

# GoodMaps Ambassador Guide

*Help more visitors find their way with inclusive indoor navigation*



From rail stations to airports, museums to sports complexes, university campuses to shopping centers, GoodMaps is helping more people find their way with ease and independence. This guide is designed to help venue staff answer common questions about GoodMaps so that users can get the most out of the GoodMaps app -- and their visit to your venue.



## About GoodMaps

This venue is equipped with GoodMaps inclusive indoor navigation, available to visitors on their mobile devices. Visitors simply download the free GoodMaps app to access precise turn-by-turn directions via audio or visual navigation. The GoodMaps app guides users in real time to major points of interest throughout the venue, including bathrooms, information desks, food/beverage, and more.

*“When you’re navigating a busy place, it can be hard to find things when there’s a lot going on and things are ever changing. GoodMaps takes the guesswork out and tells you: in 40 feet on your right will be the restroom. That’s exactly what blind and low vision people need.”*

**Tai Tomasi,  
GoodMaps user at Louisville  
Muhammad Ali International Airport**



## Why encourage visitors to use GoodMaps?

### **Help visitors take full advantage of all your venue has to offer.**

GoodMaps can offer personalized routes to all mapped facilities, food/beverage, shopping, and other conveniences within your venue based on their user preferences and needs, helping them get more out of their visit.

### **Serve the guided assistance needs of blind and low vision visitors.**

When sighted assistance for visually impaired visitors is unavailable, GoodMaps can provide audio directions from their mobile device to help them find their way independently.

### **Help wheelchair and stroller users find their way to stair-free routes.**

GoodMaps can help visitors with small children in strollers as well as those with mobility impairments find their way to stair-free routes and elevators. In some venues, wheelchair users may also be able to use the app to locate ADA-accessible routes and facilities.

### **Help first-time visitors find what they need, without waiting in line to ask for directions.**

All visitors could use a helping hand to point them in the right direction. GoodMaps can be that guide when you have other customers’ needs to attend to.



## Help GoodMaps help you.

In addition to the common GoodMaps questions found in this guide, if you frequently receive additional visitor questions not covered here, please let us know! This will help us make relevant updates to future versions of this guide. You can contact us at:

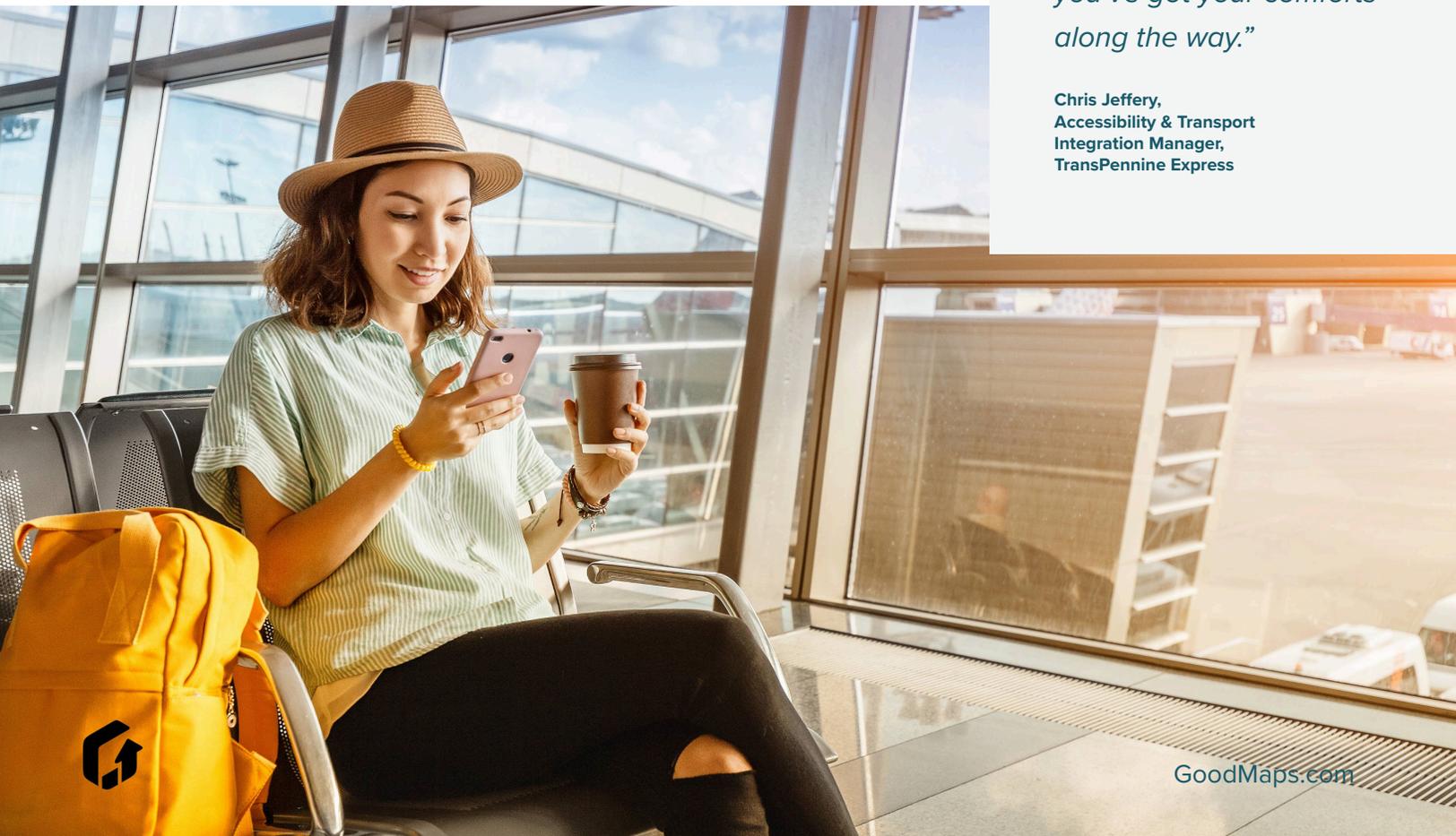
[support@goodmaps.com](mailto:support@goodmaps.com)

## GoodMaps is not a replacement for human assistance.

GoodMaps is not designed to be a replacement for human assistance, whether for visitors with disabilities or those who simply need more information about your venue. Staff are an indispensable part of visitors' experience. GoodMaps is designed to be a helpful guide, enabling you to serve more visitors' needs, and to provide fully independent navigation assistance to those who prefer it.

*“Whilst GoodMaps was originally designed for blind and partially sighted people, it has benefits for everyone. Some may have travel anxiety, some may just want that reassurance that they can find their train platform on time – GoodMaps provides that. You can tell the app to take you via a café to grab a coffee or to some shops to browse while you wait. That all makes the journey more enjoyable because you’ve got your comforts along the way.”*

**Chris Jeffery,**  
Accessibility & Transport  
Integration Manager,  
TransPennine Express





*"Finding the nearest restroom or meeting room with just a few taps at my fingertips, paired with precision turn-by-turn instructions, bolstered my sense of confidence in knowing that my destination would be easily within reach. As a frequent GPS user, GoodMaps was my first time experiencing this level of navigation indoors."*

Seyoon Choi,  
GoodMaps user at the 2023  
National Federation for the Blind  
Conference

## Frequently Asked Visitor Questions

Help visitors with these common issues and questions as they get started with using the GoodMaps app.

### **Q: Is GoodMaps free?**

A: Yes! GoodMaps is completely free for visitors to use. Visitors simply download the app from the Apple App Store or Google Play and create a user account to get started.

### **Q: How do I hold my phone while using GoodMaps?**

A: First, hold your phone so that GoodMaps can register your location:

1. Hold your cell phone up, as if you are taking a picture.
2. Find your position: Following the animation on your screen, slowly scan your position in a panoramic motion for the app to find where you are located within the building.
3. If scanning fails, relocate. You will receive an alert that states, "Unable to identify your position. Relocate to a new starting position and try again." Once you move positions, the app should recalibrate and locate your position.



Find Your Location



## FAQs, continued

### Q: How do I view a map of my location?

A: To view a 2D map (left image) of your current location, hold your phone flat and parallel with the floor in front of you.

To view your location in augmented reality (right image), hold your phone vertically in front of you.

### Q: How do I begin routing?

A:

1. Open the GoodMaps Application
2. Select a building > Check me in
3. Find your position (see page 3)
4. Find a destination three ways:
  1. Type in the place you want to go in the search bar
  2. Use the directory to search for a destination
  3. Click on a point of interest icon in the 2D Map
5. Preview your route

After selecting your destination, the map displays a preview of the route starting from your current location, with options for a full list of directions.

Swipe up on the bottom of the screen for additional information about the point of interest such as location and hours.

### Q: I've got a stroller OR I'm using a wheelchair. How do I find a route without stairs?

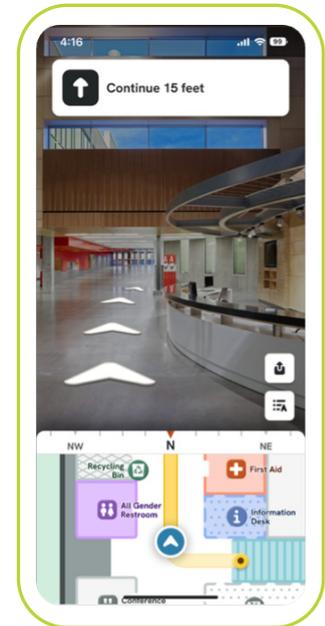
A: Once you have selected your destination (see question above), select the "Avoid Stairs" button to receive directions to stair-free routes.

### Q: How do I set accessibility preferences?

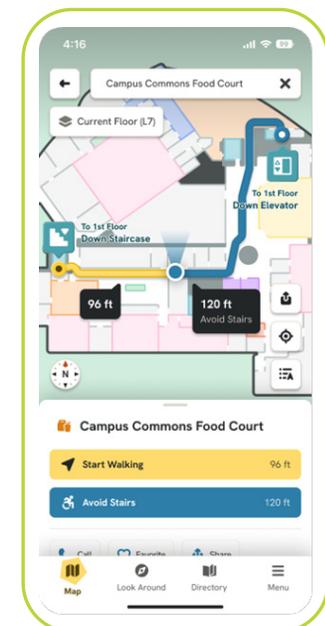
A: Users who rely on screen readers can choose visual assistance applications to launch at the end of their route. This feature can be accessed through the settings page and is only accessible when the user has a screen reader enabled. (answer continues on the following page.)



2D Map View with Clickable Point of Interest Icons



Augmented Reality View



Route Preview





## FAQs, continued

To select accessibility preferences:

1. Log in to GoodMaps account
2. On the bottom right of the screen, select: Menu > Settings > Visual Assistance Apps
3. Check the boxes of the apps (e.g., Be My Eyes, NaviLens, etc.) that you wish to enable to work with the GoodMaps app.
4. Select the back arrow on the top left of the screen to return to the Menu.

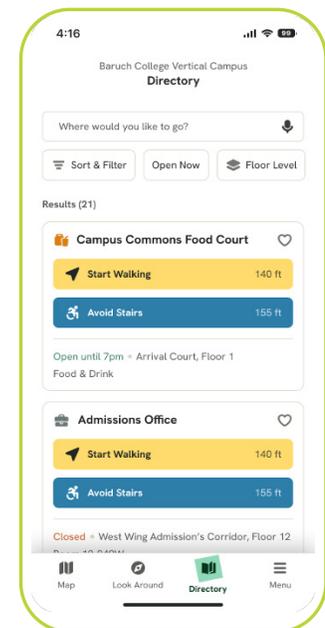
### **Q: How do I find a list of all the places I might want to go in the building?**

A: In the bottom navigation, click on Directory. You will see a list of all points of interest, as well as options to sort, filter, and search.

### **Q: How do I provide feedback about the route directions?**

A:

1. Once you have reached your destination, select “End Route”. A feedback screen will appear.
2. You can rate your navigation experience, or enter additional feedback in the provided text field.



Directory View

### **Q: Will the app work outside the building, in the parking lot, or help me get to the venue from my home?**

A: GoodMaps is available only for use within areas of the venue that have been mapped. In most cases, this is confined to the physical venue building and points of interest located within them. Some venues may have outdoor spaces within the immediate vicinity mapped as well. (Venue staff: Consult with your facilities manager if you are unsure of which areas of your venue have been mapped for use with the GoodMaps app.)

**For additional guidance, please refer visitors to the GoodMaps Quick Start Guide or full User Guide.**



**Use this page to jot additional questions or notes.**

Have suggestions or feedback? Contact us at:  
[support@goodmaps.com](mailto:support@goodmaps.com)



**GoodMaps**

1741 Frankfort Ave.  
Louisville, KY 40206

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