



Staples developed a web and mobile app to help customers locate Staples stores across North America.

THE CHALLENGE

Staples has more than 1,600 stores throughout North America. The company wanted to help customers easily find the nearest store, along with driving directions and distances. While this service was a priority, the team didn't want to spend excessive time, money and resources building their own mapping infrastructure.

Benefits



Easily search and buy products online, then pickup orders in store



Ensure delivery locations are accurate when customers shop online using address autocomplete



Quickly find nearby Staples stores and seamlessly display driving directions

THE SOLUTION

Staples chose Google Maps and Google Maps APIs because of their familiar mapping interface and tools for easy integration with Staples' website and mobile apps. To help people find stores near them, Staples used the Google Maps Javascript API to build a location-finder map on its website.

The iOS mobile app uses the Google Maps SDK for iOS for the store locator, and the Android app uses the Google Maps Android API. To make it easier to find stores, the website uses autocomplete to fill in the full name of a location when a user types in only the first few letters.

"With Google Maps, we've been able to very easily build a website and mobile apps that let people quickly find a nearby Staples store and get directions to it."

-Bolivar Bravo, Head of Mobile Engineering Staples



Contact Us

Want more information?

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