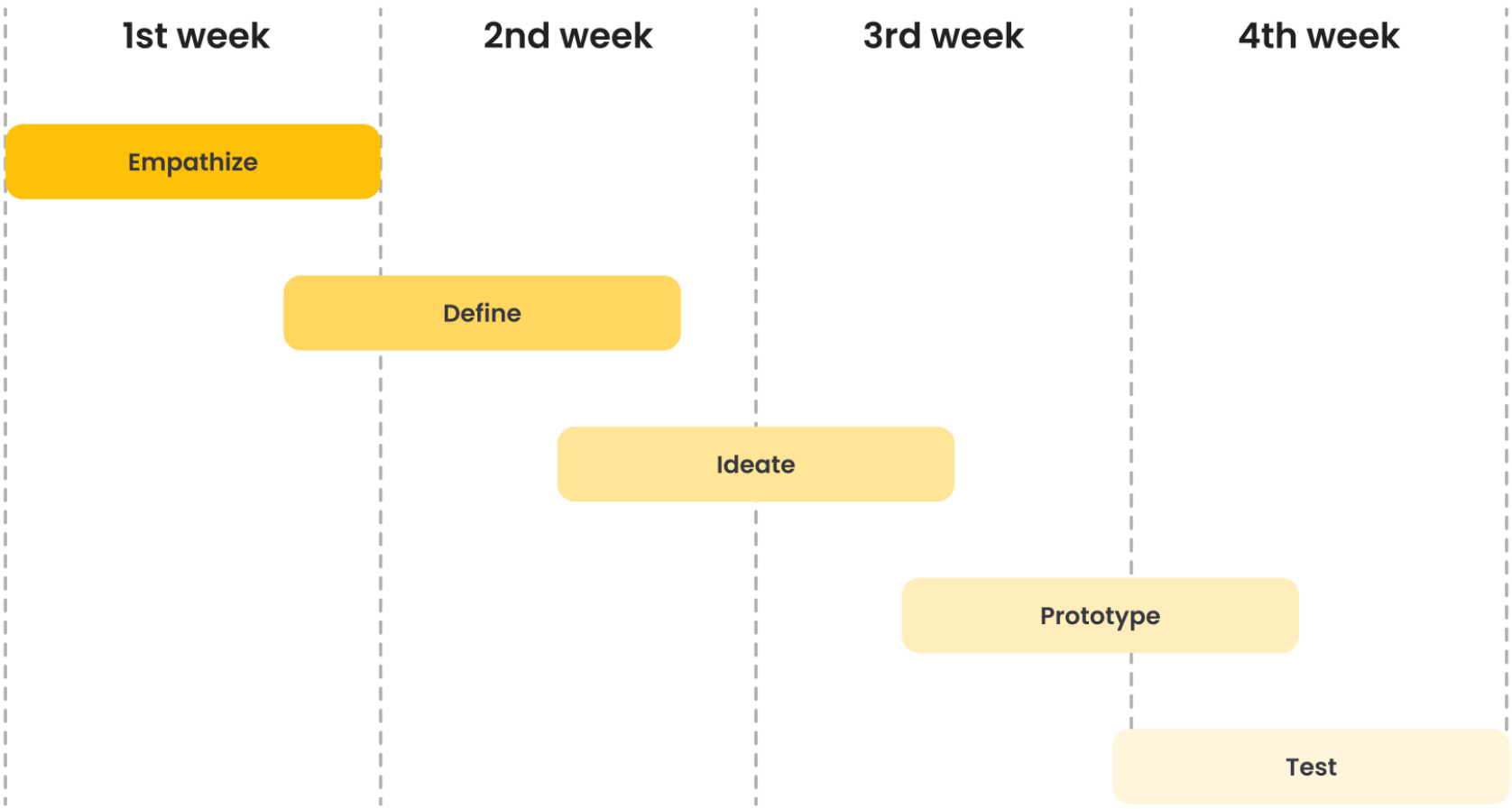
- Switching between multiple apps to search places, plan routes, and start navigation.
- Inaccurate directions or delays due to poor real-time tracking.
- Lack of intuitive search tools that recognize partial queries or suggest relevant places.

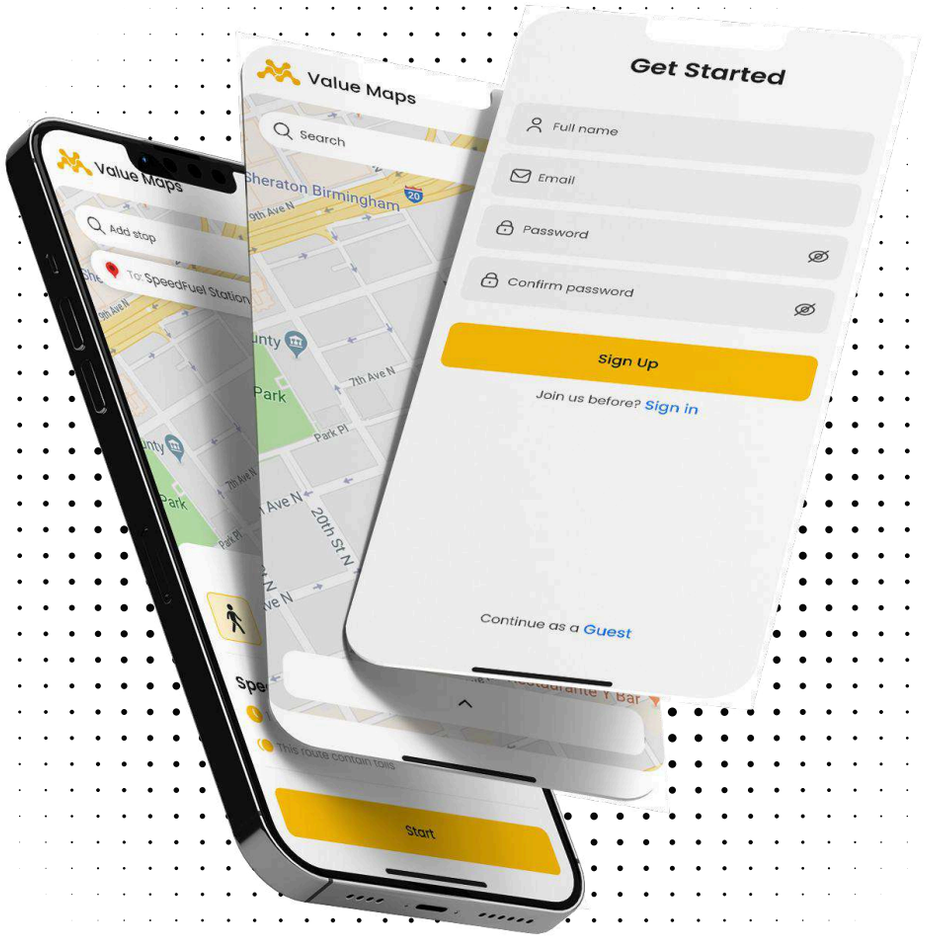
SOLUTION

We Designed A Single Mobile Application That Combines Google Maps, Places API, Routes, And Navigation SDK To Deliver:

- All-in-one experience: Search, plan, and navigate in one app.
- Smart search suggestions using Google Places API.
- Real-time location tracking and optimized route planning.
- A secure, scalable, and cross-platform solution for a wide range of users.

Design Process & Timeline





Typography & Colors

I chose Poppins for its clean, modern, and geometric style, which aligns perfectly with the app's goal of offering a smooth and professional user experience. Its readability across different screen sizes makes it ideal for both navigation and content-heavy sections.

Poppins

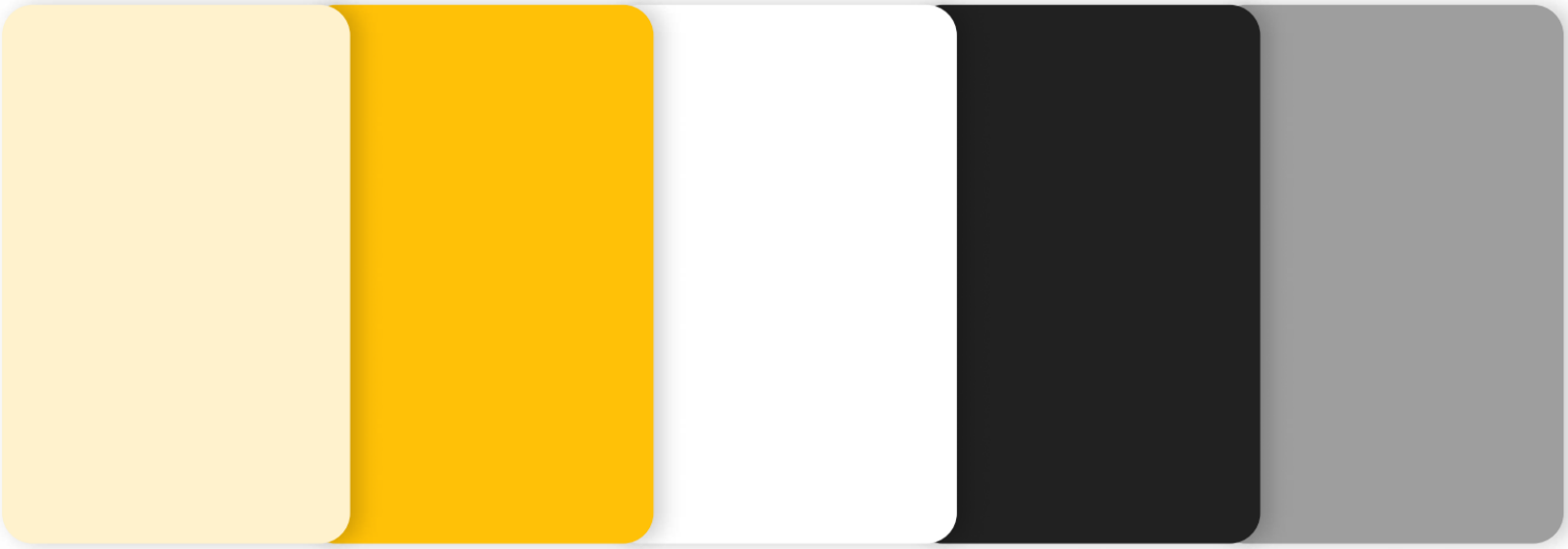
Aa Thin	Aa Extra Light	Aa Light	Aa Regular
Aa Medium	Aa Semi-Bold	Aa Bold	Aa Extra Bold
Aa Black			

The quick brown fox jumps over the lazy dog

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0



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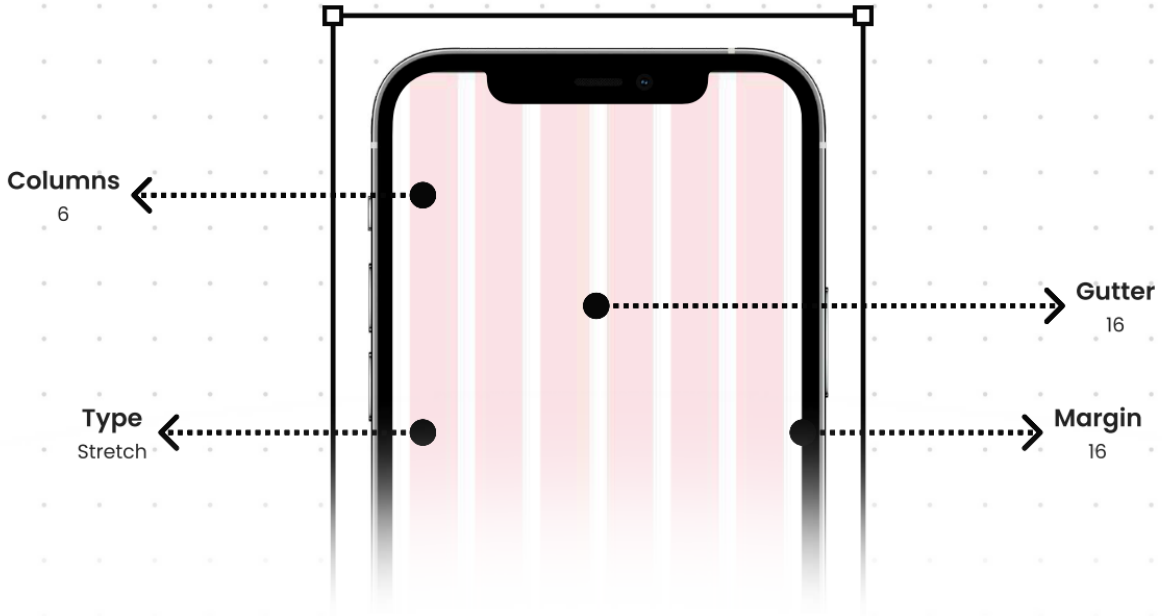
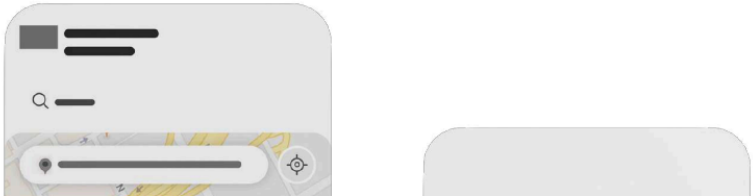
212121

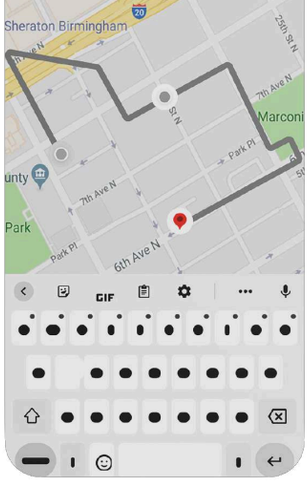
9E9E9E

Layout Grids

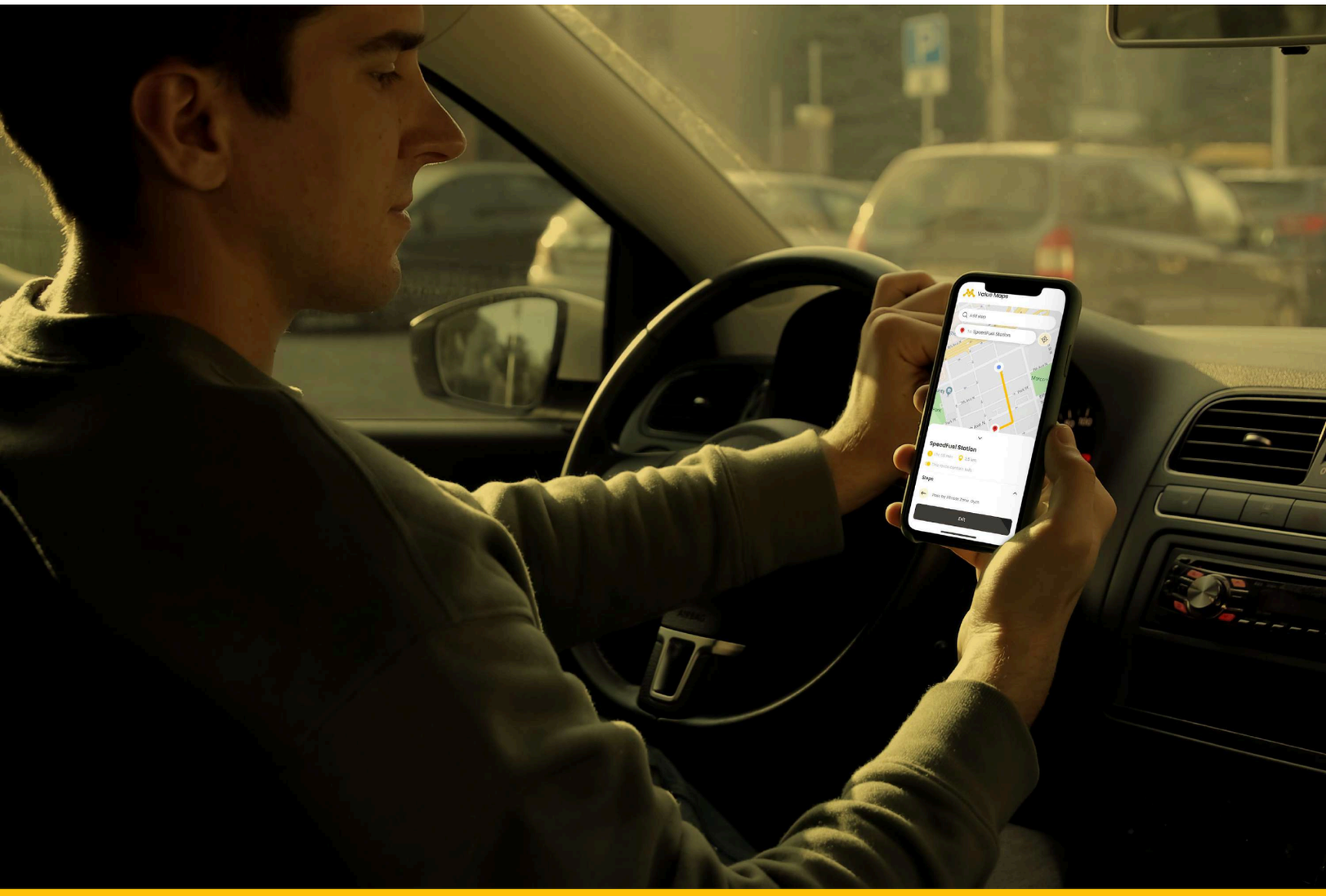


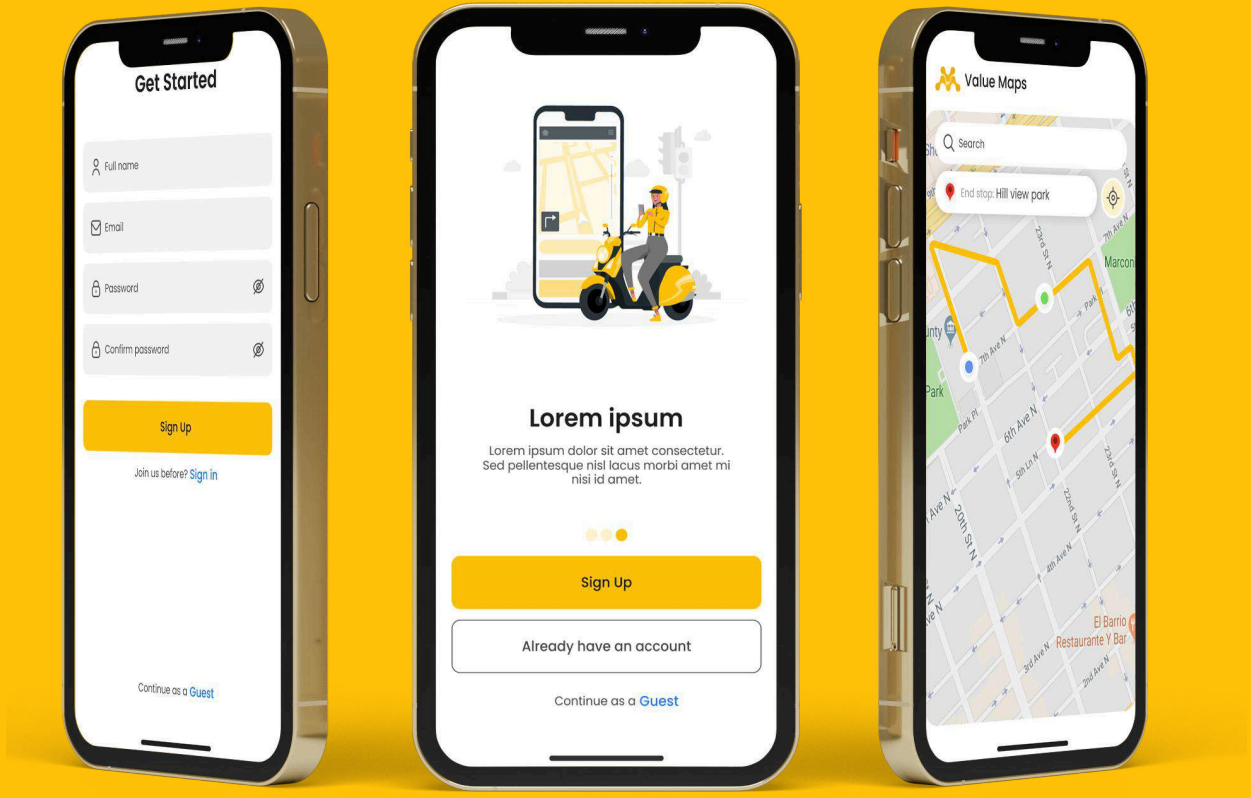
Low-Fi Wireframes



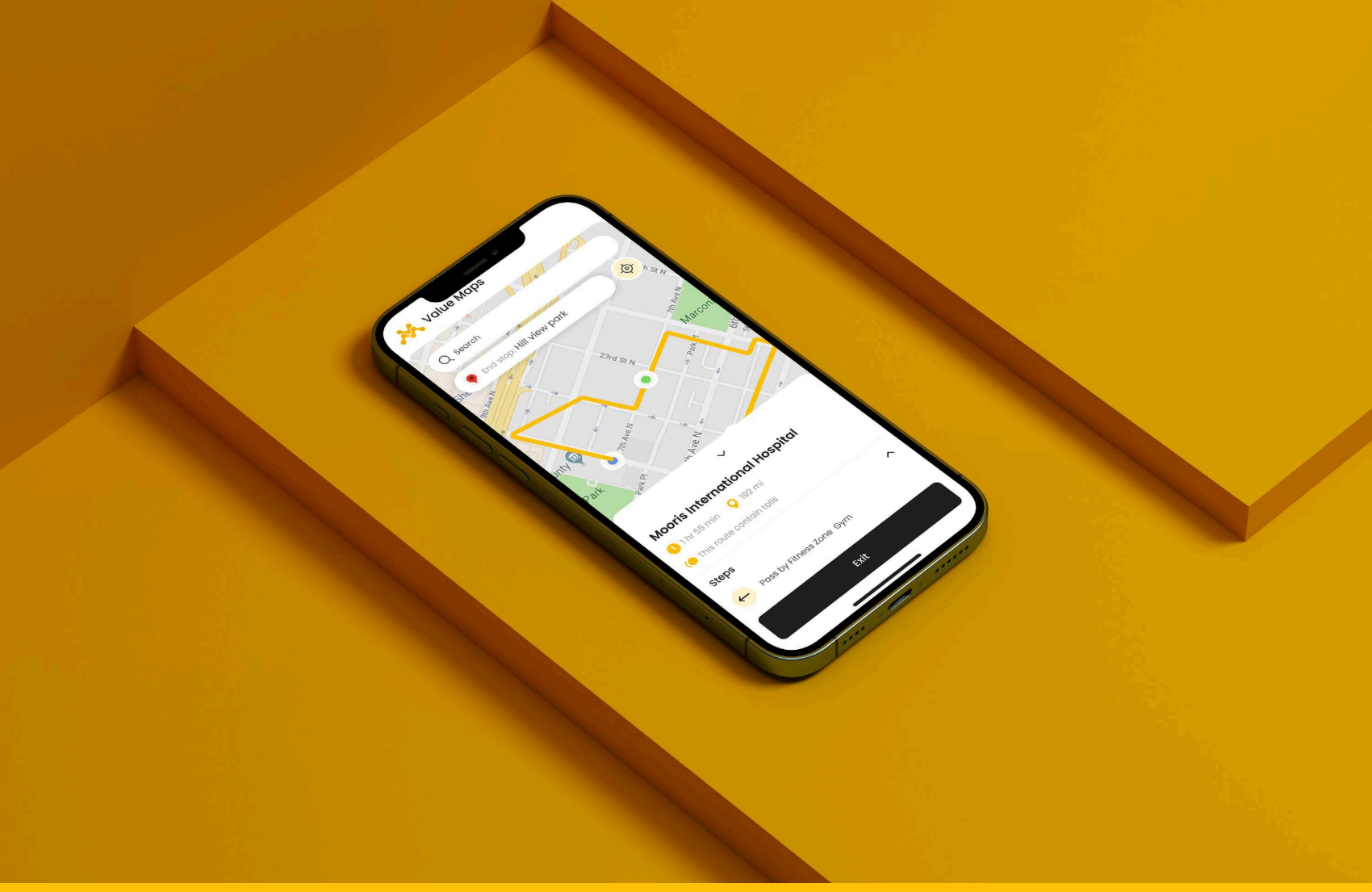


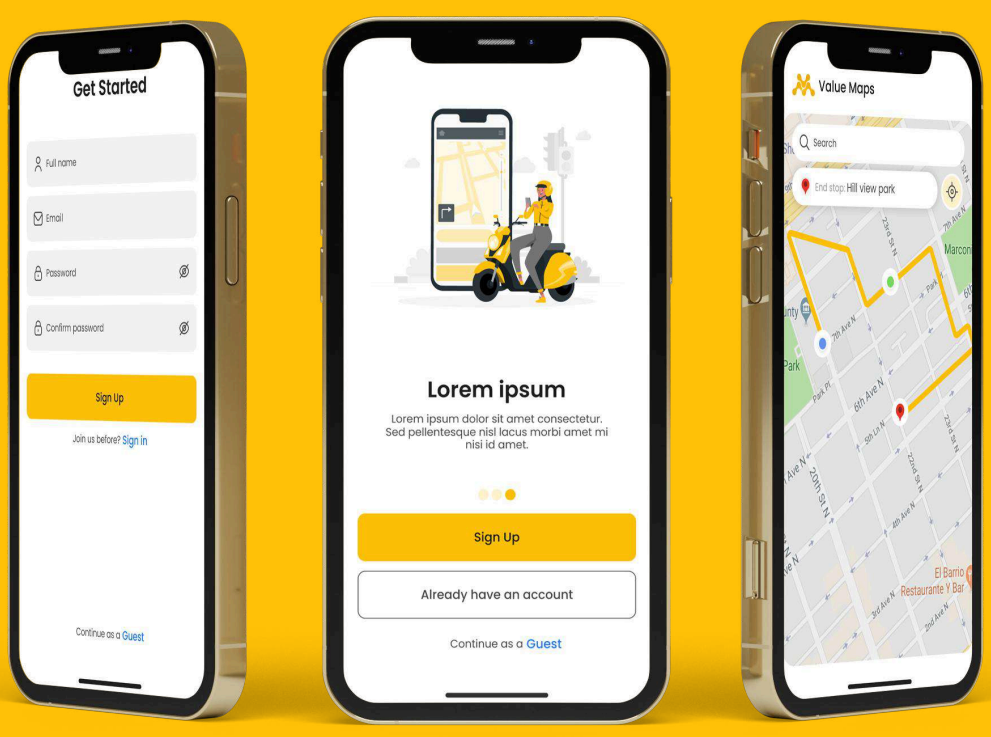
High-Fi UI Mockups




Get Started
Full name
Email
Password
Confirm password
Sign Up
Join us before? Sign in
Continue as a Guest
Lorem ipsum
Lorem ipsum dolor sit amet consectetur.
Sed pellentesque nisl lacus morbi amet mi
nisi id amet.
Sign Up
Already have an account
Continue as a Guest
Value Maps
Search
End stop: Hill view park
El Barrio
Restaurante Y Bar

Value Maps
Add stop
To: SpeedFuel Station
SpeedFuel Station
1 hr 55 min
2.5 km
This route contain tolls
Steps
Pass by Fitness Zone Gym
Exit





Thankyou For Watching!

Let's Connect...