Explore Your World
Problem Statement

Establish methods and incentives for crowd sourcing map data

Source: Thermal imaging night vision grant writing tips
Crowd Sourcing

Crowd Sourcing: Outsourcing tasks usually performed by an employee or contractor to a large group or community.
Explaining the Problem

Man on the street perspective

Local deals and other time sensitive information

Crowd sourced data

Default POI

YMCA
2424 W Touhy Ave, Chicago, IL (773) 262-8300

Crowd sourced data

Highlights
Gym, pool, and fitness center
Variety of fitness classes

Deals
Special on all aquatic classes for new members (April only)
Goals

Confirm that crowd sourcing can improve information displayed on NAVTEQ’s maps

Launch the inaugural for NAVTEQ Community Data Gathering Challenge

Enlist schools in the Chicagoland area to participate
Team Structure

**Team Leader**
Nicholas Paradiso

**Training Documentation Team**
Devon, Claire, Kenneth

**Deliverables Team**
Marc, James, Robert

**Competition Team**
Adam, Samuel, Roger

**School Sub Teams Coordinator**
Arjun Kumar

**School A**
3 Team Members

**School B**
3 Team Members

**School C**
3 Team Members
Progress Towards Goals

Enlist three schools

George Armstrong

Philip Rogers

West Ridge

Marketing challenge expansion

Goals
Progress Towards Goals

Developed inter-school competition data collection schedule

- Public Buildings/Points
- Arts and Entertainment
- Historical/Cultural
- Parks and Recreation
- Customer Service

- 3/14 ~ 3/20
- 3/21 ~ 3/27
- 3/28 ~ 4/3
- 4/4 ~ 4/10
- 4/11 ~ 4/17
Progress Towards Goals

Ushahidi: Open source POI and data collection platform

http://184.73.241.75/ushahidi/main

Navteq Community Data Gathering Challenge
It's your world, explore it!
Major Obstacles Encountered

- Identifying potential Middle schools
- School restrictions
- CPA Testing
- Schools’ Spring Break schedule
- District requirements
- Surveying Rogers Park area / Developing data types

Solutions

- progress_towards_goals
- major_obstacles_encountered
- anticipated_major_challenges
- questions_?
Anticipated Major Challenges

- Accurate data
- Data quality verification
- Keeping students and teachers engaged
- Invalid entries
- Inter-school organization
- Duplicate data
Questions?