



On-Deck Location Based Apps Customer Reviews

2009



On-Deck Location Based Apps

Customer Reviews

- Skyhook surveyed VZ Navigator, Sprint Navigator and AT&T Navigator reviews to analyze customer feedback
- Popular review sites were surveyed including CNET, PC Magazine, GPS Magazine, and my3cents.com
- The same user complaints recurred for all on deck applications:
 - **Poor accuracy**
 - **Slow speed**
 - **High price**
 - **Spotty coverage**
 - **Unreliability**
 - **Bad user experience**

VZ Navigator Customer Reviews

-Can't find local stores and businesses

Matt Hollycart CNET comment March 4, 2009

-Especially if you are in the city and have to make a bunch of quick turns. It can't keep up. You have to pull over and stop and wait for it to tell you what to do next. It takes way to long to recalculate routes.

jules301h CNET comment May 16, 2007

- User comments reveal
 - Discontent with cost
 - Extreme battery drain
 - Dissatisfaction with accuracy
 - Slow speed
 - Limited availability/coverage

Statistics

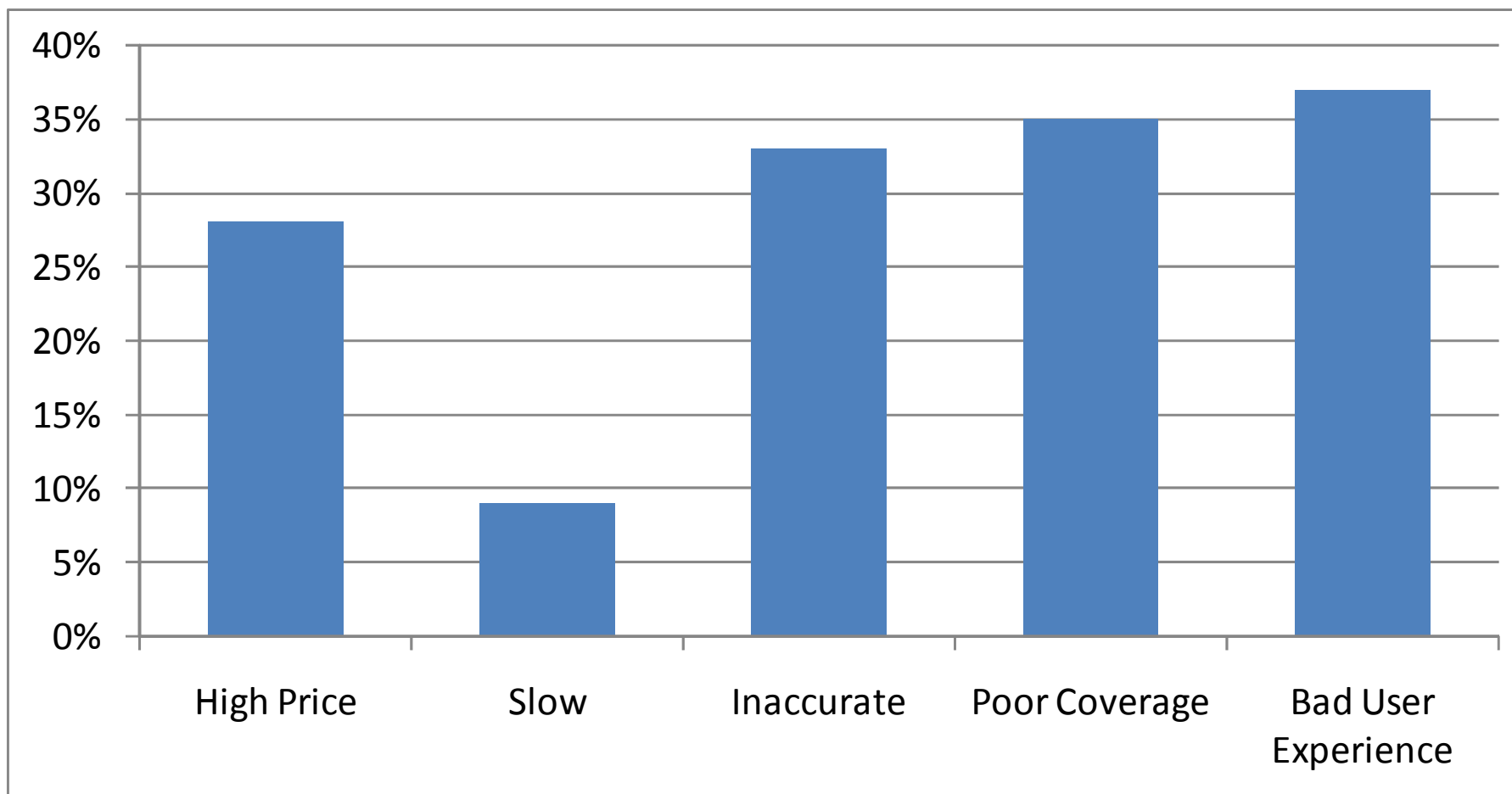
- 3 different sources reviewed including CNET, My3cents.com, and GPSMagazine.com
- 30% of CNET respondents rated VZ Navigator 2 out of 5 stars or below
- 73% of ratings 3 stars and above still included complaints



VZ Navigator Not Improving Over Time

- All of the complaints on CNET are consistent from 2006, 2007 2008 and 2009
- Complaint rates have barely decreased over a 2-year period:
 - In 2006, complaints made up 93% of comments
 - In 2007, complaints made up 88% of comments
 - In 2008, complaints made up 75% of comments

VZ Navigator Common Complaints



Accuracy

- One of the main complaints VZ users have is the inaccuracy of VZ Navigator

It is a pain. The search engine is horrible. It cannot find the easiest of location, (i.e. Macy's). When I do find a location, it does not give you the turns in advance of the turns.

Jim McCann GPSMagazine.com comment January 1, 2009

GPS location extremely inaccurate... tried it several times and was extremely inaccurate when showing my location, therefore directions to other locations also inaccurate. Tried it for two weeks and never was correct. Glad I did not waste money and subscribe.

crazycat35 CNET Review July 14, 2006

Beware it can take you into bad areas... and way out of your way(even if you follow the GPS instructions it might say re-calculating route).

surfer bob CNET comment October 27, 2006

It frequently gives incorrect directions... numerous instructions to bear left or right on a road that is dead straight.

rich1957 CNET comment February 28, 2007

Confidential 2008

Cost

- Another common complaint users have is VZ Navigator's exorbitant cost

What a cash cow for Verizon. Not only do they bill 10 bucks a month for this service in addition to wireless premiums, they also charge 10 bucks just to download the software. Verizon is taking it hand-over-fist from people.

dek 74 CNET Review April 18, 2008

VZ Navigator is a rip off... At this time I no longer have [it].

heatherinohio83 CNET Review October 14, 2007

It's not worth the \$10 a month, you can get decent navigation... for what you would spend on the VZ navigator subscription.

jules301h CNET comment May 16, 2007

Speed

- Users complain about the service's slow speed

This thing is also annoyingly slow to track your location.

EvilZurg CNET comment December 25, 2007

I pulled over, typed in the new address, but lo and behold, it sat there searching for about 10 minutes. Overall, I hate this thing and will not use it again.

803scdantes CNET review October 27, 2008

Especially if you are in the city and have to make a bunch of quick turns. It can't keep up. You have to pull over and stop and wait for it to tell you what to do next. It takes way to long to recalculate routes.

jules301h CNET comment May 16, 2007

Unbearably slow panning and zooming, and slow map scrolling while driving ...
Most troublesome is the choppy, slow map performance.

GPSMagazine.com

Coverage

- Many users have lamented the limited coverage of the VZ Network

Spotty accessibility... could not connect with system in Las Vegas.

mlamadrid CNET comment April 24, 2006

I have been thoroughly disappointed with the VZ system. It frequently gives the message “Service Not Available”.... nothing more frustrating than when you're driving somewhere, and you don't know where you are and your nav system doesn't work .

Yuran22 CNET comment, May 16, 2008

Limited area of use... left me high and dry. Not what I'd consider an even remotely reliable service.

EvilZurg CNET comment December 25, 2007

I'm very disappointed with VZ Navigator... found this thing to be worthless . If there is no cell phone reception, you cannot search for any locations. If you try to do a search you might as well give it up.

803scdantes CNET comment, October 27, 2008

User-Friendliness

- The most common complaint from users is a bad user experience.

What bugs me is that they only offer 1 program... if you are stuck with Verizon, then you have no choice.

slugithome1977 CNETcomment February 16, 2007

If someone calls, or text you, while you are navigating, it kicks the navigation out, even if you don't answer the phone.

jules301h CNET comment May 16, 2007

Unfortunately, the software is still too difficult to use, and lack a few key features... incoming calls suspend navigation... Even something as basic as adjusting the volume required sifting through three separate configuration pages, changing settings, and saving the new volume level. Good luck trying to quickly mute the volume while driving.

GPSMagazine.com

Sprint Navigation Customer Reviews

- Many Sprint Navigation users have similar complaints to those users of VZ Navigator:
 - Slow speed
 - Deficient accuracy
 - Poor visibility
 - Inconsistent Coverage



Statistics

- Surveyed both CNET reviews and PC Magazine
- 75% of reviews on CNET report problems

Sprint Satisfaction Decreasing over Time

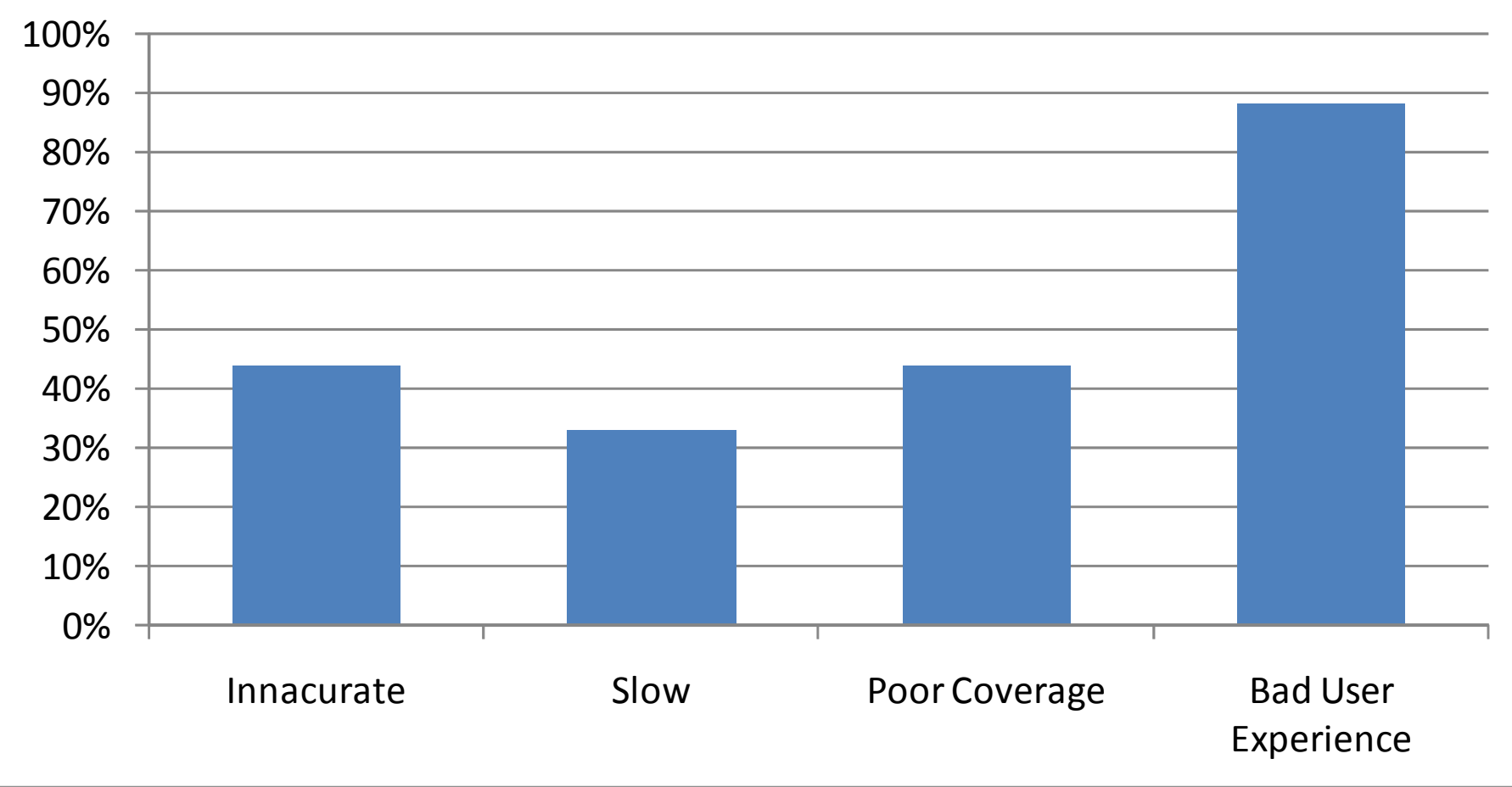
During rush hour... it just doesn't work. I don't want to be at the mercy of the data link when I am navigating through rush hour traffic in a city that I am not familiar with. It is a real pain when suddenly you have no map, no guidance and you aren't sure where to go.

John Griffith GPS Magazine comment November 14, 2007

According to CNET comments, customer satisfaction with Sprint Navigator is decreasing

- 0% of comments included complaints in 2006
- 61% of comments included complaints in 2007
- **100%** of comments included complaints in 2008

Sprint Common Complaints



Speed

- Many reviewers had complaints about the system's slow speed

Route recalculations were on the slow side. .. often took a few seconds for the system to even realize we were off course. If you're in a completely new town, we can see how this would be a frustrating situation .

CNET Product Review

The system is way too slow to react to changes. If I miss a turn, it takes forever to recalculate, and by the time it does, I've missed several more turns.

brantner04 CNET comment October 21, 2007

Routing and re-routing was somewhat slow. I found I needed to pull over and wait for the route to be downloaded from TeleNav before I could start driving.

GPS Magazine Product Review

It takes so long for the new route to come up that the navigator can't keep up with you. By the time your new route comes up you have passed a turn

Coolhand37 us CNET comment January 13, 2009

Accuracy

- Sprint Navigation users also had complaints about its accuracy

It's not all a smooth ride... the system wasn't always accurate when pinpointing our location... addresses were off the mark .

CNET Product Review

Another BIG issue is the fact that a lot of times it has no idea where I am. It thinks I'm on a totally different street than I'm really on... when it has signal it should at least know the general area I'm in, and at times it's had me pinned 2 or more miles from where I really was. I actually ended up running out of gas because it kept recalculating my route and was leading me in the wrong direction when I was looking for the nearest gas station. Thankfully road-side assistance came to my rescue.

brantner04 CNET comment October 21, 2007

Accuracy Continued

It took only 1.3 miles (!!!) to realize that we went off route, though the direction we went to was at 90 degree angle to I-95 - bummer. If I wouldn't know where to go, I'd get lost big time. Finally, being close to our destination, TN announced "next left turn"... The proper turn was ... approximately 300 ft from the announcement. So much for navigation from Telenav.

hboss 100 PC Magazine comment November 16, 2006

I managed to get lost more than once: When Telenav loses GPS signal temporarily, it estimates your position, not accurate enough! It made me miss a few turns. Telenav failed to recompute my route about 50% of times.

About.com Product Review

Coverage

- Sprint users also complain about inconsistent coverage

Not good in big cities. the real issue is the fact that I live in downtown Chicago, and when I try to use it there that is when the fun begins .

brantner04 CNET comment October 21, 2007

Other gripe is that there isn't really any way of determining your current position... without having network connectivity. I think that most of the devices that currently are capable of running TeleNav probably have enough processing power and memory to determine their position based on receipt of a GPS signal without talking to the network. They should be able to display at least a very general map showing cities and perhaps Interstate highways.

PC World Product Review

In the DC area, Telenav was very slow to load and often lost contact with GPS. Often you were past a turn before it told you about it. Eventually I shut it down as it got me lost too many times. I will be cancelling it.

billium1953 PC World comment May 14, 2008

Confidential 2008

Coverage Continued

Most alarming was the fact that all navigation stopped when cell reception was lost. when the phone lost signal, it would simply hang and display a message stating the phone was awaiting cell reception. The maneuvering list was not displayed, nor the map view. Nothing. Once cell reception was restored, the software would promptly update the route and show the map view again .

GPS Magazine Product Review

We were also disappointed by TeleNav's spotty points-of-interest database, which had trouble directing us to such obvious locales as parking garages and mass transit hubs.

Info Sync Product Review

User-Friendliness

- Users also criticized the user-friendliness and lack of key features on the system

You can't add personal notes when texting your location to contacts... we noticed that Sprint Navigation was slightly off the mark with the address it sent to our friends via text message... Viewing maps and directions on a cell phone's small screen isn't ideal for in-car use.

CNET Product Review

Outdated maps; freezes phone at times; program likes to crash .

brantner04 CNET comment October 21, 2007

First you must provide either a city or ZIP code when getting a route. Seldom will you know the ZIP code if you aren't on your immediate home turf, and who ever knows it when you're in unfamiliar territory, say on a business trip to a new place? And what if you find yourself lost in the countryside and don't know the name of the nearest city?

PC Magazine Product Review

User-Friendliness Continued

For some reason it also would not complete a command... You cannot change a route or create a multi-stop route so software is very basic and limited. Also, it cannot handle driving on a parallel road as it thinks you are still on the primary even if on a surface street.

Billium PC Magazine comment May 14, 2008

A pale comparison to the heavyweights... online capabilities are non-existent, despite the fact the product requires a data connection (no weather, traffic, alternate route, yellow pages, etc...) Outclassed in every way.

Alexzogh PC Magazine comment February 12, 2007

Can't get the speaker to function when the application is running. Nor will a Bluetooth headset work. I guess you could use a wired earphone but who wants to wear that on a trip. Can't receive phone calls when Telenav is running. Bottom line - won't continue to use it.

mzeiger PC Magazine comment September 17, 2006

User-Friendliness Continued

Usability could be improved. When I wanted to make a call, getting back on the road forced me to go through selecting options again, waiting for a re-upload of the latest routes, etc. Why not just prompt me with "Resume latest route?" There is also no way to have the audio guides repeat so when they announce an upcoming turn and you were absent minded, it is just too bad.

About.com Product Review

The map is too small and difficult to read... The speaker quality is insufficient for GPS applications (when driving at highway speeds, the speaker wasn't loud enough, distorted at high volumes, and sounded tinny... does not currently include real-time traffic data.

GPS Magazine Product Review

AT&T Navigator Customer Reviews

Finding the requisite satellite signals is challenging. I'd estimate I've only been able to access a signal 10% of the time, rendering the service mostly useless... not worth it.

rodick314 CNET comment September 15, 2008

Main complaints of AT&T's Navigator were similar to Verizon and Sprint

- Slow Speed
- Too Expensive
- Unreliable Service
- Varying Coverage
- Poor User-Friendliness

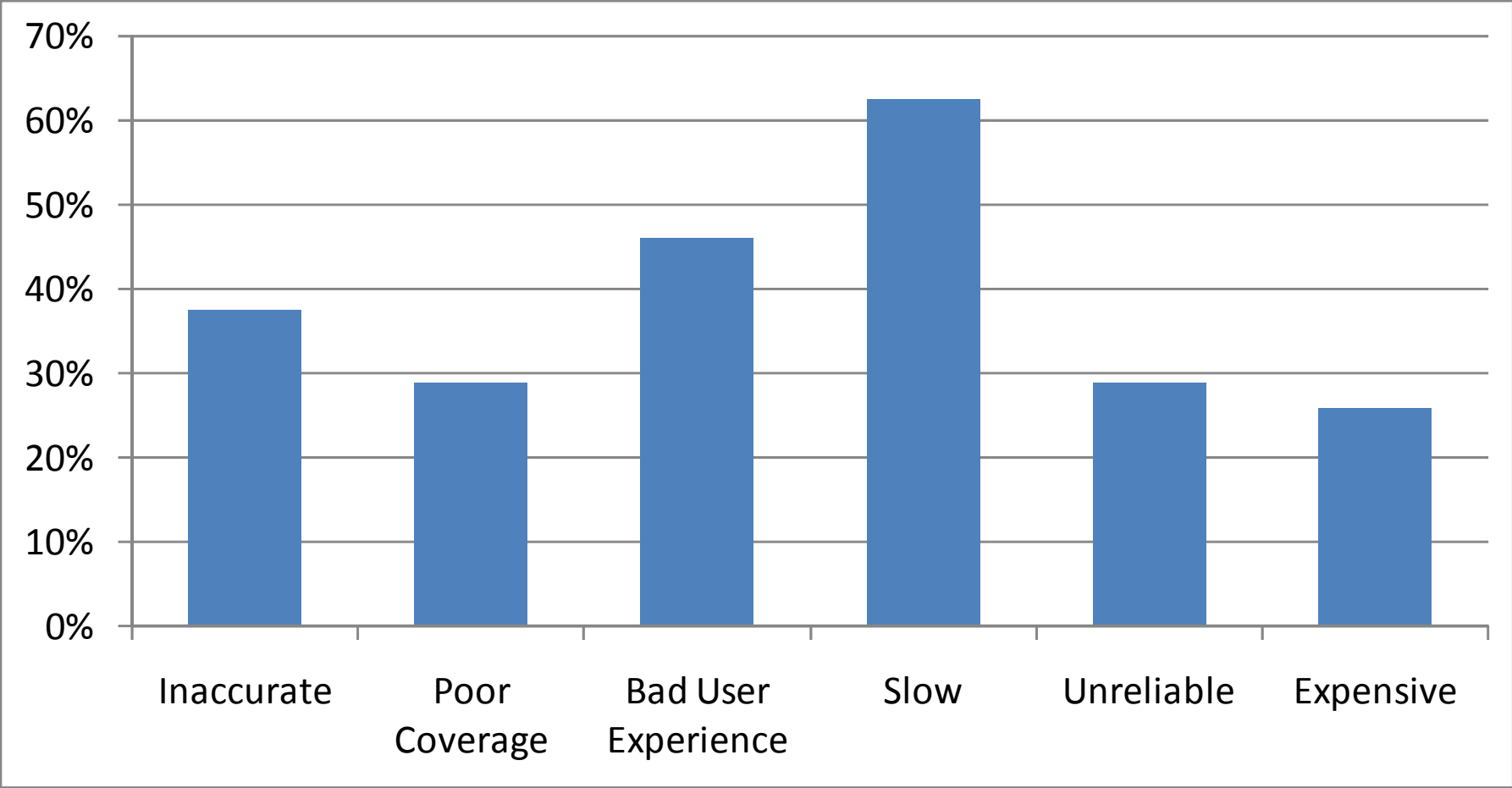
Statistics

- Average CNET rating- 2 ½ stars
- 54% of reviews on CNET under 3 stars
- 29% of ratings 3 stars and above included common complaints



at&t

AT&T Common Complaints



Speed

- Many AT&T users feel that the service is far too slow

I have had almost no good experiences and overwhelmingly terrible experiences. [It is] slow to latch onto a satellite.

xmas-shopper CNET comment May 3, 2008

It takes an unnecessarily long time for the GPS to find your location. I would have to start TeleNav before I left my home and start driving to my location before it completed finding my location .

wcmb CNET comment January 7, 2008

Because the maps aren't preloaded it's slow to refresh.

lpacania CNET comment August 19, 2008

Slow to update as you travel.

howardhawk CNET comment October 21, 2008

Reliability

- Many users found AT&T Navigator to be unreliable

If it can't reliably and efficiently take me to places I already know how to get to, why would I trust it to take me to places I DON'T know how to get to? I also had trouble [finding]... rather obvious POIs such as a minor league baseball stadium outside of Washington, DC.

mcallihan CNET comment July 28, 2008

It doesn't work half the time, even when I'm in a clear open area that is not obstructed by any trees or buildings. It is not reliable enough ... I don't have time to wait for it to "feel" like receiving the signal.

sexyfem2000 CNET comment April 19, 2007

This software is terrible. It loses signal and takes forever to regain. While going down the interstate it loses signal and takes forever to regain the signal... don't get off the interstate or deviate from the route it tells you because you cannot recover. The thing is not to be trusted.

dpstk78 CNET comment on January 18, 2007

Coverage

- Many users also found it to have spotty coverage

Doesn't seem to work where there is no cell tower coverage. On a recent trip from NYC to Chicago, there were frequent losses of signal and GPS failures. The POI don't seem to include museums and parks.

dralk CNET comment September 10, 2008

In areas where I had poor cell coverage I couldn't use the service.

lpacania CNET comment August 19, 2008

Price

- Like VZ Navigator, many users find it too pricey

Overall though, for \$10/month, I don't think it's a good investment mainly because after spending that money, you still can't be sure the directions it provides are any good.

mcallihan CNET comment July 28, 2008

GPS receiver is extra cost.

howard999 CNET comment August 9, 2007

Overall, it's not worth it. You shell out an upfront cost for a receiver and then \$10 monthly fee (plus taxes and fees). You have to purchase a separate bluetooth GPS receiver, since it doesn't have one built in.

sexyfem2000 CNET comment April 19, 2007

This software is terrible. It loses signal and takes forever to regain. Average product, above-average price.

Gary Osburn CNET comment November 29, 2007

Accuracy

- AT&T Navigator has many reviews deeming it inaccurate

The software comes up with unusual routes in my experience... and if you lose cell network coverage along the way, it can't re-calc the route or load more of the map.

mcallihan CNET comment July 28, 2008

...From bay area to LA. I encountered cannot connect to server error when I need GPS instruction the most at downtown LA. Have to reboot the phone, resync the GPS receiver then found out GPS is not that accurate at downtown LA.

howard999 CNET comment August 9, 2007

Prepare to be under-informed at best, and often very lost... this misdirection happened with 3 of the 4 trial destinations, for both city, urban and rural examples.

theoriginalskynut CNET comment April 17, 2009

Accuracy Continued

It's accuracy is typically off by about 200 to 300 feet. It claims accuracy within 150 feet (50 meters), which is not very accurate in my opinion.

sexyfem2000 CNET comment April 19, 2007

Traffic info inaccurate. It tells you it is checking for traffic, but it totally misses on a major route near us that is regularly blocked due to construction. I don't see why they bother even telling you that and getting your hopes up.

howardhawk CNET comment October 21, 2008

User-Friendliness

- AT&T users complain about the user-friendliness of the service

You can't talk on the phone and use TeleNav simultaneously. It's either one or the other. That is such a pain, especially when there is a need to converse with clients while traveling.

sexyfem2000 CNET comment April 19, 2007

If you talk while driving you will have problems using Telenav. I took many conference calls and would be forced to exit the application. You need to know your destination to see an actual moving map with your position .

lpacania CNET comment August 19, 2008

Not user friendly.

wcmb CNET comment January 7, 2008