

Lyft: Connecting drivers and riders

Ride-sharing has become an intensely competitive business. To succeed, Lyft knew it needed to connect riders and drivers seamlessly and conveniently and make the experience delightful from beginning to end.

**Google
Maps
Platform
Results:**

700,000
are registered



About Lyft

Lyft was founded in June 2012 to improve people's lives with the world's best transportation. Lyft is the fastest growing rideshare company in the U.S. and is available to 95 percent of the US population as well as in Ontario, Canada. Lyft is preferred by drivers and passengers for its respectful and friendly experience, and its commitment to effecting positive change for the future of our cities.

Industries: Other

Location: US

- Users can enter the name of a destination using the Places Search
- Improving even more ride options—including expanding the new Lyft Line option for riders going in the same direction
- 200+ US cities listed on app

Lyft Maps app

Google Maps Platform

(<https://cloud.google.com/maps-platform/>)

"We've seen more than 500% growth in rides and revenue since last

year, thanks in large part to Google Maps. When customers use our app, they expect there'll be a car waiting for them and they'll get to their destination as quickly as possible. We make it easy for our riders to quickly see this information right in the app."

—Vishay Nihalani, Product Manager, Lyft

The Maps SDK for Android creates the Lyft Android app's main interface—it's the map users see when they log in. Users can drop pins on a map or enter their location manually to indicate pick-up and drop-off locations. Through reverse geocoding, the app will

recognize locations and determine an address automatically based on where the pin is dropped. Lyft also helps people find their locations by using the Places Search API. People often think about the places they want to go by name—for example, they'll enter "Cliff House" rather than the restaurant's street address. The Places Search API allows a passenger to enter the name of a destination.