

TELENAV GPS USER INTERFACE

Challenge

TeleNav, a worldwide leader in location-based services, offers much more than simple mapping technology; it provides turn-by-turn directions and complimentary recommendations tailored to location and lifestyle. Yet the company was faced with a unique challenge: its very platform guarantees competition. Because mobile carriers situate multiple GPS applications within a single unit, TeleNav needed to do more than get into the hands of consumers; it needed them to select its name from the menu, rather than another. With comparable mapping capabilities and navigational features, the key differentiator for TeleNav needed to be a compelling brand identity: its logo, its user experience, its human approach to navigation.

Discover: Building Personal Appeal

frog's brand strategy and design team conducted weeks of interviews with stakeholders, salespeople, and industry executives to gain insight into the company. They found that TeleNav services tended to rate highly in terms of mobility, information, and urban navigation - its key service offerings - but less so in terms of aesthetic appeal and usability. It was clear that TeleNav's user experience needed to be brought up to speed with the strength of its functionality.

frog recommended that the company target the fast-paced modern professional. TeleNav's application would serve as a reliable companion guide for this population, keeping them on time for meetings and on point for leisure. All branding decisions were made with this consumer segment in mind, balancing always the professional with the personal, the expert with the accessible.

Design: Enhancing the Sensory Experience

Employing the visual cues of cartography, designers called upon arrows, intersections, and guiding lights to create the final logo, a simple, scalable abstraction of these navigational elements.

We then redesigned the application itself, lending a more human approach to the user experience. By introducing a richer, more sophisticated palette of colors, illustrations, and materials, we elevated the overall aesthetic of the application, enhancing the existing system. frog also created a branded audio library to accompany TeleNav's current voice-enabled capabilities, generating sound effects for each specific user interaction. Every aspect of the design was made to fall in line with the revised brand identity, with visual, textual, and aural platforms brought into perfect harmony.



ABOVE

The TeleNav GPS user interface brings visual, textual, and aural platforms into perfect harmony, better serving the consumer.

Deliver: Accessible, Recognizable Guidance

By unifying the mobile user experience, frog's rebranding efforts succeeded in differentiating TeleNav's product within the competitive GPS landscape. All design work was developed for instant implementation and tailored for scalability across multiple handset platforms and applications, accelerating the product's time to market and broadening its distribution.

Results

The redesigned application establishes TeleNav as a sort of digital concierge, a pocket guide that enhances the resourcefulness of its user in both work and play. Since applying the revised brand strategy across its corporate identity, mobile user interface, and website, TeleNav's sales figures have consistently exceeded expectations.