Innovative Mapping

Solution through Coalition.
Presentation Outline

Introduction
Research
Development
Demo
Deployment
Future work
Introduction

Opportunity
Direct Feedback System

Legend
- Existing Communication Channel
- Proposed Communication Channel

Map Data
- Coordinates
- Landmarks
- POI

Feedback
- Updates
- Multimedia
- Micro-landmarks

GPS Solutions
- Mapping
- Routing
Introduction

Opportunity

“Micro-landmarks”
Introduction

Objectives

**Direct Feedback System:**
- Create a demonstration
- User friendly

**Micro-landmark:**
- Who would use the feature?
- Would users report new micro-landmarks?
Introduction

Team Leaders
- Aaron Komoroski
- Basel Sarraf

Case Study
- Urba Mandrekar
- Cindy Duong
- Basel Sarraf
- Jaroslaw Suwada

Market research
- Richard Glover
- Frank Woodward
- Brandon Kemp

Development
- Mark Michael
- Andres Mora
- Piyush Sinha
Introduction

The Problem
Market Leaders
Survey
Focus groups
Final findings
Candidate Solution
Final Presentation
IPRO Day
Introduction

Research

Profiles

Profile I
- Device used: Phones
  [iPhone, Blackberry, Palm pre, Motorola, Nokia]
- Highest likelihood of providing feedback, IF simple, hassle free, and on the spot
- Impatient
- Familiar with new technology.

Profile II
- Device used: GPS Device
  [In Dash, portable devices for street maps]
- Restrained Movement. So, lesser likelihood of providing feedback as compared to Profile I
- Trusting. Less adventurous.

Profile III
- Device used: Computer – aided mapping
  [Google maps]
- Very restrained movement. Too much hassle. Likelihood of providing feedback bleak.
- Plans ahead.
Has your GPS device ever given you erroneous data?

Have you reported incorrect map data?
What GPS navigation device do you use?

The two most used navigation devices are the iPhone and the in-dash units in cars.

- Amongst phones, the iPhone tops the charts in terms of usage for GPS navigation, while Nokia seemed to have the least usage.

- One of the reasons identified for this trend is because the iPhone is very popular and uses the popular online service Google Maps for navigation.
What is your preferred method of feedback?
Focus group

Two focus groups were conducted.
1. NAVTEQ
2. Hamilton, Thies, Lorch, and Hagnell LLP

Age Group : 26 – 35

Topics covered:
- GPS Devices they used.
- Interest in reporting feedback
- Preferred methods of reporting feedback
- Micro–landmarks
  - As a feature
  - Reporting the data

Ethics
- No personal details requested except age group
- Participant identities kept confidential
Market Research Conclusions

“One - Touch” solution
Built-in feedback mechanism
Supports a variety of modes of providing feedback

Micro-landmarks
- Feature: Strong customer base
- Drawback: Hesitant to report feedback
Proposed Solutions

Flow Plan
- Series of questions
- Eventually collect needed information

One Step
- Closer to One Touch
- Cleaner screen view
- Shorter than the flow plan

One Program
- Built into the Device
- Multiple ways of feedback
- Simple design
- Allows for feedback to the user
- Gets the most data
Introduction  Research  Development  Demo
There is no Chipotle at this location.
Introduction  Research  Development  Demo
Innovative Reporter

Thank you for the invaluable feedback!

To receive updates about the status of your report, please enter your email address below:

Submit
Perks

- Automatic reporting
- Queue ordering
- Feedback back to the end-user
- Expandable with newer technology
- Portability
Objectives

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Future Work

Micro-Landmarks

- Redefine
- Find motivated providers
- Create system for providing Micro-Landmarks

Implement current design
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Questions