LOCATION WORKFLOWS · RESEARCH

Location data that runs itself

Academic & Scientific Research

How it works, and 13 ways teams put it to work.

300M+	1B+	54	13
POINTS OF INTEREST	DEVICE SIGNALS A DAY	BUILDING BLOCKS	USE CASES

13 USE CASES · 4 SECTIONS · 54 BLOCKS

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Prepared for
Research groups, labs and university planners

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The product, then 13 ways to use it.

Part one explains how a flow is built and what each block does. Part two is 13 worked use cases in 4 sections, grouped by what the team is trying to do. The scenarios and figures in part two are modelled, not customer results.

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EXECUTIVE SUMMARY

Location data is only useful when something acts on it.

Most location data is bought for a project, analysed once and filed. xMap Flows connects the same data to the systems your teams already use, on a schedule, so a new outlet becomes a lead, a crowded district becomes an alert and a candidate site becomes a score, without anyone running a report.

54	11	16	13
BUILDING BLOCKS	WAYS TO START A FLOW	PLACES TO SEND RESULTS	WORKED USE CASES

FINDING 01

Built by connecting blocks

A flow is a chain of blocks: a trigger, an area, xMap data, AI, your own rules and an action. There is no code, and every block explains itself.

FINDING 02

Data and delivery together

Live listings, 300M+ POIs, people, footfall, jobs, roads, ships and weather sit beside your chat apps, sheets, email and maps, and Ask xMap answers you in the app and on WhatsApp.

FINDING 03

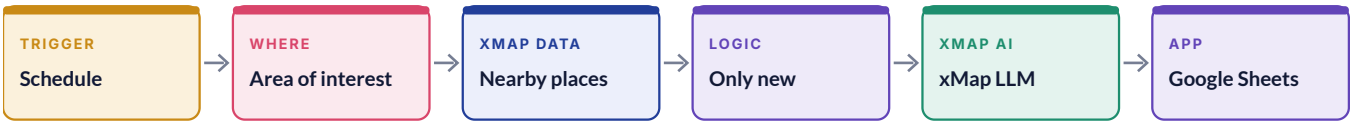
You pay for what runs

Building and testing logic is free. Credits are spent only when a run passes, on the data it read and the things it sent.

Start with one flow whose output someone will see every week. A ranked list in the team's inbox on Monday morning does more to prove the data than any study.

WHAT WE WOULD DO FIRST

ONE FLOW, READ LEFT TO RIGHT



Every morning, look in the chosen cities for newly opened outlets, skip the ones already found, let the AI score them for your products, and add each to the team's sheet. Part two has 13 flows like this one.

PART ONE · THE PRODUCT

TWO WAYS TO DO THIS

From a one-off study to something that runs.

The data is the same in both columns. What changes is whether a person has to remember to ask for it, and where the answer lands.

DIMENSION	A ONE-OFF ANALYSIS	A FLOW
What starts it	Someone asks for a report	A schedule, a chat message, new rows in a table, a change near your places, or an event in an app
Freshness	True on the day it was run	Re-run every hour, day, week or month
Effort per run	Analyst time, every time	None after the first build
Output	A file or a slide	Records, messages, rows and maps in the tools teams use
Cost	A fixed project fee	Credits per place and per action, for passed runs only
Ownership	Whoever built the spreadsheet	Shared with the team, with view or edit rights

THREE WAYS TO BUILD ONE

WAY IN 01 Build it by hand

Drag blocks from the library onto the canvas and connect them.

- Each block shows its settings and price
- Problems are flagged before you run
- Tidy up aligns the canvas

WAY IN 02 Start from a template

1,000 ready-made flows you can load and change.

- Shops that just closed: units to rent
- Companies hiring near you
- Nearest ambulance to each accident

WAY IN 03 Ask xMap

Describe what you want in a sentence. Ask xMap builds the flow, tests it and fixes what fails.

- Checks every block before you run
- In the app, or on WhatsApp from your phone
- Explains and repairs a failed run

PART ONE · THE PRODUCT

HOW A FLOW WORKS

Six kinds of block, connected left to right.

Every flow reads the same way. It starts on a trigger, looks at an area, gathers data, lets the AI make sense of it, applies your rules and ends in an action. Items travel along the lines between blocks, and each block adds to them or narrows them down.

01 Trigger

What it does

What starts the flow: a timetable, a chat message, new rows in a table, a change near your places, or something that happens in one of your apps.

Blocks

Chat · New rows · Schedule · When something changes · 7 app events

02 Where

What it does

The area the flow looks at: countries, cities, places found by search, polygons you draw, what can be reached in a travel time, and the nearest of your own points.

Blocks

Area of interest · Find nearest · Travel area

03 xMap data

What it does

What is there and what is changing: live listings, places of 5,000+ types, residents, footfall, job postings, roads, ships, satellite pictures, weather and news.

Blocks

Browser · Demographics · EV charging · Job postings · Map business scan · Mobility Footfall · Nearby places · News · Property changes · Regional data sources · Satellite images · Ships (AIS) · Traffic Flow · Traffic incidents · Weather forecast · Web page watch

04 xMap AI

What it does

Scoring, ranking and summarising in plain words, typed decisions, and AI agents that answer messages using other blocks as their tools.

Blocks

AI agent · Jev decision · Place classifier · xMap LLM

05 Your data & logic

What it does

Your own tables, database and Apollo contacts, and the rules: keep only what is new or qualifies, sort, calculate, wait for a person, run code.

Blocks

Apollo · Database lookup · Database query · Match with my table · MCP tool · My data · Save to my database · Team findings · Approval · Branch · Calculated field · Custom code · Filter · Only new · Remove duplicates · Route planner · Run another flow · Sort and limit · Split by territory · Wait · What changed · Zone alert

06 Actions

What it does

Where the result lands: email, a reply to whoever wrote, a report, messages to each person, a saved map, or any of 11 apps such as a chat or a spreadsheet.

Blocks

Email · Make a report · Outreach · Reply · Show on a map · 11 apps

IN THE EDITOR

Test before it is live

A test run shows what each block returns and would send, step by step, and what it costs.

IN THE EDITOR

Checked before deploy

A flow goes live only when every block has valid settings and a connected account.

IN THE EDITOR

On desktop and phone

The same canvas works on a phone, with touch to move, connect and zoom.

A Branch block has two exits. Items that match your rule leave from Yes, the rest from No, so one flow can approve the clear cases and send the doubtful ones to a person.

WORTH KNOWING

PART ONE · THE PRODUCT

BLOCK REFERENCE · 1 OF 3

Starting a flow, choosing where, and reading the world.

The first 23 of 54 blocks. The editor shows each block's settings and price in its settings panel.

TRIGGERS	
Chat	Starts when someone writes in a chat page or window.
New rows	Starts when rows are added to a table or a Google Sheet.
Schedule	Starts on a timetable, in any time zone.
When something changes	Starts when a place opens, closes or drops in rating, or a road closes.
WHERE	
Area of interest	Countries, cities, places, or shapes you draw.
Find nearest	The nearest of your own points to each place.
Travel area	The area within N minutes or N km by road of each place.
XMAP DATA	
Browser	A browser in the cloud does a task on a public website. It never signs in, buys, pays or sends.
Demographics	Residents, men and women and age groups, around a place or in an area.
EV charging	Public charging stations around each place or in an area, with their power and operator.
Job postings	Live job postings by keyword and place.
Map business scan	Live business listings, searched across an area.
Mobility Footfall	Footfall per day around each place, its busiest hours and days, as anonymous totals.
Nearby places	Any of 5,000+ types of place, around a place or in an area.
News	Stories from news feeds or a news page, kept by your words or by xMap AI, placed on the map.
Property changes	New owners, sales, values and uses from US county property records, or the owner of each place.
Regional data sources	National datasets, chosen by country.
Satellite images	The latest satellite picture of each place.
Ships (AIS)	Ships near a port or a coast, live from AIS.
Traffic Flow	Live road speeds, jam factor and closed roads around each place.
Traffic incidents	Live road closures, roadworks and accidents.
Weather forecast	Up to sixteen days ahead, by day or by hour.
Web page watch	Web pages watched for changes, said in plain words, or the new entries of a list on a page.

Mobility Footfall is live in the cities xMap's mobility data covers. Mobility figures are only ever anonymous totals.

PART ONE · THE PRODUCT

BLOCK REFERENCE · 2 OF 3

The AI, and your own data.

The next 12 blocks: AI that reads, scores and decides, and your own tables, database and Apollo contacts.

XMAP AI	
AI agent	Answers each message, using other blocks as its tools.
Jev decision	A yes or no, a choice, or a score for each item.
Place classifier	Clean categories, duplicates merged.
xMap LLM	Scores, ranks, matches and summarises in plain words.
YOUR DATA	
Apollo	Decision makers at each company, from your Apollo account.
Database lookup	Looks each item up in your own database.
Database query	Reads rows from your own database.
Match with my table	Matches items to your table, or skips those in it.
MCP tool	Calls a tool on an MCP server you connect.
My data	Your uploaded tables and saved lists.
Save to my database	Writes the results into your own database.
Team findings	What your other AI employees found this week, against the week before.

LIVE

Map business scan

Reads listings as they are today, across a city or a drawn area, including places that just opened.

300M+ PLACES

Nearby places

Any of 5,000+ types of place around a point or in an area, with rating, phone and website.

YOUR SYSTEMS

Your own data

Tables you upload and your own database join the flow, so it skips what you already have.

PART ONE · THE PRODUCT

BLOCK REFERENCE · 3 OF 3

Your rules, and where results go.

The last 19 blocks, and the apps. Put logic early: keeping only new items or good fits first means every later block works on less.

LOGIC	
Approval	Holds the run until a person approves it.
Branch	Splits items into Yes and No paths.
Calculated field	Adds a field worked out by a formula.
Custom code	Your own JavaScript, run safely on the server.
Filter	Keeps only the items that match a rule.
Only new	Keeps only what this flow has not seen before.
Remove duplicates	One item per place, phone or website.
Route planner	The best order to visit the stops, for each rep, with directions.
Run another flow	Runs one of your other flows with the items.
Sort and limit	Puts items in order and keeps the first ones.
Split by territory	Fair, compact territories for your reps, by area.
Wait	Holds the run for a while, or until a set time.
What changed	Places that closed, moved or changed since last time.
Zone alert	Items that entered, crossed or left a zone.
ACTIONS	
Email	One email per run, or one per item.
Make a report	A branded PDF report or slides, emailed or saved to Drive.
Outreach	A first message and follow-ups to each person, approved first, stopped when they reply.
Reply	Answers whoever started the run, where they wrote.
Show on a map	Saves the results as a map to open or share.
APPS	
11 apps	Slack, WhatsApp Business, Google Sheets, Gmail, Microsoft Teams and 6 more.
7 app events	Starts when something happens in one of 7 apps.

PART ONE · THE PRODUCT

WORKING AS A TEAM

Shared flows, clear roles, and nothing live by accident.

A flow that sends messages and writes to your systems needs the same care as any other system that acts on its own. These are the controls around it.

01 **Organisations and roles**
Each company has its own organisation with its own credits, connections and flows. Admins manage members, connections and credits. Members build, share and run flows.

02 **Sharing**
A flow can be private, viewable by the team or editable by the team. It can also be shared with named people, with view or edit rights.

03 **Company accounts only**
Sign up with a company email and a code, or with Google, Microsoft or your company's single sign-on. Free mail providers are not accepted.

04 **Deploy checks**
A flow goes live only when every block has valid settings and a connected account. The same checks run again on the server.

05 **Schedules in your time zone**
Every few minutes, hourly, daily, weekly or monthly, in any time zone, skipping public holidays if you like. The editor always shows the next runs.

06 **Results in one place**
Results land in one list and on one map, scored and explained: ask why, add a note, save a view, or send one to Slack or a sheet.

EVERY RUN

A record you can open

Each run keeps what every block returned, what it cost and who or what started it.

EVERY CHANGE

An activity log

Edits, shares, deploys and runs are listed for the organisation, with names and times.

EVERY CREDIT

A ledger

Admins see each charge against the run that caused it, and the balance left.

PART ONE · THE PRODUCT

ASK XMAP, THE ASSISTANT

An assistant in the app, and on WhatsApp.

Ask xMap answers questions about the product, your flows and what your AI employees found, and does the work you ask for, with the same rights you have.

01 **Builds and changes flows**

Say “email me new pharmacies in Madrid every Monday”. Ask xMap builds the flow, tests it on sample data and fixes what fails. When no answer is at hand, it offers to build a flow that finds one.

02 **On xMap's WhatsApp number**

Add your number once in Settings. Then write, send a voice note or call xMap's number: the same assistant, the same conversation, working as you in your organisation.

03 **Files, photos and places**

Send a photo, a PDF, an Excel or Word file and ask about it. Share your location and ask what is around you. Nearest places come back as pins, results and reports as files.

04 **Memory, reminders and tasks**

It keeps short notes about you that only you see, reminds you at a time in your own time zone, keeps your task list, and sends a follow-up only if the person has not replied.

05 **Your own files and inbox**

It answers from your team's reference files and tables and says which one each answer came from. With your own Outlook connected, it reads your inbox and calendar to answer you.

06 **Your Yes first**

Anything that changes, runs, sends or spends something waits for your Yes: a reply or a tap in the chat, never a spoken yes on a call. It sees only your own organisation's data.

ASK IT

What did my flows find?

A short answer from this week's results, with the strongest fits named.

ASK IT

Remind me Thursday at 9

A message at that time on WhatsApp, or in the bell and by email.

FOR ADMINS

Company controls

Switch it on or off on WhatsApp, let it only answer there, and download a 90-day log of what it did.

PART TWO · USE CASES

HOW TO READ PART TWO

13 use cases, all in the same shape.

Each use case is a flow you can build from the blocks in part one. They are grouped by what the team is trying to do, so each section can be routed to the people who own that work.

1. **The challenge**
   The problem in the team's own terms, and why the usual approach falls short.
2. **The approach**
   The flow as a recipe: which blocks, in what order, producing what.
3. **Illustrative scenario**
   A modelled outcome, with three metric tiles.
4. **Who uses it**
   The teams that usually own the flow or act on its output.
5. **Blocks used**
   The block names exactly as they appear in the editor library.
6. **The effort chip**
   Quick win, Standard or Advanced, as defined below.

EFFORT	WHAT IT MEANS	USE CASES
Quick win	7 blocks or fewer, using xMap data only. Buildable in one sitting.	11
Standard	Several xMap data sources combined and ranked by the AI block.	1
Advanced	Also reads or writes your own database, an app event or your own code, so it needs a connection.	1

01	**Urban & social research**	Research groups · Urban labs	3 use cases
02	**Field studies & data collection**	Field teams · Survey units	3 use cases
03	**Campus & institutional planning**	Planning office · Strategy	4 use cases
04	**Reproducible research & teaching**	Data stewards · Lecturers	3 use cases

Every scenario and every figure in part two is modelled, to show what the flow produces. None describes a named customer.

DISCLOSURE

SECTION 01 · 3 USE CASES

01

Urban & social research

How places change, who can reach what, and how people move. These flows replace a one-off data pull with a record that keeps growing while the study runs.

01 Track how a neighbourhood changes

02 Measure access to everyday services

03 Study movement around an intervention

NO INTEGRATION NEEDED

3 of 3

run on xMap data alone

CORE BLOCKS

Google Sheets · xMap LLM · Nearby places

the three this section leans on most

USUALLY OWNED BY

Research groups · Urban labs

route the section to these teams first

01 Track how a neighbourhood changes

QUICK WIN

THE CHALLENGE

Studies of neighbourhood change rely on business registers that are a year or more behind. By the time an opening or a closure appears in the data, the street has already changed.

THE APPROACH

Every week Nearby places reads the study districts, Only new keeps the places that appeared since the last look, each marked as a chain or an independent. xMap LLM summarises the shift per district, and every run is appended to a sheet so the time series builds itself.

ILLUSTRATIVE SCENARIO

A research group followed four districts for a year and dated the arrival of chains to the month, instead of inferring it from two annual snapshots.

Weekly	12 months	4
OBSERVATIONS PER DISTRICT	OF CONTINUOUS RECORD	DISTRICTS COMPARED

WHO USES IT

Urban studies · Sociology · Geography

BLOCKS USED

Schedule · Area of interest · Nearby places · Only new · xMap LLM · Google Sheets · Show on a map

02 Measure access to everyday services

STANDARD

THE CHALLENGE

Access studies count facilities inside administrative boundaries, which says little about who can actually reach them. A clinic across a district line still serves the street next to it.

THE APPROACH

The flow covers the city, finds clinics, pharmacies, grocery stores and schools with Nearby places, draws a fifteen minute walk around each with Travel area, and Demographics counts the residents inside. xMap LLM flags where many people share few services and writes the method note.

ILLUSTRATIVE SCENARIO

The team mapped walkable access for a whole city and identified the districts where residents had no grocery store within fifteen minutes.

15 min	4	Citywide
WALKING AREAS	SERVICE TYPES MEASURED	NOT SAMPLED

WHO USES IT

Public health · Planning research · Geography

BLOCKS USED

Schedule · Area of interest · Nearby places · Travel area · Demographics · xMap LLM · Show on a map · Google Sheets

03 Study movement around an intervention

QUICK WIN

THE CHALLENGE

Evaluating a new transit line or a pedestrian scheme needs before and after measurements in the same places. Manual counts are costly and rarely start early enough.

THE APPROACH

The flow draws the corridor and a comparison area on the map, then reads footfall by day and hour from Mobility Footfall and road speeds from Traffic Flow every week. xMap LLM compares the two areas and the results land in a sheet, as anonymous totals only.

ILLUSTRATIVE SCENARIO

Researchers had a weekly series for treatment and comparison areas from six months before opening, and could separate the effect from the seasonal trend.

Weekly	2	6 months
FOOTFALL AND SPEEDS	AREAS, SAME METHOD	OF BASELINE

WHO USES IT

Transport research · Economics · Policy evaluation

BLOCKS USED

Schedule · Area of interest · Mobility Footfall · Traffic Flow · xMap LLM · Google Sheets

SECTION 02 · 3 USE CASES

02

Field studies & data collection

Fieldwork is expensive, so the list of where to go has to be right. These flows build the list, keep it current and say when something on it has changed.

01 Build a sampling frame of venues

02 Know when a study site changes

03 Keep a longitudinal panel current

NO INTEGRATION NEEDED

2 of 3

run on xMap data alone

CORE BLOCKS

Map business scan · Filter · Google Sheets

the three this section leans on most

USUALLY OWNED BY

Field teams · Survey units

route the section to these teams first

04 Build a sampling frame of venues

QUICK WIN

THE CHALLENGE

A survey of small businesses is only as good as its list. Purchased lists are out of date and duplicated, and the field team finds closed doors.

THE APPROACH

The flow scans the study area for the chosen categories, and the Place classifier cleans the categories and merges duplicates. A Filter keeps open venues with enough reviews to be established, and the frame is written to a sheet with coordinates for field routing.

ILLUSTRATIVE SCENARIO

The frame was built in a day and the share of wasted visits fell sharply, because closed and duplicate venues were removed before fieldwork began.

1 day
TO BUILD THE FRAME

Deduplicated
BEFORE FIELDWORK

Open only
VENUES LISTED

WHO USES IT

Survey teams · Field coordinators · Statisticians

BLOCKS USED

Area of interest · Map business scan · Place classifier · Filter · Google Sheets · Show on a map

05 Know when a study site changes

QUICK WIN

THE CHALLENGE

Long field studies miss the moment something happens: a market closes, shops reopen, a street changes its trade. Researchers find out on the next scheduled visit.

THE APPROACH

Every week Map business scan reads the businesses at each study site, and What changed flags the ones that closed, moved or changed since the last look. xMap LLM writes a short note, and the team receives an email with a map.

ILLUSTRATIVE SCENARIO

The team learned of changes at two sites within a week and sent observers while the change was still under way.

Weekly	Closed, new	Every site
CHECK OF EVERY SITE	PLACES FLAGGED	WATCHED

WHO USES IT

Principal investigators · Field teams

BLOCKS USED

Schedule · Area of interest · Map business scan · What changed · xMap LLM · Email · Show on a map

06 Keep a longitudinal panel current

ADVANCED

THE CHALLENGE

A panel of venues followed over years loses members quietly. Businesses close or move, and the panel drifts away from the population it was drawn from.

THE APPROACH

Each month the flow loads the panel from the group's database, checks every venue's live status with Map business scan, and adds current visitor levels. A Filter separates the venues that closed, and the sheet is updated with status and a replacement shortlist.

ILLUSTRATIVE SCENARIO

Attrition was recorded in the month it happened, and replacements were drawn from venues matched on category and footfall.

Monthly	Matched	0
STATUS CHECK	REPLACEMENTS PROPOSED	SILENT DROP-OUTS

WHO USES IT

Panel managers · Data stewards · Statisticians

BLOCKS USED

Schedule · Database lookup · Map business scan · Mobility Footfall · Filter · Google Sheets

SECTION 03 · 4 USE CASES

03

Campus & institutional planning

Universities are also operators of estates. These flows answer where to build, where to serve and where to recruit, with evidence the planning office can defend.

01 Two thousand students, never stranded by a strike

02 Plan services around where students spend time

03 Choose outreach schools and community sites

04 Every new design internship in Milan, every Monday

NO INTEGRATION NEEDED

4 of 4

run on xMap data alone

CORE BLOCKS

xMap LLM · Google Sheets · Nearby places

the three this section leans on most

USUALLY OWNED BY

Planning office · Strategy

route the section to these teams first

07 Two thousand students, never stranded by a strike

QUICK WIN

THE CHALLENGE

Transport strikes are announced in Italian, on news sites and a government calendar. New students miss them. On strike days, they wait at empty bus stops and miss exams, then fill his inbox with appeals.

THE APPROACH

With xMap Flows, Luca built Owl. Every evening at six, Owl reads the Rome news for strikes, watches the city transport agency's notices, keeps each strike once, writes a clear warning in English, and posts it to the students' channel.

ILLUSTRATIVE SCENARIO

Last month there were three strikes. Each time, every student had a warning in English the evening before, with the hours and the lines. Exam absences on strike days dropped from forty to two.

3	2,000	2
STRIKES WARNED OF LAST MONTH	STUDENTS TOLD THE EVENING BEFORE	MISSED EXAMS, DOWN FROM 40

WHO USES IT

International office lead · Higher education

BLOCKS USED

Schedule · News · Web page watch · Remove duplicates · xMap LLM · Telegram Bot

08 Plan services around where students spend time

QUICK WIN

THE CHALLENGE

Libraries, clinics and food outlets are placed where space is free, not where students are. Opening hours follow the timetable of ten years ago.

THE APPROACH

The flow reads footfall by hour around each campus zone from Mobility Footfall and lists the services already nearby with Nearby places. xMap LLM ranks zones by unmet demand at each time of day and sends the planning office a sheet and a map.

ILLUSTRATIVE SCENARIO

The estates team extended hours at the two busiest evening zones and moved a service point to where students already gathered.

Hourly	2	1 term
DEMAND BY ZONE	ZONES RE-TIMED	TO ACT ON IT

WHO USES IT

Estates · Student services · Planning office

BLOCKS USED

Schedule · Area of interest · Mobility Footfall · Nearby places · xMap LLM · Google Sheets · Show on a map

09 Choose outreach schools and community sites

QUICK WIN

THE CHALLENGE

Outreach teams visit the same schools every year because those are the ones they know. Areas with many prospective students and no contact stay invisible.

THE APPROACH

The flow maps schools and community venues in the region, and Demographics counts the young people living around each. Match with my table removes the sites already visited, and xMap LLM ranks the rest into a visit list in a shared sheet.

ILLUSTRATIVE SCENARIO

The outreach calendar added districts that had never been visited, chosen by the number of young people within reach.

New	Ranked	1 list
DISTRICTS REACHED	BY YOUNG RESIDENTS	PER RECRUITER

WHO USES IT

Admissions · Outreach · Marketing

BLOCKS USED

Schedule · Area of interest · Nearby places · Demographics · Match with my table · xMap LLM · Google Sheets

10 Every new design internship in Milan, every Monday

QUICK WIN

THE CHALLENGE

His students need an internship to graduate. Studios post them for a few days and fill them fast. Marco spent Friday afternoons searching job sites, and by Monday half the good ones were gone.

THE APPROACH

With xMap Flows, Marco built Talent. Every Monday at seven, Talent finds the new design internships in Milan, skips the ones students already saw, sorts each by course, saves the list in the students' folder, and emails it to the whole class.

ILLUSTRATIVE SCENARIO

This Monday, Talent found thirty one new internships, sorted by fashion, interior and product. Students had the list at eight, and nine applied before lunch. All but three of this year's class are already placed.

31	9	3
NEW INTERNSHIPS THIS MONDAY	APPLIED BEFORE LUNCH	STUDENTS STILL TO PLACE

WHO USES IT

Careers adviser · Design school

BLOCKS USED

Schedule · Job postings · Only new · xMap LLM · Google Drive · Email

SECTION 03 AT A GLANCE

USE CASE	INDUSTRY	STARTS	RESULTS GO TO	EFFORT
Two thousand students, never stranded by a strike	Higher education	Every evening at 6	Telegram Bot	Quick win
Plan services around where students spend time	Academic & Scientific Research	Schedule	Show on a map	Quick win
Choose outreach schools and community sites	Academic & Scientific Research	Schedule		Quick win
Every new design internship in Milan, every Monday	Design school	Every Monday at 7	Google Drive · Email	Quick win

MAKING THESE FLOWS YOUR OWN

CHANGE 01

Swap the area

Countries, cities, a radius around a place, or polygons you draw. Nothing else in the flow needs to change.

CHANGE 02

Swap the category

The same flow finds pharmacies, gyms or hotels by changing one setting in Nearby places.

CHANGE 03

Swap the destination

Send results to Slack, a sheet, WhatsApp, email, a report or a map, or to several of them at once.

SECTION 04 · 3 USE CASES

04

Reproducible research & teaching

A flow is a method written down. These flows make a dataset repeatable, a class exercise live, and a proposal quicker to evidence.

01 Publish a refreshed dataset with every paper

02 Teach spatial analysis with live data

03 Summarise a study area for a proposal

NO INTEGRATION NEEDED

3 of 3

run on xMap data alone

CORE BLOCKS

Map business scan · Mobility Footfall · AI agent

the three this section leans on most

USUALLY OWNED BY

Data stewards · Lecturers

route the section to these teams first

11 Publish a refreshed dataset with every paper

QUICK WIN

THE CHALLENGE

Replication packages contain a frozen extract and a paragraph on how it was made. Nobody, including the authors, can rebuild it a year later.

THE APPROACH

The flow is the method: the area, the categories, the cleaning by the Place classifier and the filters are all recorded. On a schedule it rebuilds the dataset and posts it to the group's shared Google Drive folder, with an email noting what changed.

ILLUSTRATIVE SCENARIO

Reviewers could rerun the extraction as published, and the group released an updated version each quarter without extra work.

Quarterly
REFRESHED RELEASE

1 flow
DOCUMENTS THE METHOD

Repeatable
BY ANYONE

WHO USES IT

Research software engineers · Data stewards · Authors

BLOCKS USED

Schedule · Area of interest · Map business scan · Place classifier · Filter · Google Drive · Email

12 Teach spatial analysis with live data

QUICK WIN

THE CHALLENGE

Courses reuse the same static sample for years. Students learn the technique but never meet the mess of current, real places.

THE APPROACH

The lecturer shares a template flow with the class. Each student draws their own study area, scans a category, adds footfall and writes the result to a sheet and a map. Sharing rights let the lecturer view every student's flow.

ILLUSTRATIVE SCENARIO

Every student submitted an analysis of a different neighbourhood, built on data from the same week.

1 template	Own area	View access
SHARED WITH THE CLASS	FOR EACH STUDENT	FOR THE LECTURER

WHO USES IT

Lecturers · Teaching assistants · Students

BLOCKS USED

Schedule · Area of interest · Map business scan · Mobility Footfall · Google Sheets · Show on a map

13 Summarise a study area for a proposal

QUICK WIN

THE CHALLENGE

A grant proposal needs a credible description of the study area, and assembling the figures by hand takes days that the deadline does not allow.

THE APPROACH

A researcher names the area on the group's chat page. The AI agent gathers venue counts, footfall and the resident population around it, and writes a short profile with the figures cited. The profile arrives as a PDF report by email.

ILLUSTRATIVE SCENARIO

The profile for three candidate areas was ready the same afternoon, and the team chose the area with the clearest contrast.

Same day	3	Cited
AREA PROFILE	AREAS COMPARED	FIGURES IN THE TEXT

WHO USES IT

Principal investigators · Research development office

BLOCKS USED

Chat · AI agent · Nearby places · Mobility Footfall · Demographics · Make a report

FROM FIRST LOOK TO A LIVE FLOW

Three steps, and the first needs no account.

Teams that get value quickly do the same three things in the same order. Each step ends with something a colleague can see.

01

DAY 1

Try it as a guest

On flows.xmap.ai pick a type of place and a city and press Run it live, without signing up. Leave your work email and the list arrives by email.

- Watch the showcase for your industry
- Change the area and the type of place
- Ask xMap to change the flow
- Size a market or track a brand
- Press Run
- Open the result on a map

02

WEEK 1

Put one flow live

Create an account with your company email, connect the place the results should go, and deploy. The deploy check tells you what is missing.

- Sign up and confirm the code
- Add a connection
- Set the schedule and time zone
- Invite one colleague
- Fix what the deploy check flags
- Share the flow with the team

03

MONTH 1

Make it routine

A flow earns its place when someone relies on its output. Give it an owner and a weekly look at what it ran and what it cost.

- Review runs and credits weekly
- Attach your catalog for the AI
- Copy the flow for another market
- Add a second destination
- Ask xMap on WhatsApp
- Name an owner

WATCH FOR

Too wide an area

A whole country at once spends credits on places nobody will act on. Start with one city.

WATCH FOR

No named owner

A flow owned by everyone is checked by no one.

WATCH FOR

Starting with the hardest

Pick the quick win whose output someone will see, then add integrations.

Business listings, places, job postings, road speeds and incidents, ships, satellite pictures, weather, residents, footfall and news are live. Where a block has no live data for a place it says so, and so does every result made from it.

WHERE TO GO NEXT

The hard part is not the data. It is getting it to the people who act on it.

Read part two with the people who would own the output. Each marks the use cases that describe a problem they have this quarter, and the overlap is the first flow to build.

01 **They start with one flow.**
One output that someone uses every week, before a second is built.

02 **They send results where work happens.**
A message to the rep or a row in the team's sheet, not another dashboard to remember.

03 **They give the flow an owner.**
One named person who looks at what it ran and what it cost.

01	Urban & social research	3 USE CASES
02	Field studies & data collection	3 USE CASES
03	Campus & institutional planning	4 USE CASES
04	Reproducible research & teaching	3 USE CASES

Watch a showcase

A one minute story for your industry, at flows.xmap.ai/showcases.

Try it yourself

Run a flow on the home page. No account is needed to start.

Book a call

Bring the use cases you marked and we will map each one to the blocks it needs. call.xmap.ai

XMAP · LOCATION DATA PLATFORM

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