IPRO 303
Fall 2009

IPRO It takes a team!
INTERPROFESSIONAL PROJECTS PROGRAM

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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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NAVTEQ™

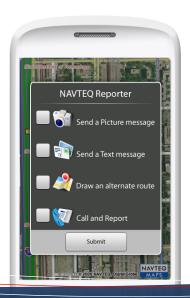**IPRO** It takes a team!
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IPRO 303:
INNOVATIVE MAPPING

Solution Through CoalIITion

"Solution through CoalIITion" is a working framework where each individual works closely with other members to deliver the best solution.

WE ARE:

- INNOVATIVE
- HARDWORKING
- INTUITIVE
- MOTIVATED
- INSPIRED

NAVTEQ Reporter

- ☐ Send a Picture message
- ☐ Send a Text message
- ☐ Draw an alternate route
- ☐ Call and Report

Submit

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.

Team in Synergy

The team members were involved in many activities during the Fall 09 semester. The research sub team studied the existing market leaders and their current feedback solutions.

The quality Control sub team created a survey questionnaire and successfully conducted two focus group sessions.

The development sub team realized the team's findings and implemented the solution's demo.

HOW CAN IT HELP YOU?

If you have ever encountered frustration using a GPS unit then you can make a difference!
Sending feedback to NAVTEQ may make a major difference for everyone else.
Make yourself into a hero and save others from frustration.