One Map to Rule Them All

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When Maps go Bad

- Out-of-date
- PDFs or Images
- Not enough/too much information
- Unfamiliar interface
Information Overload
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.
The Basics

- KML Layers
Maps on the Go

Facebook, Google Maps, and Weather Channel are the most popular apps across smartphones.

Most Popular Used Apps on the iPhone OS
Past 30 Day App Downloaders (n=1,121)

- Facebook: 58%
- iPod/iTunes: 48%
- Google Maps: 47%
- Weather Channel: 46%
- Pandora: 27%
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.
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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