Google™
11
I/O

Connecting People with Places

Thor Mitchell
10th May 2011

Feedback: http://goo.gl/SIFrK
Hashtags: #io2011 #Geo

Welcome to the Geo track

- Tuesday
  - Connecting People and Places
  - Secrets and surprises of the Google Geo APIs
  - Managing and visualizing your geospatial data with Fusion Tables
  - Designing Maps Applications for Usability on Mobile and Desktop
  - High Performance KML for Maps and Earth
- Wednesday
  - Speedy Maps
  - Fireside Chat with the Geo Team
  - Map your business, inside and out
  - Location Based App development using Google APIs
  - GIS with Google Earth and Google Maps

Connecting People with Places

- The importance of places
- How Google connects people with places
- How you can connect people with places in your applications.

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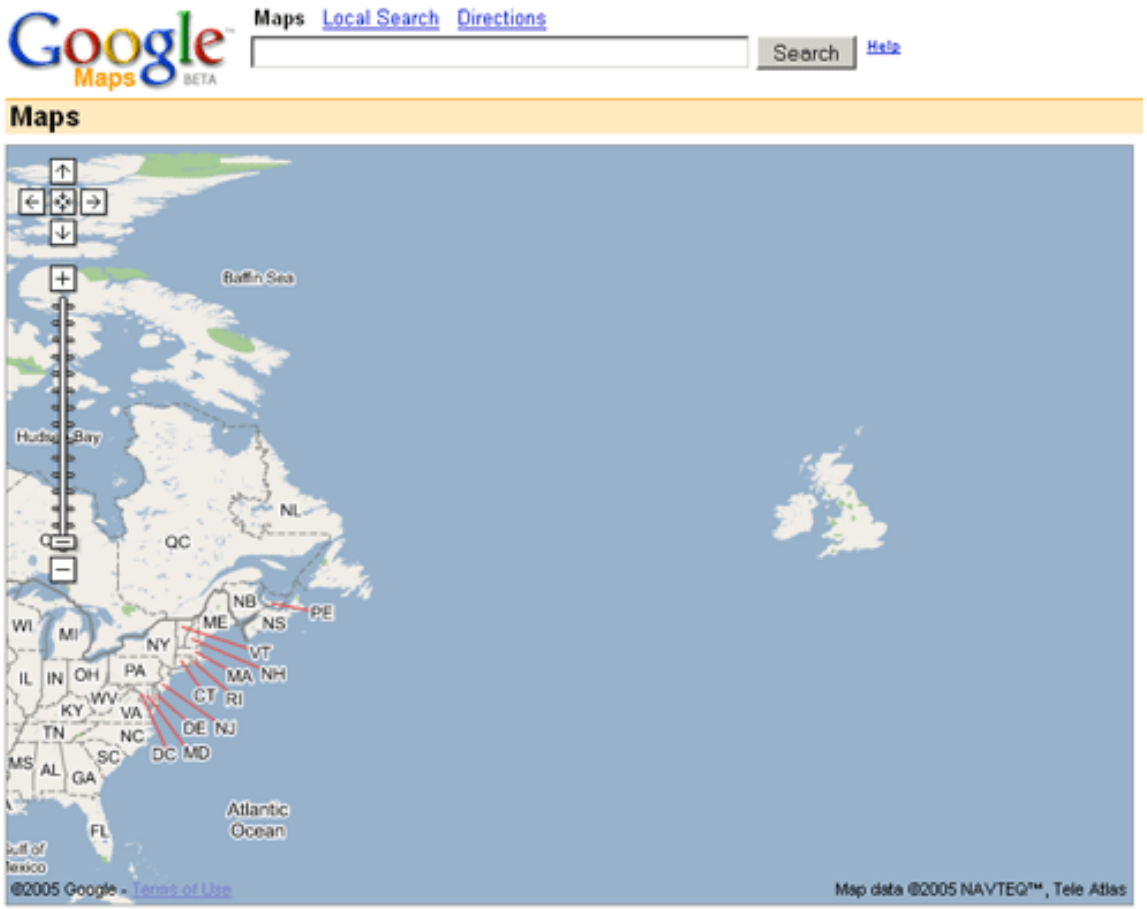
In the beginning…



Where are you right now?

Place is a broad concept

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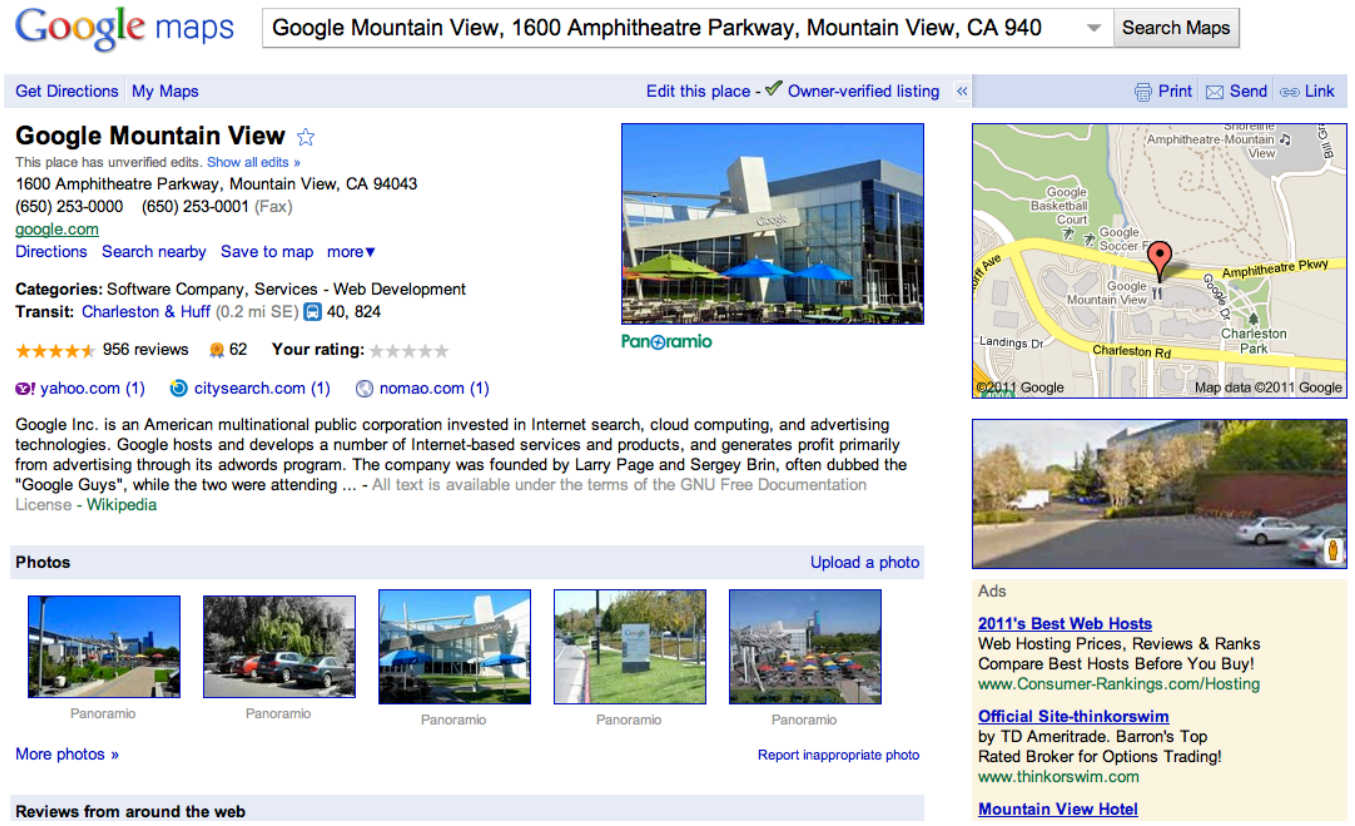
Google Place Pages



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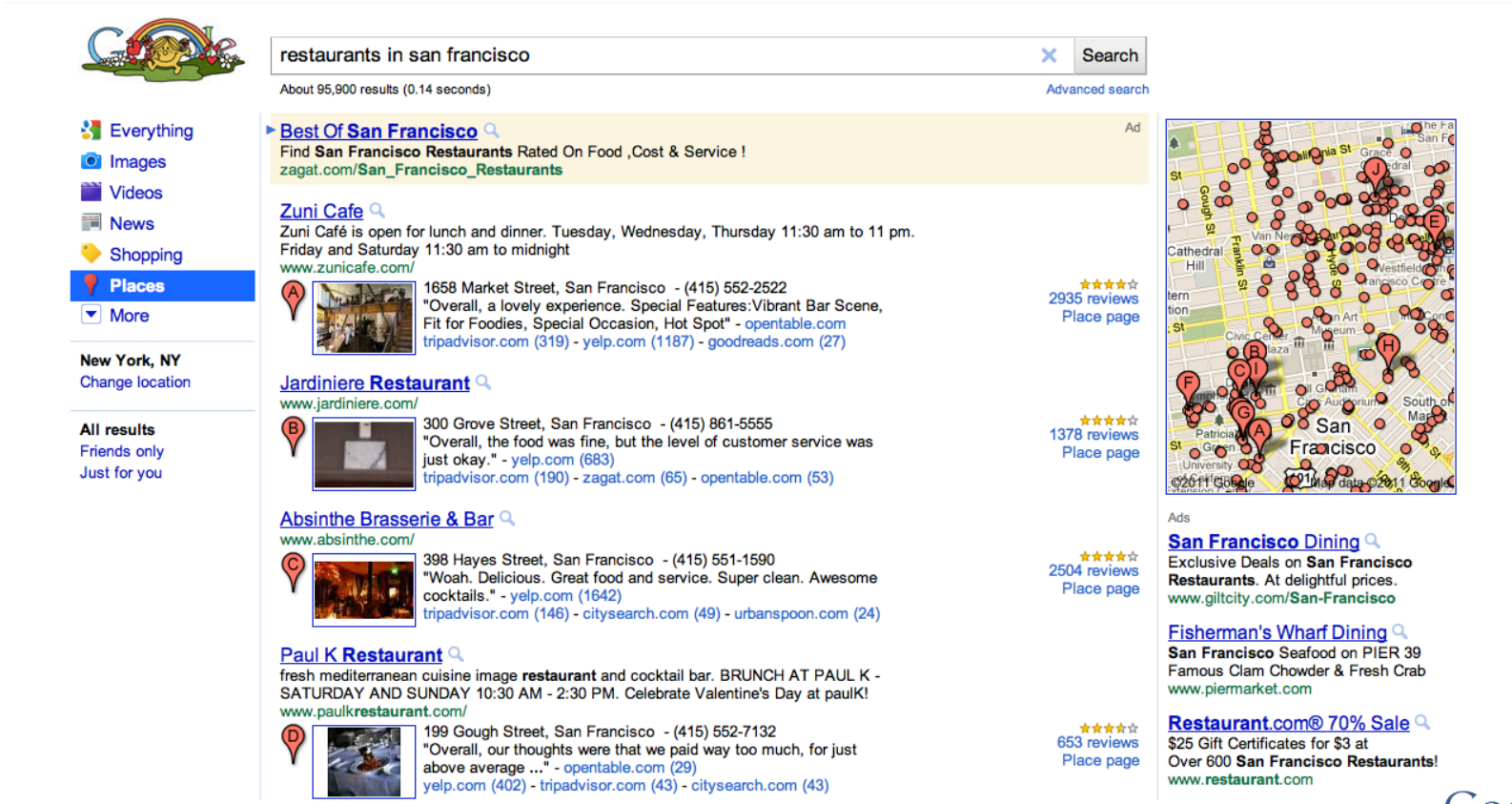
Places in Google Search



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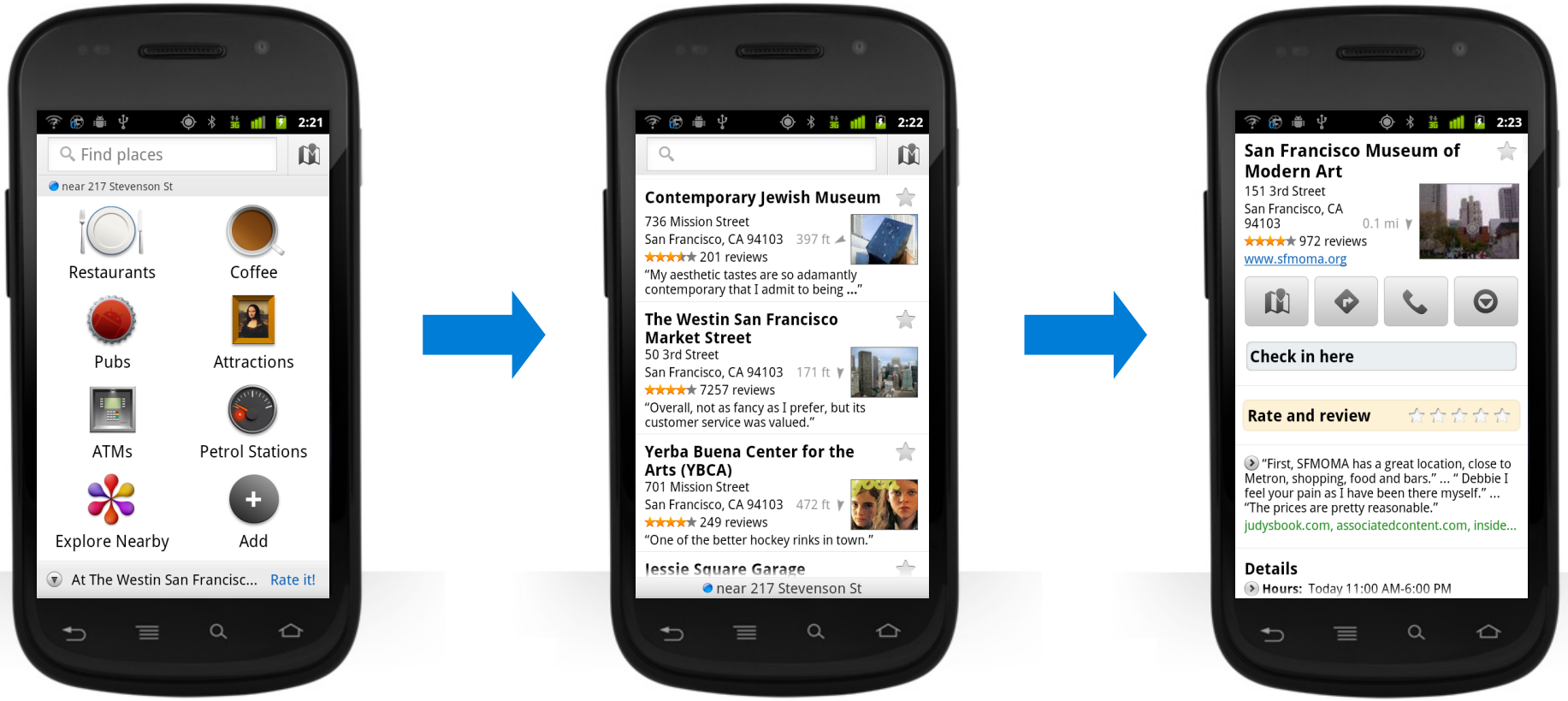
Google Places mobile app



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Google Places API

- Introduced at Google I/O 2010

Goals

- Encourage the growth of a developer ecosystem around Places
- Spark innovation in the location based application space
- Catalyze generation of more great information about Places online

Google Google Geo Developers Blog

A Place for everything, and everything in its Place

Wednesday, May 19, 2010

If someone asked you where you are right now, how would you answer? Would you say that you are at home, or at work? Maybe you are in a foreign country, in the park, or at your favourite coffee shop. These are just a few of the many places by which we navigate through our daily lives. Maps applications may see the world in terms of latitudes and longitudes, but we think in terms of 'Places'.

In September of last year Google launched Place Pages on Google Maps. Each Place Page consolidates together everything we know about a single Place, be it a business, point of interest, or geographical feature such as a city or neighbourhood. We believe that this unified concept of Places more accurately reflects the way that Maps users see the world, and are working to bring an awareness of Places to the Google Maps API. At Google I/O today we offered a preview of the first Place related features that that are coming to the Google Maps API in the near future.

The Nearby Places widget is a user interface element that will launch in the Google Maps API v3. It combines the W3C Geolocation API with location based Place search to present the user with a list of Places in their immediate vicinity. The user can select a Place which the Maps API application can use as a check-in, or to tag content supplied by the user about that place. The

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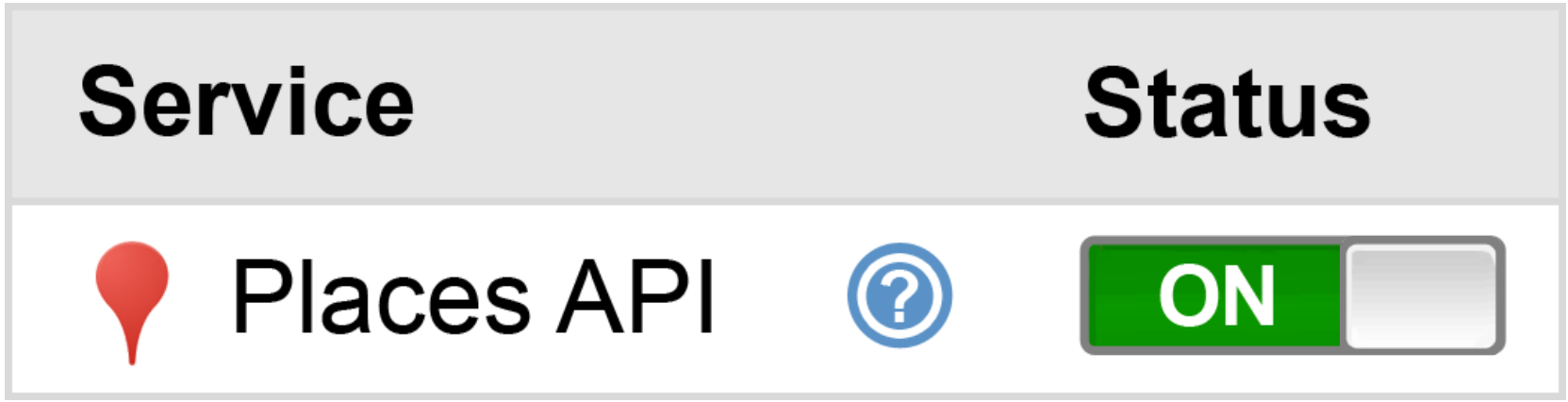
Google Places API Developer Preview

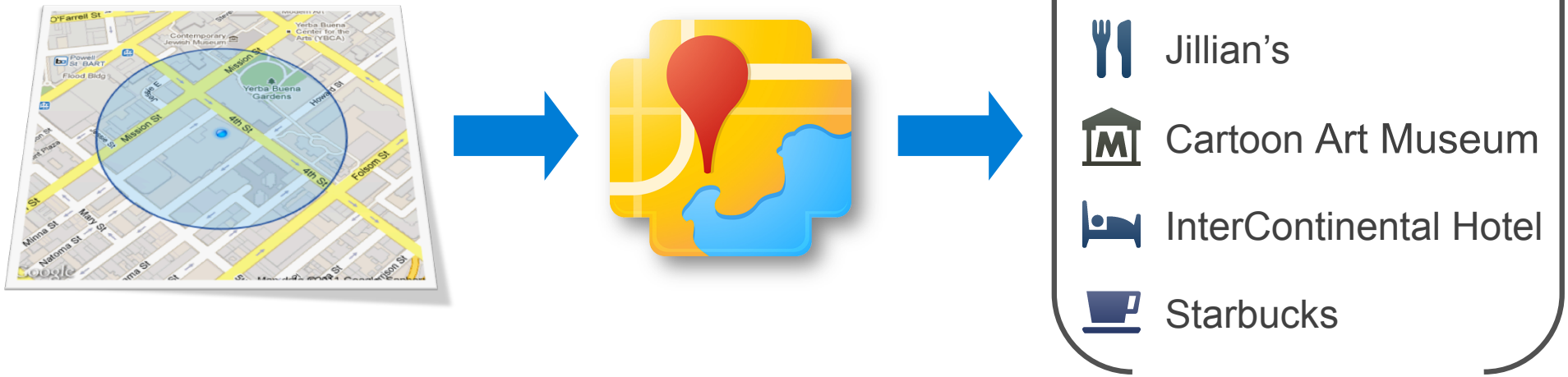
- Launched July 2010 with the goal of helping us:
  - Understand the types of apps developers are looking to build
  - Work directly with developers to understand the challenges faced
  - Establish the features developers needed
  - Assess the demand for the service

- Overwhelming response from developers
- Proved to be extremely valuable
- A big thank you to all who participated
- Apologies to those who could not

Google Places API - Launches today



What is the Google Places API?



An example to illustrate

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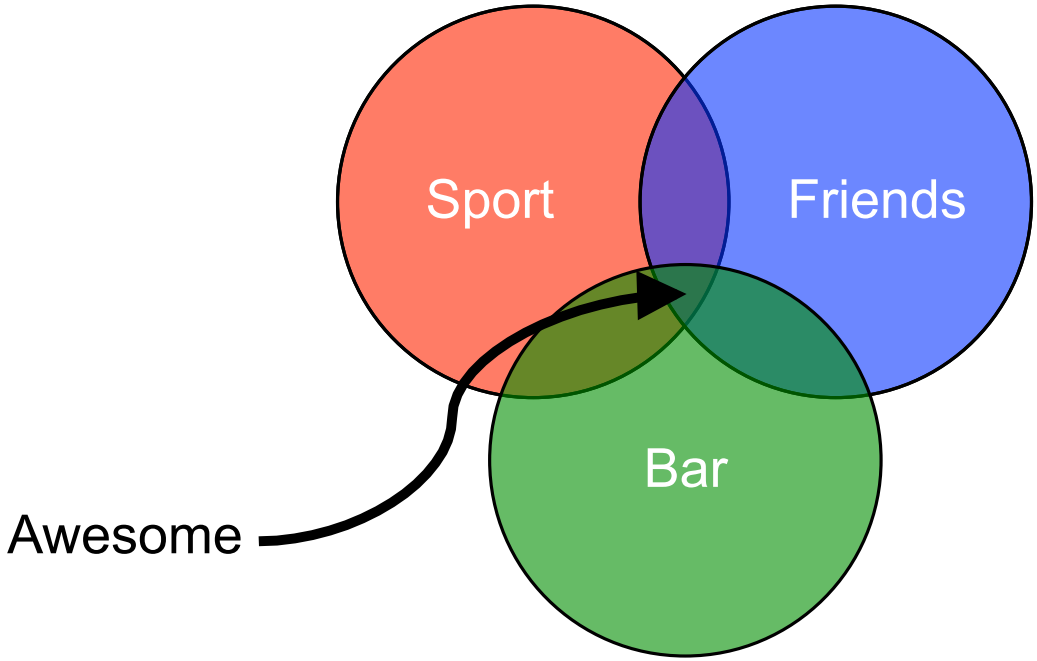
Obligatory Venn diagram



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AwesomeFindr

Product Requirements Document

v0.1 – May 10th 2011

- Find nearby bars that are showing games I want to watch
- Share my plans to watch a given game with my friends
- Help me choose the best bar for any given game

What information does AwesomeFindr need?

- Name and location of bars ✔
- Dates and times of games
- Match up bars with games

Crowdsourcing is your friend

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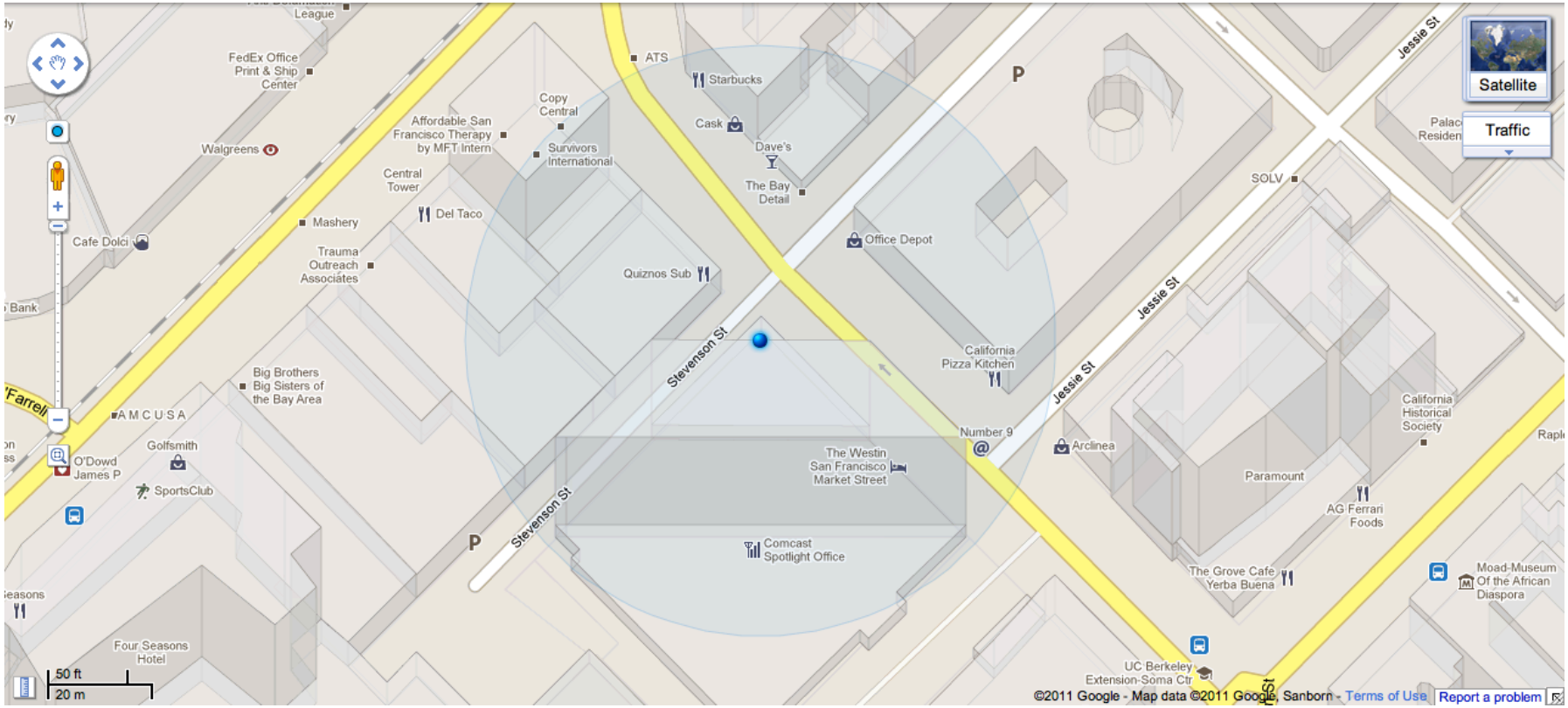
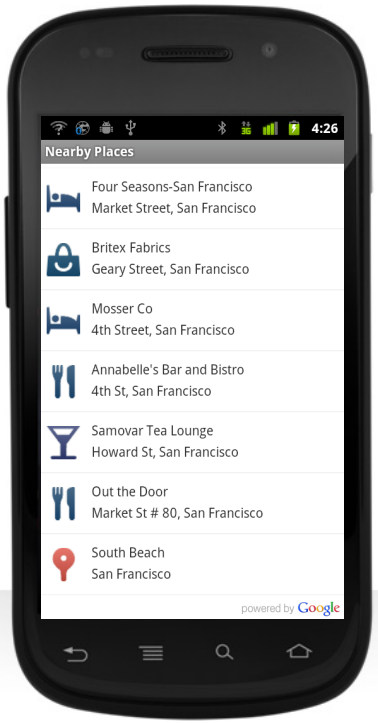
Rise of the check-in

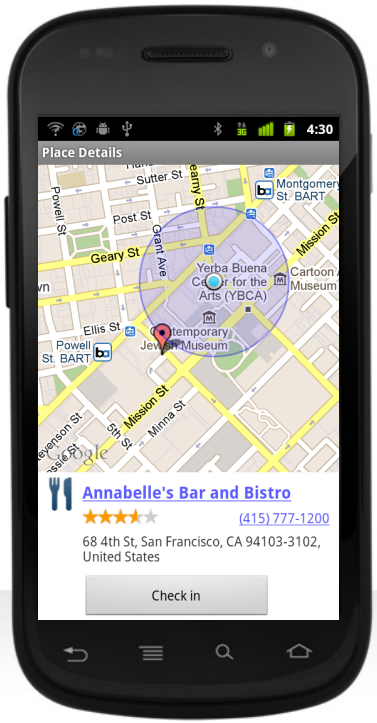
Search for places where the user might be



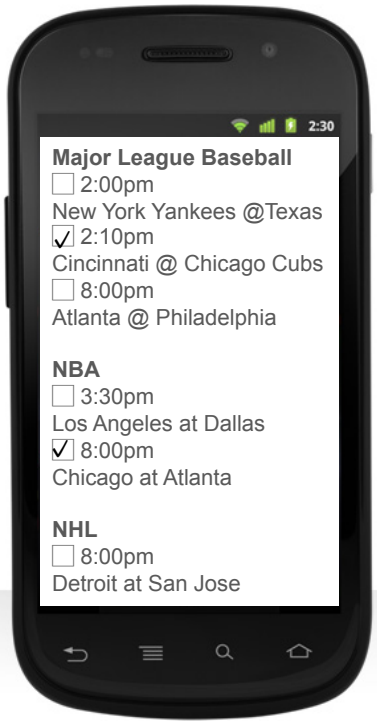
The AwesomeFindr check-in flow



Search for the bar



Select the bar



Select the games

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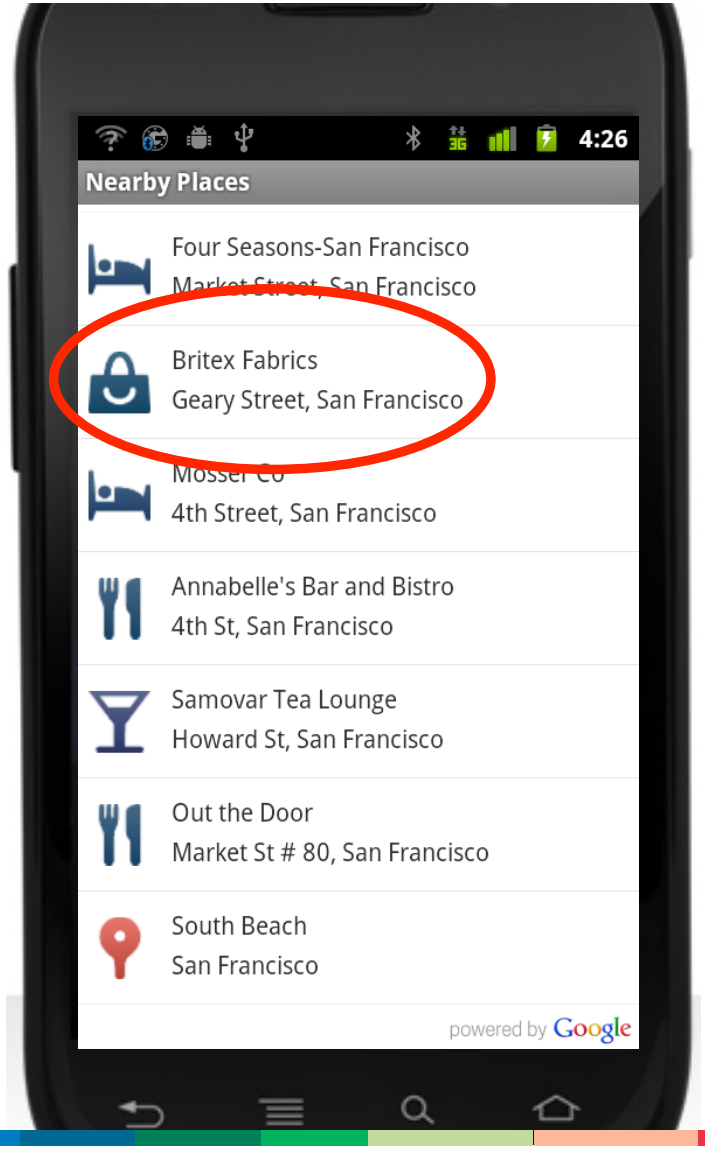
Why show irrelevant Places?



Pick your types

accounting	airport	amusement_park	aquarium	art_gallery	atm
bakery	bank	bar	beauty_salon	bicycle_store	book_store
bowling_alley	bus_station	café	campground	car_dealer	car_rental
car_repair	car_wash	casino	cemetery	church	city_hall
clothing_store	convenience_store	country	courthouse	dentist	department_store
doctor	electrician	electronics_store	embassy	park	finance
fire_station	florist	food	funeral_home	furniture_store	gas_station
general_contractor	grocery_or_supermarket	gym	hair_care	hardware_store	health
hindu_temple	home_goods_store	hospital	insurance_agency	jewelry_store	laundry
lawyer	library	liquor_store	locality	local_government_office	locksmith
lodging	meal_delivery	meal_takeway	mosque	movie_rental	movie_theater
moving_company	museum	natural_feature	neighborhood	night_club	painter
park	parking	pet_store	pharmacy	physiotherapist	place_of_worship
plumber	police	post_office	postal_code	real_estate_agency	restaurant
roofing_contractor	route	rv_park	school	shoe_store	shopping_mall
spa	stadium	storage	store	subway_station	synagogue
taxi_stand	train_station	travel_agency	university	veterinary_care	zoo

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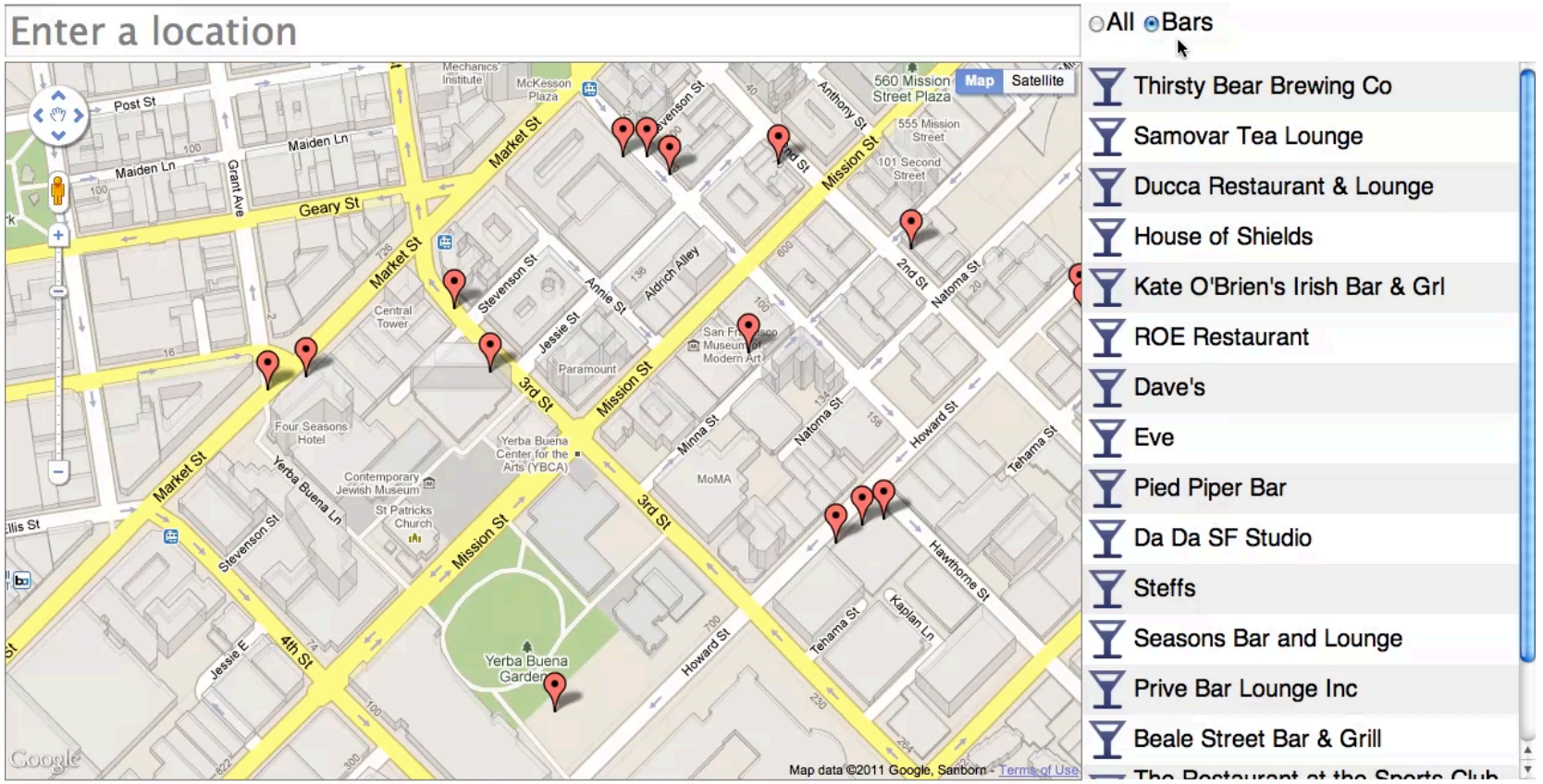
The impact of filtering by type



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Still can’t find the Place you need?

- Guess you’ll have to resort to a text search…
- But typing on a phone is too haaarrrrddddd…

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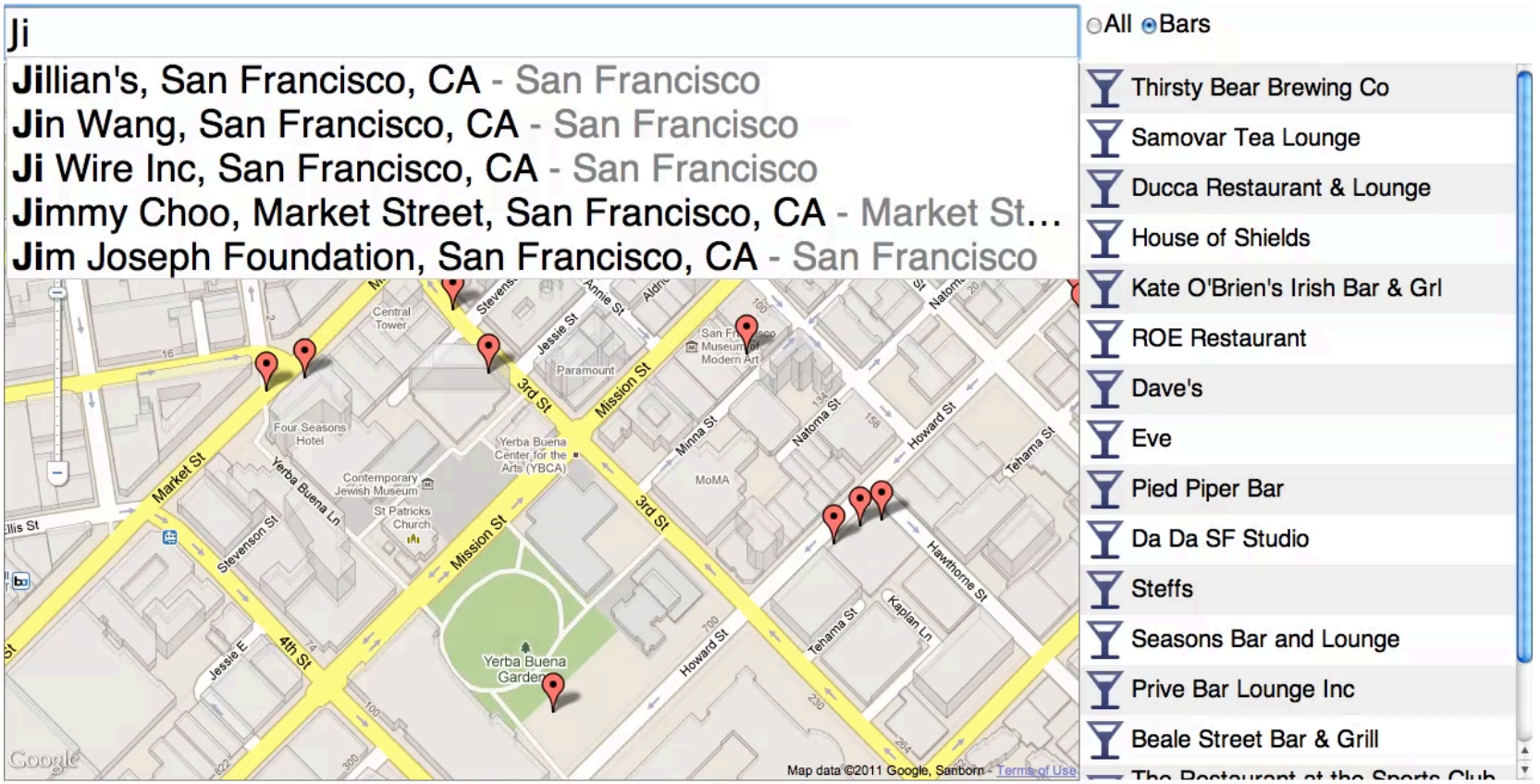
Introducing Places API Autocomplete

- Search for Places as you type
- Same technology that powers the search field on Google Maps
- Can match only establishments, only addresses, or both
- Supports biasing towards a particular location
- Dramatically reduces the number of keystrokes it takes to find nearby Places

Count the keystrokes



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Still can’t find the Place you need?

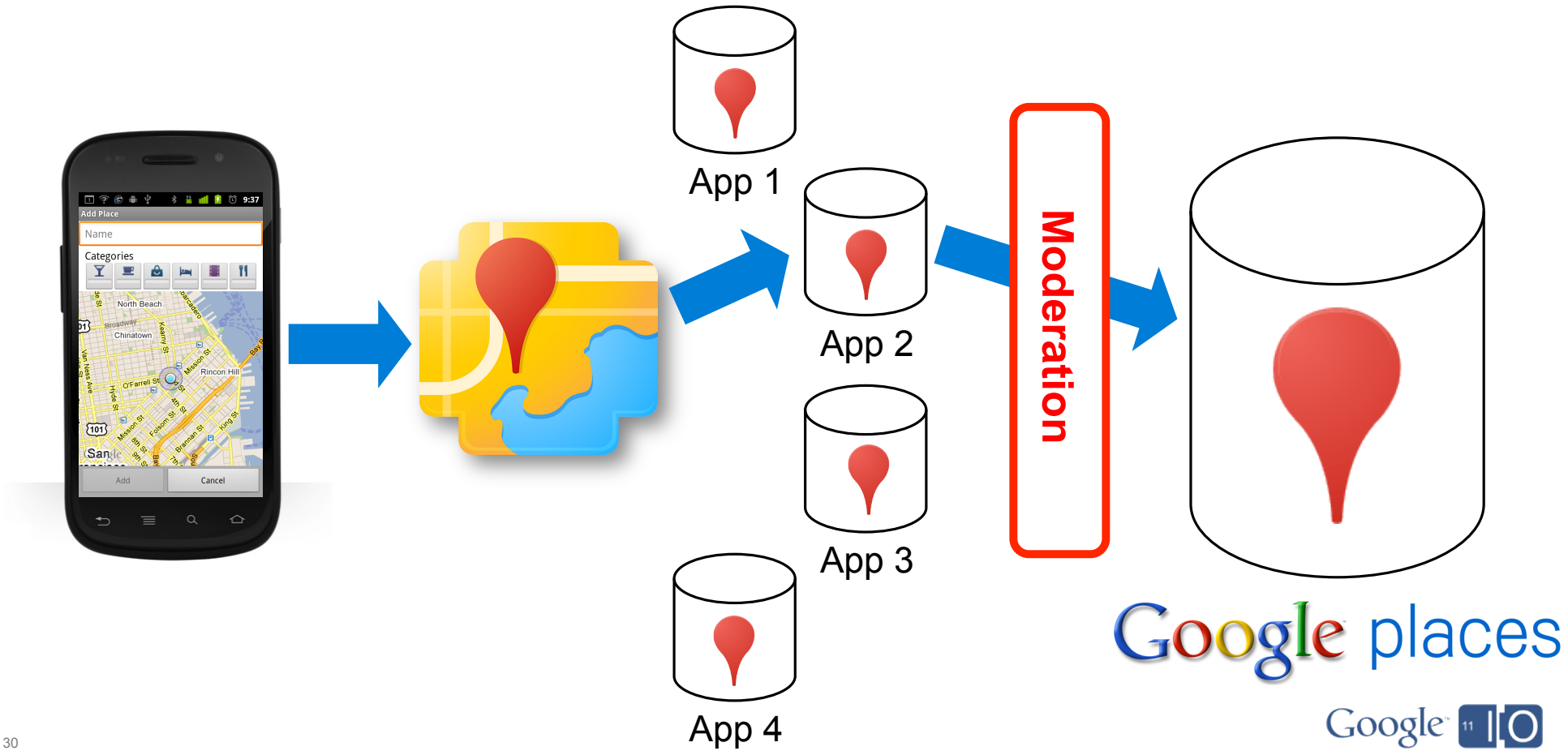
- It may be that we don’t know about it…
- Places data is continuously changing
- Over 20% of Places change every year
- Your users will notice new Places quickly and want to check into them immediately

The Places API Report service

- Add
  - Create new Places submitted by your users
  - New Places are reflected in subsequent search results immediately
  - Only your app sees the Places you have added until they are moderated

- Delete
  - Remove Places you previously added
  - Enables group moderation by your user base

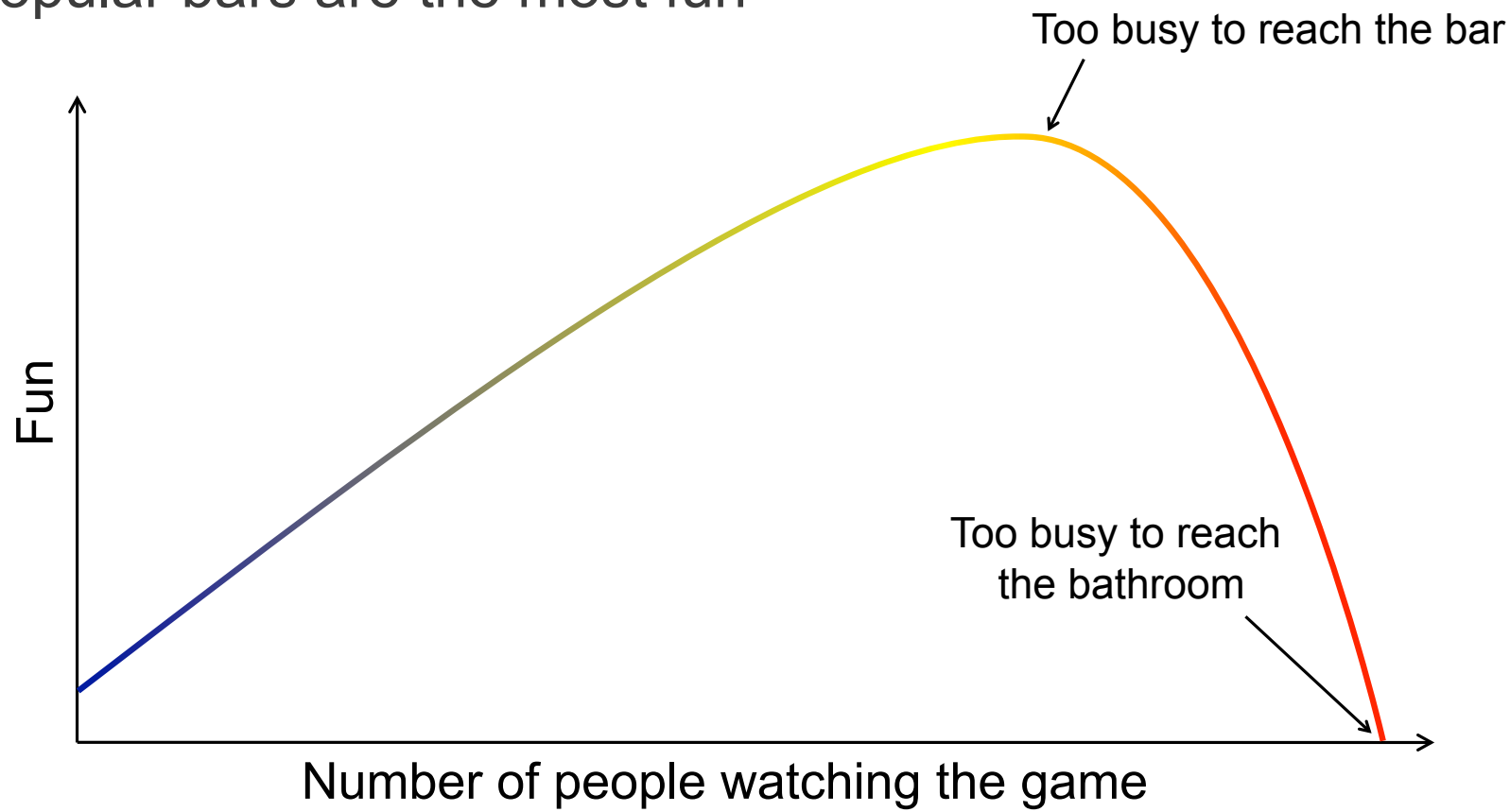
The Places API Report pipeline



Choosing the right bar

- AwesomeFindr can show you where all the games are
- You can see the bars your friends have checked into
- But which bars are the most fun?

The popular bars are the most fun



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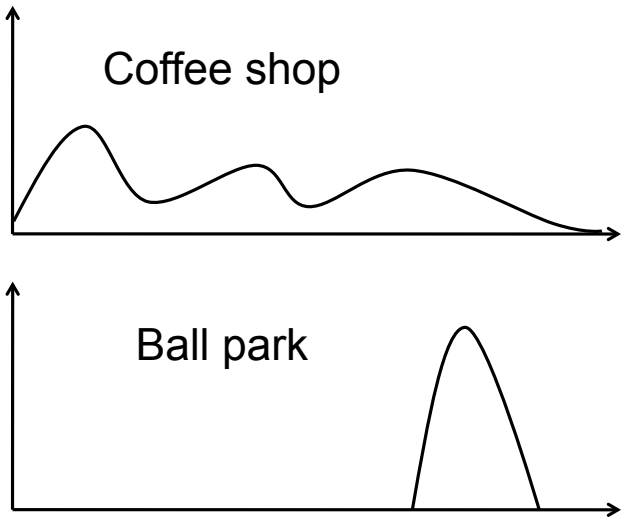
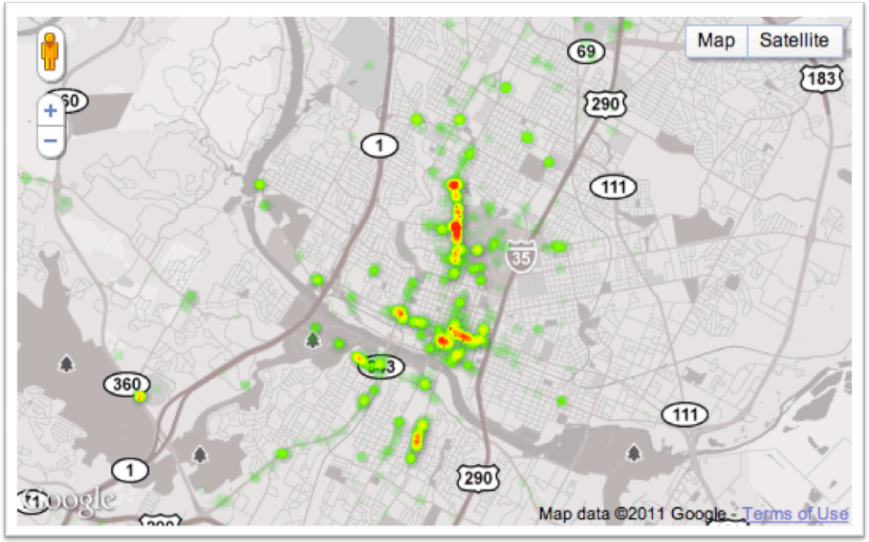
But which bars are popular?

- Just count the check-ins
- Check-in volumes reflect place popularity



Over a day



Over a week

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The Places API Check-in service

How it works

- You tell us when your users check-in to Places
- We provide app specific real time check-in based ranking
- Check-ins temporarily boost the ranking of places
- Impact of each check-in automatically decays over time

Note

- Check-in requests are only correlated to your app
- No identifying information about end users is required or accepted

In summary...

Places API Search service

- Free location based search for Places
- Filter by name and one or more types (from over 100)
- 100,000 requests per day

Places API Report service

- Add and delete Places instantly
- Benefit from moderated reports made by apps

Places API Check-in service

- Real time check-in based reranking of search results

Places API Autocomplete service

- Search as you type for Places nearby

Key benefits

- Comprehensive
- Accurate
- Clean
- Fast
- Reliable

and…

- Global

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Oh, one more thing…

New Places library in the JavaScript Maps API v3

google.maps.places.PlacesSearchService

- Issue Places API searches from within a browser based application

google.maps.places.Autocomplete

- Attach the Places API Autocomplete service to any existing text field

Also launching today

How to get started

Documentation

http://code.google.com/apis/maps/documentation/places/

http://code.google.com/apis/maps/documentation/javascript/places.html

Google APIs Console

https://code.google.com/apis/console/

Technical deep dive

Location Based App development using Google APIs