

Apple added many new features to Apple Maps in iOS 13, resolving its market share from Google Maps

Google Maps regularly tops the list of the most commonly used apps on the iPhone for many years, although it was developed by Google, and Apple is certainly not happy about this situation.

Google Maps is probably one of the most interesting cases in the mobile application world when it often tops the list of the most commonly used apps on the iPhone for years, although it was developed by Google. - Apple's rival rival. But if you've ever used both Apple Maps and Google Maps, you'll find this is not strange.



1. Apple WWDC 2019: Mac Pro, iOS 13, Marzipan and what to expect at the biggest technology event of the year for Apple?

Apple Maps in iOS 13

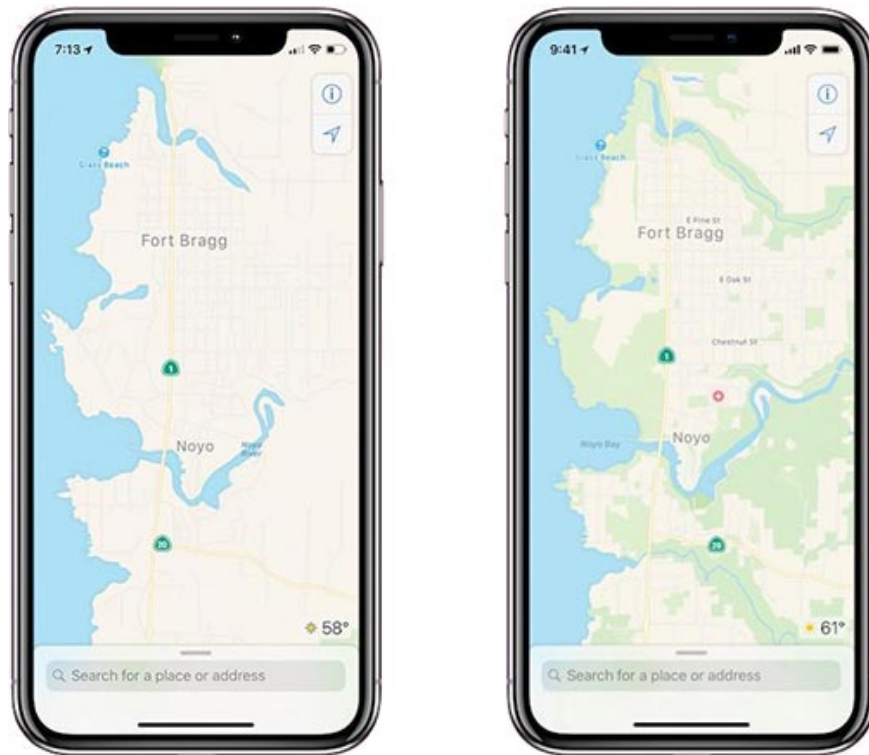
1. "Late" rise
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"Late" rise

While Google Maps is increasingly providing a great user experience with a wide range of simple yet useful features like intuitive maps, precise directions, and features that make it easy to track geographic locations. Frequently visited points, detailing real-time traffic conditions . This helps Google Maps to become the gold standard of modern navigation applications. Meanwhile, Apple Maps proved too old and seems to be losing usability in the eyes of users.

However, the new iOS 13 update will dramatically change the user experience on Apple Maps, with a series of remarkable new features that will help this app keep up with Google Maps in the battle for market share on the iPhone itself.

Accordingly, Apple has completely rebuilt its Maps application from the ground up, most notably a completely new map with more detailed information on all types of terrain as well as specific updates. more for each street - including roads, streets, beaches, parks and buildings . This is an effort Apple said will not only help drivers have a better experience, but also contribute to stabilizing the performance of self-driving cars in the future.



Current

New

1. Mac computers stuck with a dangerous security vulnerability, Apple was announced in February but has not yet resolved

Talk more about the new iOS version. Changes to Apple Maps are just one of several major app updates that will be released by Apple as part of the iOS 13 update, which was introduced in detail within the House Conference. WWDC global development on June 3 last. Besides Maps, Cupertino has also overhauled the entire Reminder application with a completely new interface and a more powerful set of features that make it an attractive

alternative to party applications. the third most popular on iPhone.

Meanwhile, new Photos apps will also become much smarter, especially in how to organize, classify and organize user photos. Accordingly, the photos on the iPhone will now be arranged more visually with views by day, month and year, while eliminating clutter like screenshots and ordinary snapshots .

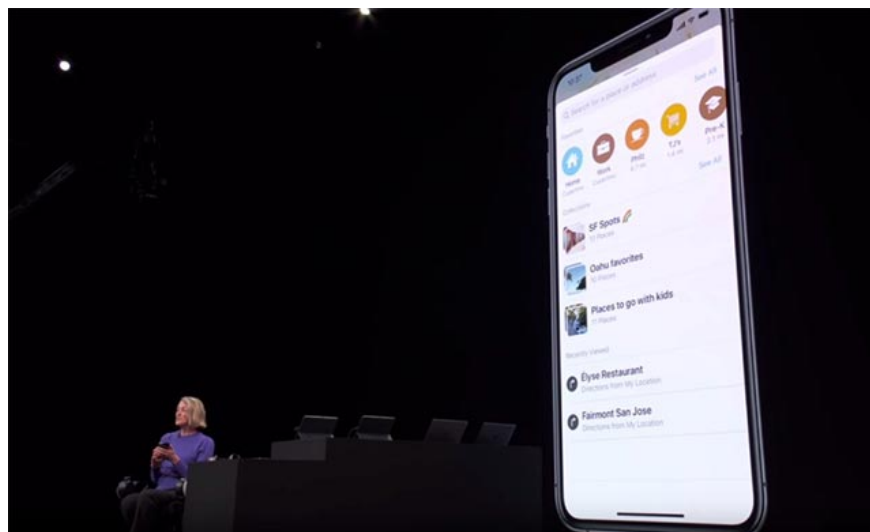
The release of a major update is an important move for Apple itself as the manufacturer is trying to radically transform its operating structure, from a hardware-focused company. to businesses well known for digital services, software.

This ambition has been clearly demonstrated by Apple through the launch of remarkable products and services from the beginning of this year. This can be seen clearly in the event of the Apple Kitchen's annual product launch in March, with the launch of a series of ambitious digital services in TV entertainment, TV, and gaming. , and new news. The transformation of such product structure is also particularly important when Apple is struggling with the increasingly difficult hardware business situation as iPhone sales continue to decline in strategic markets during the time. Last time.

Temporarily shifting aside from the ambition of 'capturing' Apple's software services, we will go deep and find out more about the important changes of Apple Maps on iOS 13, and how to make this app Can compete with the 'brother' on the other side of the battle line: Google Maps.

1. Apple introduced iOS 13, supports dark background mode, opens apps twice as fast and many new features

New map for Apple Maps application



1. Apple officially launched iPadOS, iPad's own operating system: multitasking capabilities, support reading files from USB, SD memory cards

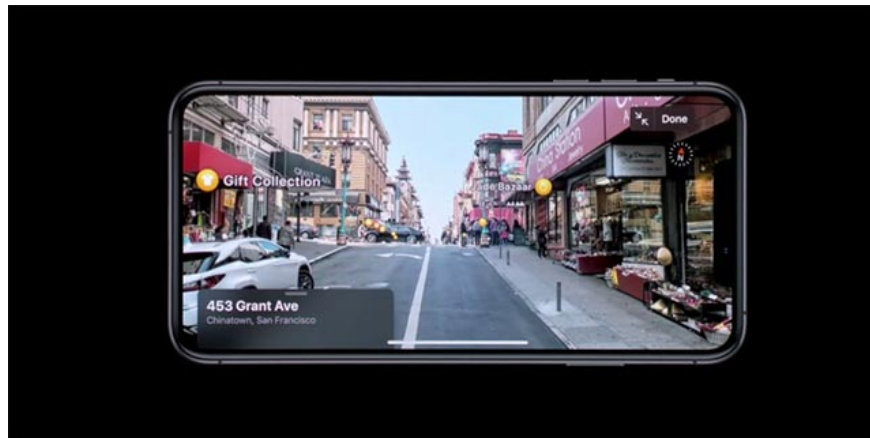
Switching to the new version of the map is probably the biggest change for Apple Maps in the upcoming version, or at least this year. This new map version will allow users to display their favorite locations on the main screen (which has also been redesigned), thereby enabling users to access them faster, while providing additional capabilities. The ability to compile a list of specific locations and share this list with friends or family

members. For example, if a family member has just visited New York for the first time, Apple will be able to easily share your list of favorite restaurants in the Lower East Side (New York) with people. That body directly through the Maps application.

Another information is also remarkable. Apple Maps will finally be adding the 'Street View' feature, which is already extremely popular on Google Maps. Of course, Apple will not take the opponent's 'Street View' name, but will change it to "Look Around", and use it as we know it: Provide a 360-degree view of a specific location. If this feature works as well as in the demonstration of the Apple representative on the WWDC stage, it can be fully optimized than Google Street View - providing smoother navigation, more resolution images. Higher prizes and visually labeled locations make it easy for users to learn more about the store or restaurant they notice with just a simple touch.

1. macOS Catalina, the new operating system for Mac computers, has just been announced by Apple

Features that help Apple Maps catch up with Google Maps



1. WWDC 2019: watchOS 6 officially launched with many notable improvements

The new Maps version of Apple will definitely bring welcome changes, but that's mostly the features that Google Maps has long provided.

For a simple example, Google has added Street View functionality to Google Maps more than 10 years ago, exactly in 2007. With more than a decade of operation, Street View has gained a lot of data about location. , thereby giving users more accurate and detailed information. Google Street View is now available and can support most areas of the United States, many regions in Europe, Australia and South America, India, Japan and some regions of Russia and regions. Other populous territories in the world.

'Meanwhile, as mentioned above, the Look Around is just a 'newcomer ', based on the new base map model Apple created, expected to be released and applied on the whole. America at the end of 2019, as well as some additional markets next year. This means that the Look Around will only support locations in the United States and some countries that receive updates, all details will be reported later by the carrier.

Apple Maps' new Collections feature is also quite familiar to those who regularly use Google Maps. Simply because the search giant has released a feature that allows users to compile a list of locations and share them

with friends on Google Maps since 2017.

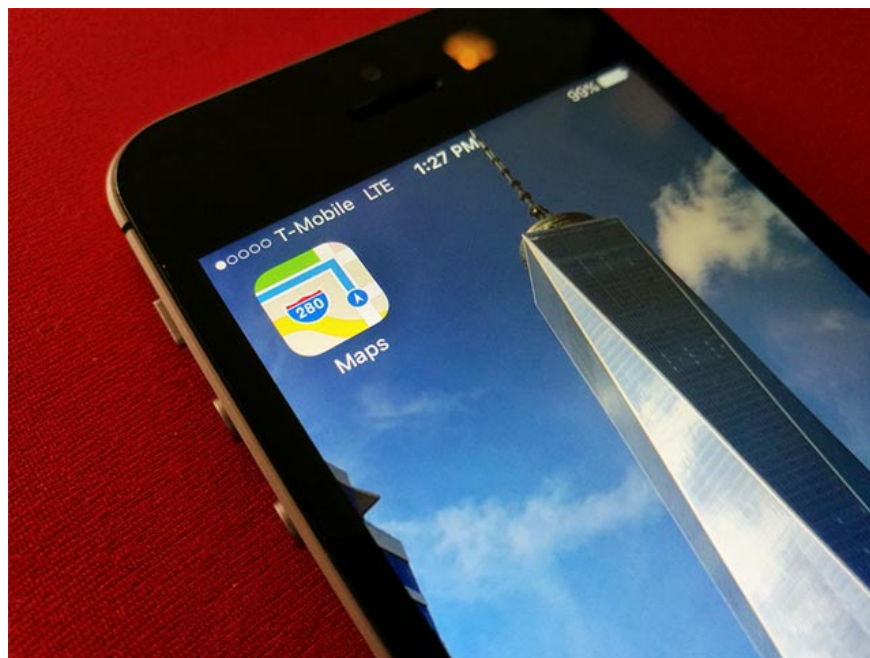
Not just that, the option to share your departure time and your expected destination with a designated contact - a new feature will be available in the next version of Apple Maps - actually has also been available in Google Maps for several years.

With a new update to the Maps application, Apple is realizing that people seem to prefer to use navigation apps rather than just looking for a route to a specific place like before. On the other side, Google Maps in the last few years has gradually focused more on site discovery, as evidenced by the appearance of the Explore tab (redesigned) that Google advertised a lot last year. , giving users plenty of interesting additional information such as events and activities near the location they are or will move to.

As for Apple Maps, the ability to create lists of personal favorite locations and easily share them will definitely help this application become more useful, and can be used as a trip planning tool. go details. But even so, Google Maps still has an advantage in giving users a rich amount of data about points of interest, such as sideline information about a restaurant, waiting time to serve. that restaurant at certain times of the day . Of course Apple Maps may also display some useful details, such as whether a hotel accepts bookings, but if so Compared to Google Maps, Apple's app still appears to be relatively sluggish and has to improve a lot.

1. Check out iOS 13 beta 1 with iOS 12.3.1, the speed is twice as fast as Apple introduced?

Change to not be left behind



1. WWDC 2019: tvOS new version, more features to support users

In fact, Apple launched the product to replace Google Maps nearly 7 years ago, in 2012 as part of the iOS 6 software update for iPhone and iPad, but faced severe criticism. about the weakness in the functionality of this application almost immediately. Specifically, users complained that the map was too lacking in detail, in some cases even inaccurate, and CEO Tim Cook had to officially apologize for this.

Apple has made great efforts to improve its navigation application after a poor launch. Although the redesigned Maps version has yet to be released, Apple has gradually begun to release a modified version of the map that provides more detailed information that accurately describes the small landscape elements. , for example, grass areas, trees between highways . last year. Apple told Tech Crunch in 2018 that they have invested significantly in rebuilding their Maps application and it seems that iOS 13 will provide a clear view of those efforts.

In fact, Apple has also added some other small enhancements to its Maps application over the years, making it a more attractive alternative to Google Maps, even if the app is not yet complete. The whole is as expected. For example, in 2017, Apple Maps has been added to the feature of guiding the lane and navigation capability has also been significantly improved.

But iOS 13 will represent an important turning point for Apple's navigation application, with the mission of regaining the reputation for Apple Disability as well as being able to keep up with 'the game' with rival Google Maps, which has abandoned the way. too far. The reason to say that is because even with this new and extremely powerful update, Apple Maps has yet to give users many useful functions like Google Maps. But things will first take time to resolve. The company's presentation at WWDC 2019 recently gave iPhone owners, iFan, hope that they will be able to put their trust in Apple Maps again.

Apple and Google are both leading names in the mobile application market, and of course no one wants to lag behind. The battle between these two big men in the navigation application segment still has a lot to say in the future.

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