User Created Map Content
Final Presentation - Spring 2011

UMC
ULTIMATE MAP CHALLENGE

Sponsored by NAVTEQ and IIT
Navteq North America LLC.

- Digital map content provider
  - Robust data
  - 80,000+ data sources

- Navteq data and consumers
  - Internet mapping websites, personal GPS’s, atlas books, smart phones
Glossary

- User-generated map content
  - Point of Interest (POI)
  - Crowd-sourcing
Problem Statement

- Traditional data gathering methods are limited
Solution

- Crowd-sourcing

- Problems with proposed solution
  - Incenting communities
Value Proposition

“Bring innovation and diversity to Navteq and use our connections to the community”
Goals

- Phase 1: Create proposals to recruit middle-schools
- Phase 2: Design the competition
- Phase 3: Execute competition
- Phase 4: Analyze data and provide recommendations
Team Organization

Team Leader
Nicholas Paradiso

- Training/Documentation Team
  Devon, Claire, Kenneth

- Deliverables Team
  Marc, James, Robert

- School Sub Teams Coordinator
  Arjun Kumar

- Competition Team
  Adam, Samuel, Roger

- School A
  3 Team Members

- School C
  3 Team Members

- School B
  3 Team Members
Phase 1: Proposal

- Conducted needs analysis
- Met with schools
- Successfully recruited CPS
  - George Armstrong Elementary
  - Philip Rogers Elementary
  - West Ridge Elementary
Phase 2: Competition Design

- Created time frame, rules, and guidelines
- Chose incentives
- Produced professional training materials
- Optimized data gathering method
- Branded the competition
Phase 3: Executing the UMC

- Conducted training at each school
- Collected data
- Visited school and provided support
- Verified & scored POI’s
- Presented awards at UMC awards ceremony
Phase 4: Analysis & Recommendations

- Conducted post-competition survey
- Gathered student and teacher testimonials
- Recognized trends and discussed possible improvements
Challenges

- Recruiting schools for competition
- Scheduling conflicts with CPS
- Keeping students and teachers involved
- Scheduling field trips

- IPRO office
  - Budget changes
  - High printing costs
## Major Accomplishments - Pre-competition

- Created the Ultimate Map Challenge
- Established a relationship with three Rogers Park schools
- Student and teacher instruction packets
- Ushahidi site customization
Major Accomplishments - During and after the UMC

- Successfully ran four week competition
- Streamlined scoring and quality assurance process
- Compiled list of future recommendations
Competition Improvements

- Adjust scoring to emphasize detail
- Adopt scoring rubric to ensure consistency
- Equal area of operation for each school
Data Entry Wish List

- User based system: participant account
- Duplicate address detection
- Streamlined POI approval and scoring system
Improving Participation and Communication

- Emphasize the need for field-trips
- Increase school visits and correspondence
- Open scoring system
Competition Results

George Armstrong  score: 1035

Philip Rogers  score: 2257

West Ridge  score: 783
Conclusion

- The UMC pilot program was a success.
- 541 total POIs entered!
- Proved that the UMC model is viable for crowd-sourcing.
- Allowed IPRO 305 to pinpoint needed improvements.
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