

Google Maps

“Navigate your world faster and easier with Google Maps. Over 220 countries and territories mapped and hundreds of millions of businesses and places on the map.”

-Google

“Get real-time GPS navigation, traffic, and transit info, and explore local neighborhoods by knowing where to eat, drink and go - no matter what part of the world you’re in.” -Google

Pros

Relatively and arguably the most effective GPS app due to a number of features such as map, route options, location details, etc.

Voice navigation and layout can be highly more accessible to many more users

Alternative routes and time

Traffic feed and options on how to travel

Cons

Not a guarantee in having the best and fastest route

Will re-route to a main street and not consider other streets or routes

No customization of route

Not details on location or road quality or current statuses

Additional Information

Navigation made easier with the application and is used by a large amount of people.

Few major errors or cons found while researching and a personal favorite to use.

The application considers many different travel options along with providing detailed traveling reports. Although very good, it can always be improved with areas such as better detailing and updating of travel status and route status.

Competition & Features

Apple Maps & Waze are the main competition.

Voice navigation

Route options and details on nearby locations

Accuracy of map and fairly acceptable journey timing

Usability and ease of access