NAVTEQ

NAVTEQ is a traffic data and mapping data company. Their recent project has been to allow users to update maps with data that they feel is important. This gives the community at large an opportunity to create a map that can be useful for itself and the world at large.

Project Execution

1. Conduct NAVTEQ Analysis
2. Design Research Model
3. Implement Research Models

IPRO 305
Community Maps

ILLINOIS INSTITUTE
OF TECHNOLOGY

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Experimental Design

Phase 1 – Introduction/Training 1 Week
Phase 2 – Test Phase 1 2 Weeks
Phase 3 – Test Phase 2 2 Weeks
Phase 4 – Finalization 1 Week

<table>
<thead>
<tr>
<th>Group</th>
<th>Control (no incentive)</th>
<th>Individual Incentive</th>
<th>Community Incentive</th>
</tr>
</thead>
<tbody>
<tr>
<td>Group A</td>
<td>Weeks 2-3</td>
<td></td>
<td>Weeks 4-5</td>
</tr>
<tr>
<td>Group B</td>
<td>Weeks 4-5</td>
<td>Weeks 2-3</td>
<td>Weeks 4-5</td>
</tr>
<tr>
<td>Group C</td>
<td>Weeks 2-3</td>
<td></td>
<td>Weeks 4-5</td>
</tr>
</tbody>
</table>

Community Groups

- Chicago Nightlife
  Community: College students and business professionals
  POI data: Restaurants, bars

- Downtown Evanston
  Community: Business people
  POI data: Tenancy

- Northwestern University
  Community: Football coaching staff, interns
  POI data: Restaurants, practice fields

Future Goals

- A crowd-sourcing experiment with more participants and two forms of data collection.
- Quantitative study results from an experiment that involves a viable number of participants from at least three community groups.
- Qualitative results obtained from focus groups where the community groups give feedback about the experiment, thus helping NAVTEQ create a better crowd-sourcing solution.