**Project Goals**
Create a user friendly system that would send feedback directly from the pedestrian end users to NAVTEQ.

Study the idea of routing pedestrians to a very small and specific geographical location (micro-landmark). Would such a feature be widely used? Would anyone report new micro-landmarks?

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WHO IS NAVTEQ?

NAVTEQ is a market leader in supplying mapping data to GPS devices producers and software developers. If you’ve used Magellan, Garmin, MapQuest, or a BMW in dash GPS unit, then you’ve used NAVTEQ maps. NAVTEQ maps data is verified, thus data accuracy distinguishes NAVTEQ powered maps and adds to their quality.

DELIVERABLES

- An integrated mobile device feedback system customized to meet the end user’s expectations.
- Research found that people would consider the use of micro-landmark as a feature, but would entail to indentify motivated groups to report them to NAVTEQ.

About Us

IPRO303-Fall09 created a user-friendly feedback system for pedestrians with mobile navigation devices. Gathering updated feedback from a wide scale of pedestrians on a daily basis will support NAVTEQ in producing precise and sensitive mapping data.