



# Case Study: VZ Navigator

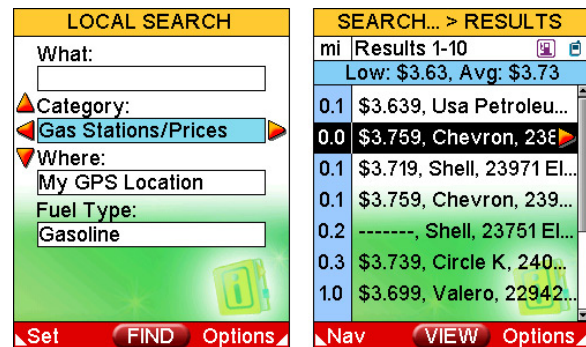
## THE CHALLENGE

What do you do when a mobile community is in love with your navigational application, the wireless carrier loves the subscriber retention rates, but competitive pressure in the marketplace is charging up your street to “nab” your audience? You increase your content and add performance advertising features.

That’s exactly the mission that Networks in Motion™ (NIM), developer of Verizon Wireless™ Location Based Services (LBS) navigation application VZ Navigator™, approached Visionary View™ with. The Verizon Wireless™ mobile community had embraced this turn-by-turn application and monthly premium of \$9.99, but with competitive offers from giants such as Google™ carrying a free price point lurking ahead, subsidization of revenue from other sources aside from the subscriber was needed. The team at Visionary View™ quickly began to develop a Marketing Requirements Document (MRD) to analyze this landscape.

## THE SOLUTION

VZ Navigator™ had successfully delivered a great on deck subscriber solution and overall experience to the Verizon Wireless™ mobile community. With over 10MM points of interest (POI) and the speed of the Verizon Wireless network, reliability and delivery were superb. NIM had also launched a website companion, VZ Navigator.com™ to further extend the user experience.



Working within the constraints of a mobile device, limited user input menus, meant that intuitive option menus and subsequent screen text were vital to an optimal user experience.

### KEY RESULTS

**ONE MILLION PAID SUBSCRIBERS**—MAY 2007

**TWO MILLION PAID SUBSCRIBERS**—OCTOBER 2007

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## Points of Interest (POI)

Starting with the need for a robust base data set, the product requirements included the acquisition of additional POI's for on the go type LBS features. To accomplish this a modular platform needed to be developed which was capable of accepting, aggregating and appending POI data from multiple data sources.

- **Local Movies and Events** –Search for show times, critics' ratings and details for movies, concerts, plays, sporting events and other social events based on the physical location
- **3D Perspective View** – Enhanced navigation by displaying maps from angles customers would see through car windshields, making it easier to visualize turn-by-turn directions
- **Gas Finder** – Real time information on the location of gas stations close to subscribers current physical location, turn-by-turn directions to the location, and real time gas prices
- **Weather**–Current weather conditions and forecasts based on the subscriber's physical location
- **Traffic**-Real-time traffic, alternative route navigation, mobile traffic congestion alerts and detour options.

## Local Search

Derived from the marketing requirements document and user group research, an enhanced local search function complete with geo-targeted results, enhanced POI appended data, and “show and save” offers” were key areas of interest



and user value points. Once again, building on the product requirement to deliver an enhanced POI base, partner data suppliers with direct merchant

relationships were developed to both reduce the time to market and build an immediate revenue stream from initial launch. By adding a highly sought after geo-targeted performance advertising component, a new revenue stream was developed. With local search marketing revenues on the rise, adding a mobile element targeting a prospect that was within a close proximity to the merchant, would justify a higher advertising premium than exposure to a web based user. The local search product requirements covered 2 major aspects:

1. Dayparting /geo-parting
2. Detailed handset analytics



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## THE RESULTS

In May of 2007, Networks In Motion™, announced that it had passed one million paid users of its real-time navigation services on GPS-enabled mobile phones based on the company's LBS NavBuilder™ platform.

In October 2007, Verizon Wireless™ and AAA™ offered mobile subscribers visual and audible directions to any travel destination in the U.S.; locate AAA Approved® points of interest (POIs),

including Diamond Rated® hotels and restaurants; and searching more than 100,000 locations that offer AAA™ member savings. Subscribers could also review detailed AAA™ descriptions for POIs on their phone, receive a map showing a destination on the mobile phone screen, and bookmark locations as favorites for quick recall in future.

In October 2007, Networks In Motion™ announced that it had surpassed two million paid users of its real-time navigation and local search services on GPS-enabled mobile phones based on the company's LBS NavBuilder™ platform delivering turn-by-turn, as well as local search of nearly 14 million points of interest.

### About Visionary View

As performance product managers, we believe New Media provides an organization with an opportunity to develop applications that enhance people lives. We aren't one resource trying to do it all, but an entire team of world-class strategists, product developers, product managers, designers, and project managers.

Our mission is to help pioneering Internet and New Media organizations better fulfill their missions through improving user experience and expanding their audience reach. Visit us at: [www.visionaryview.com](http://www.visionaryview.com)

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