

Innovative Mapping

Solution through Coaliiition.

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Presentation Outline

Introduction

Research

Development

Demo

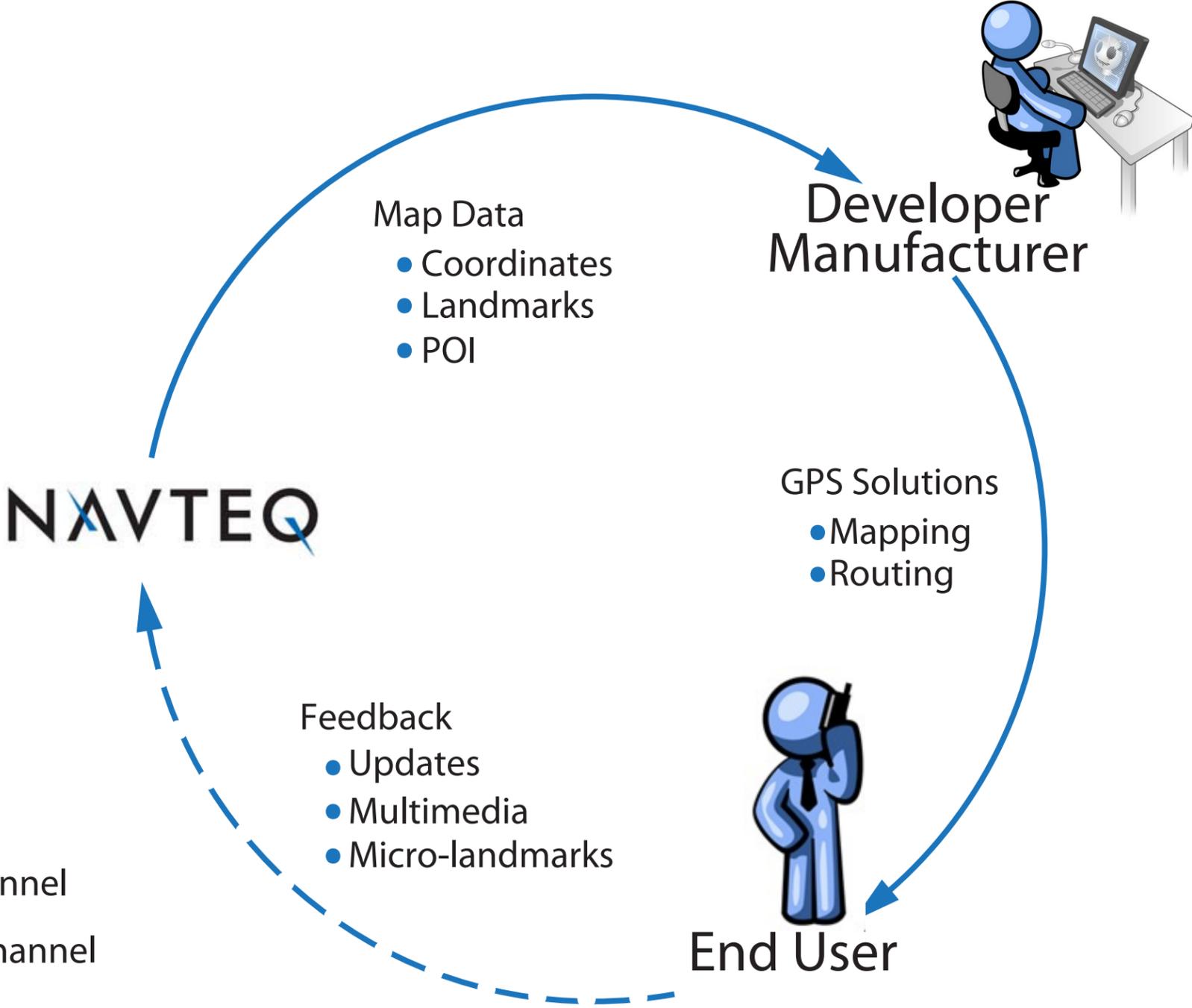
Deployment

Future work

Introduction

Opportunity

Direct Feedback System



Legend

— Existing Communication Channel

- - Proposed Communication Channel

Introduction

Opportunity

“Micro-landmarks”



Introduction

Objectives

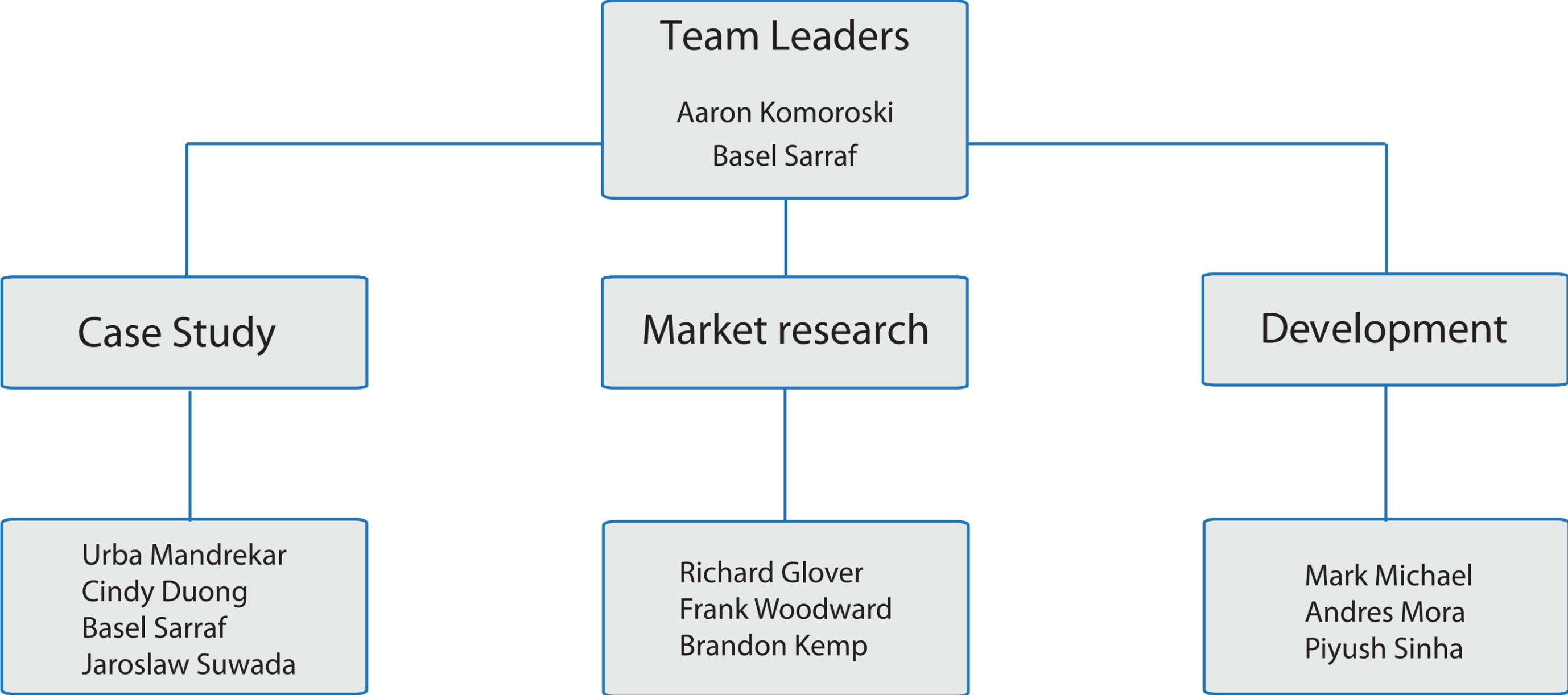
Direct Feedback System:

- Create a demonstration
- User friendly

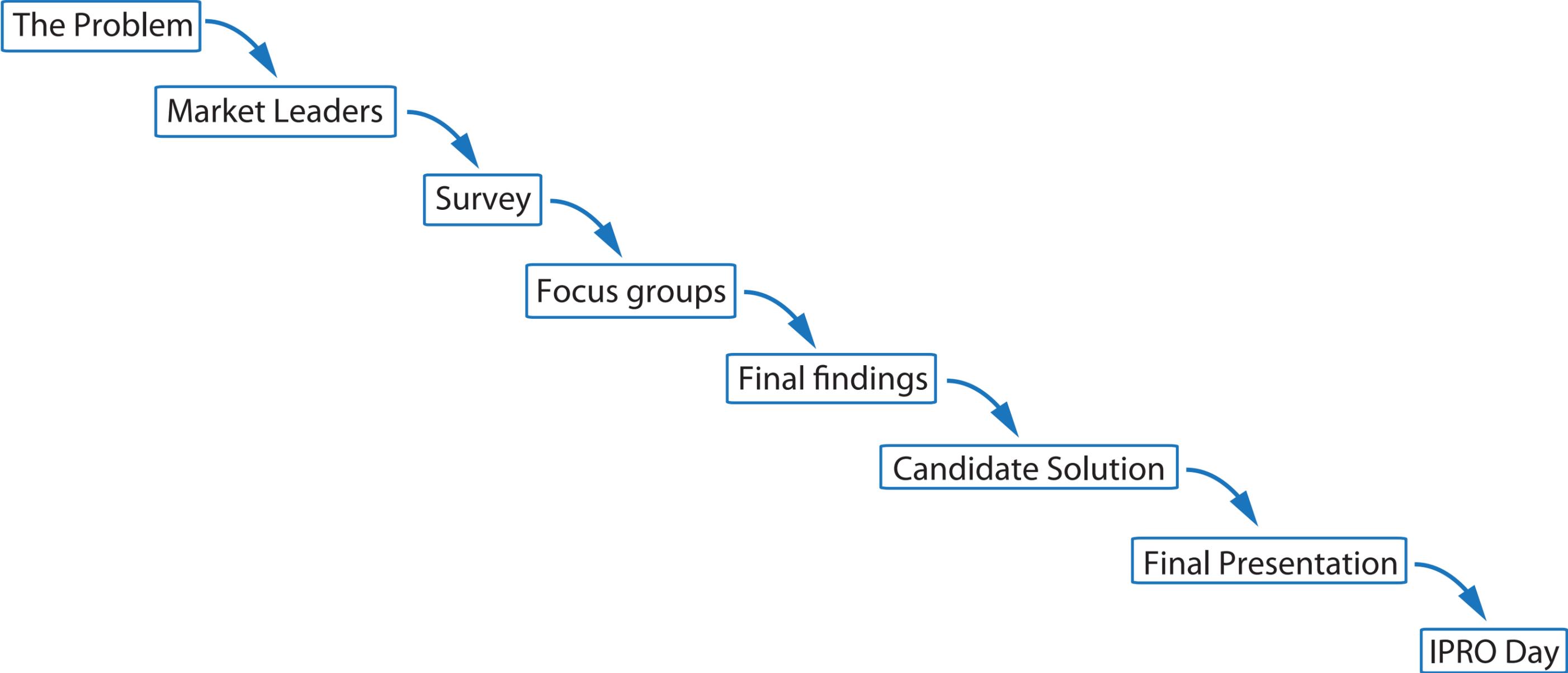
Micro-landmark:

- Who would use the feature?
- Would users report new micro-landmarks?

Introduction



Introduction





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

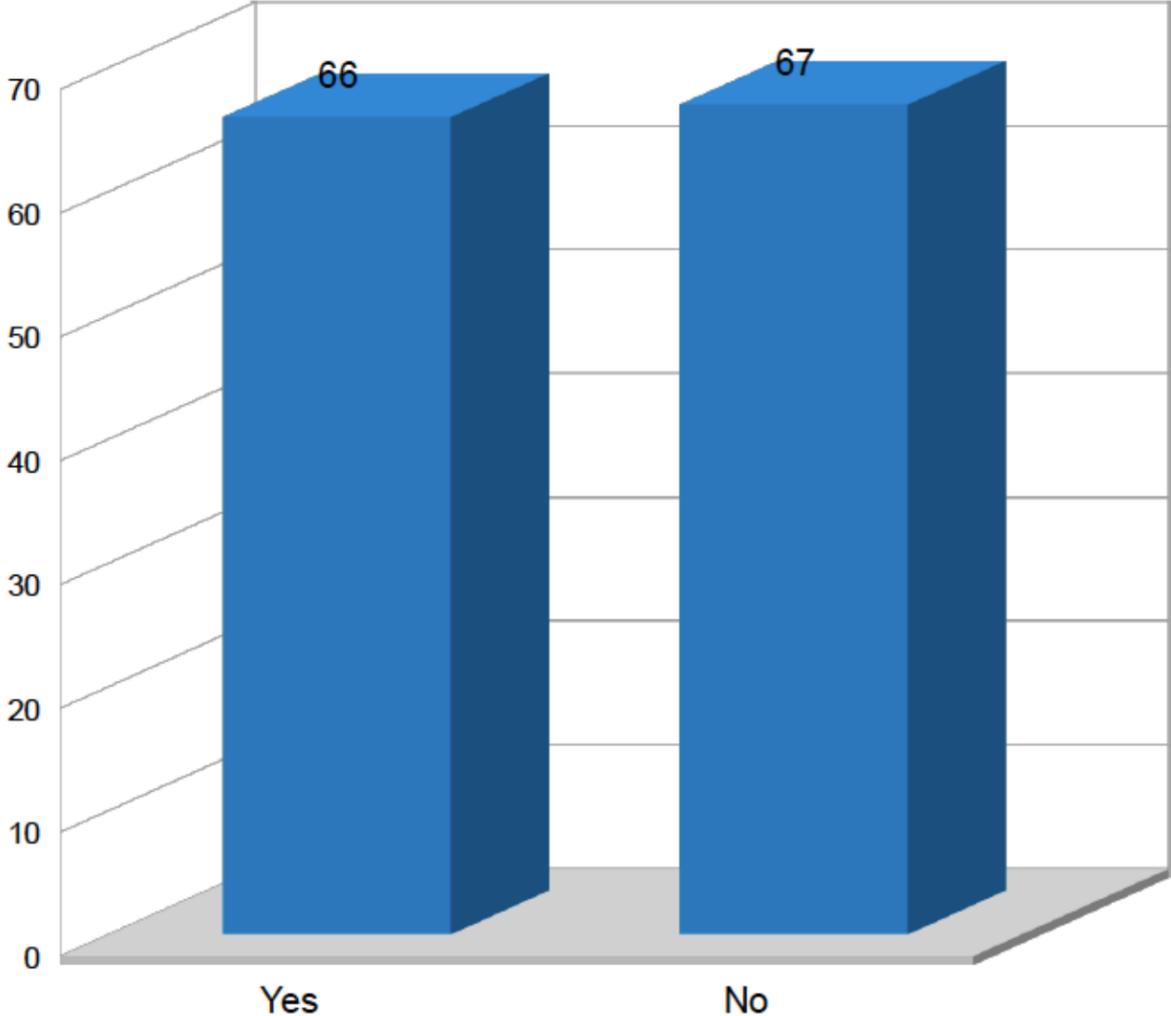
- Device used: GPS Device
[In Dash, portable devices for street maps]
- Restrained Movement. So, lesser likelihood of providing feedback as compared to Profile I
- Trusting. Less adventurous.



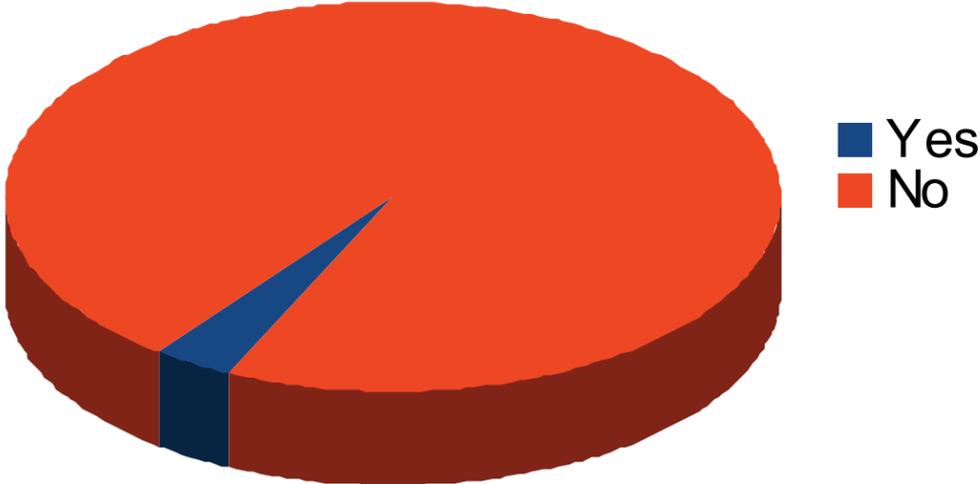
Profile III

- Device used:
Computer – aided mapping
[Google maps]
- Very restrained movement. Too much hassle. Likelihood of providing feedback bleak.
- Plans ahead.

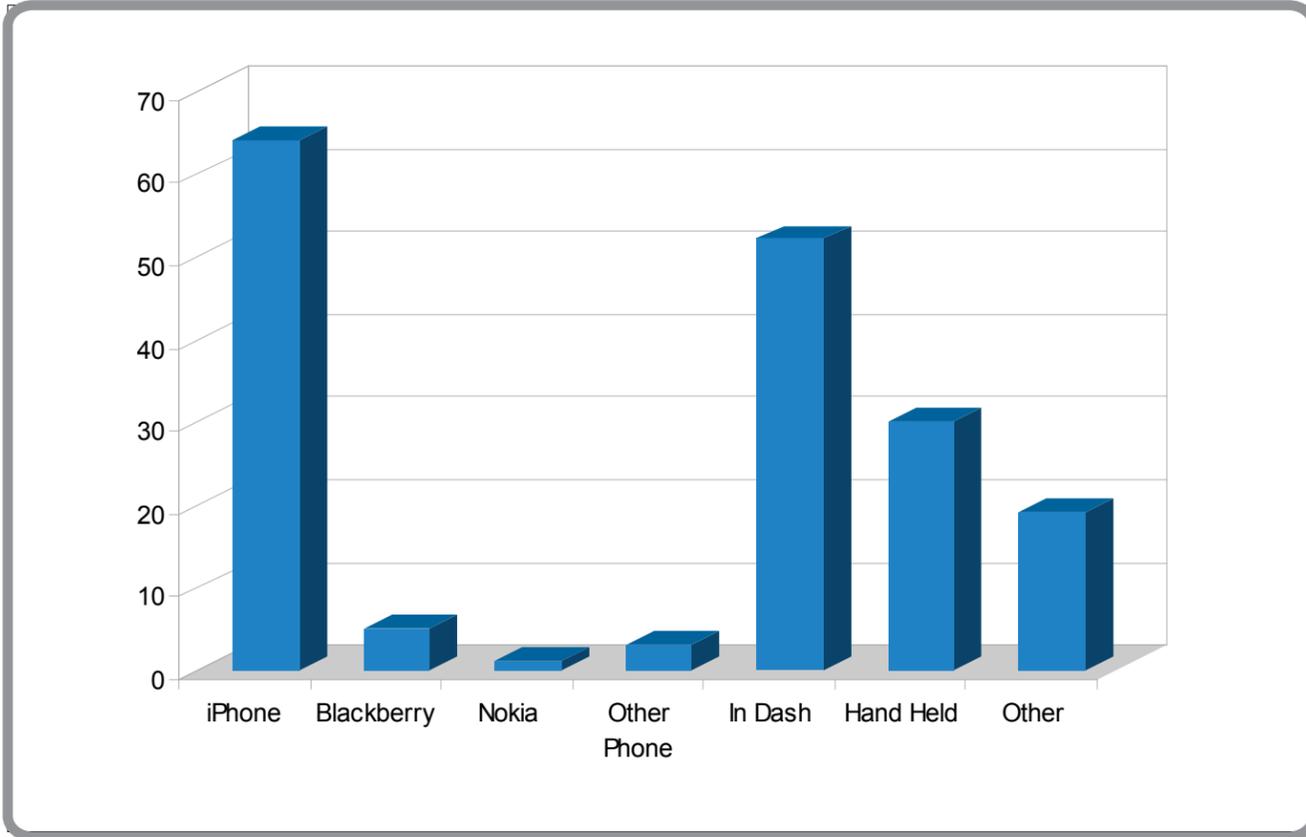
Has your GPS device ever given you erroneous data ?



Have you reported incorrect map data ?



What GPS navigation device do you use ?

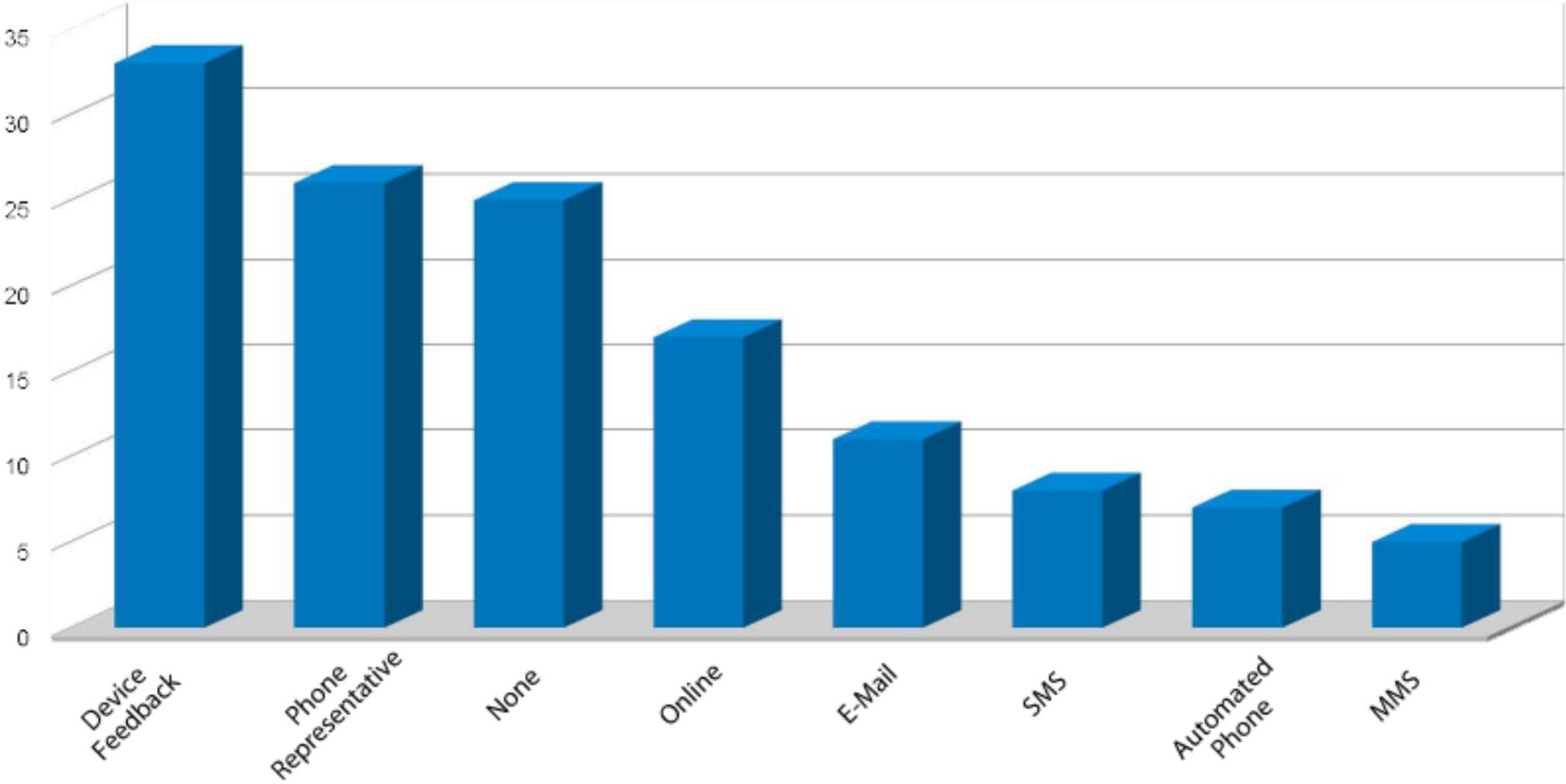


Conclusions

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

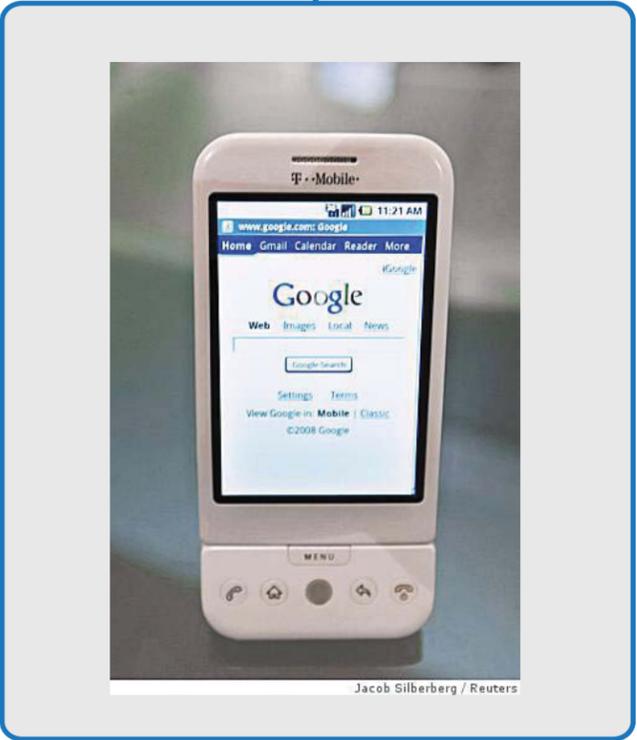
- Feature: Strong customer base
- Drawback: Hesitant to report feedback

Introduction Research Development

MMS



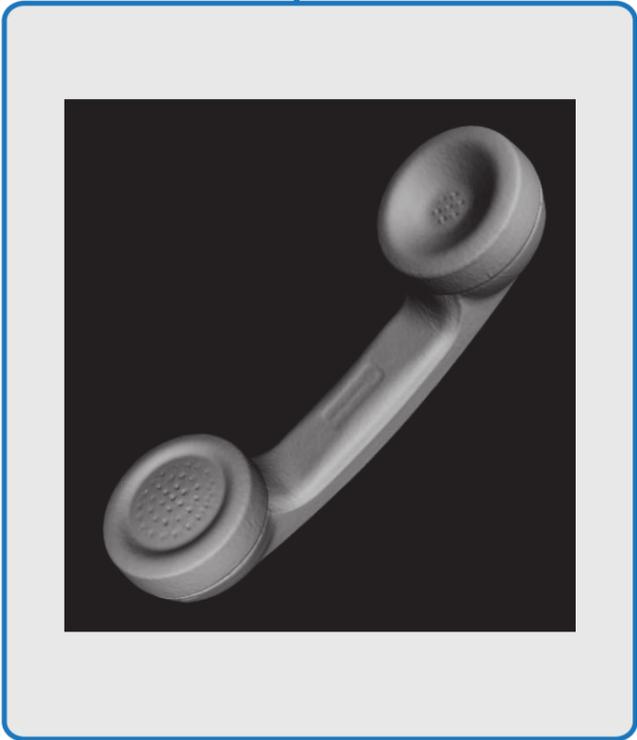
Mobile Website



Mobile Application



Voice



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

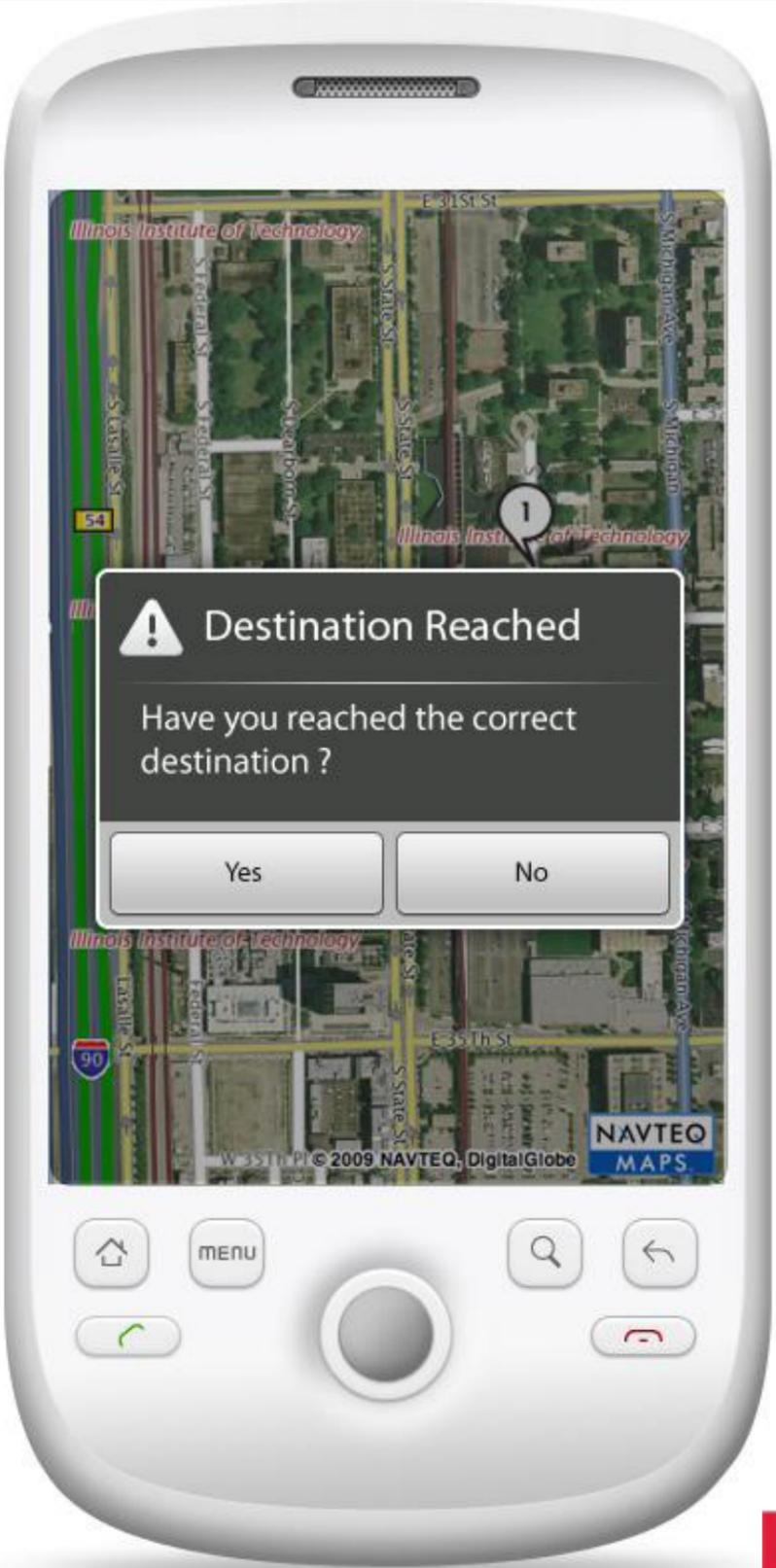
One Program

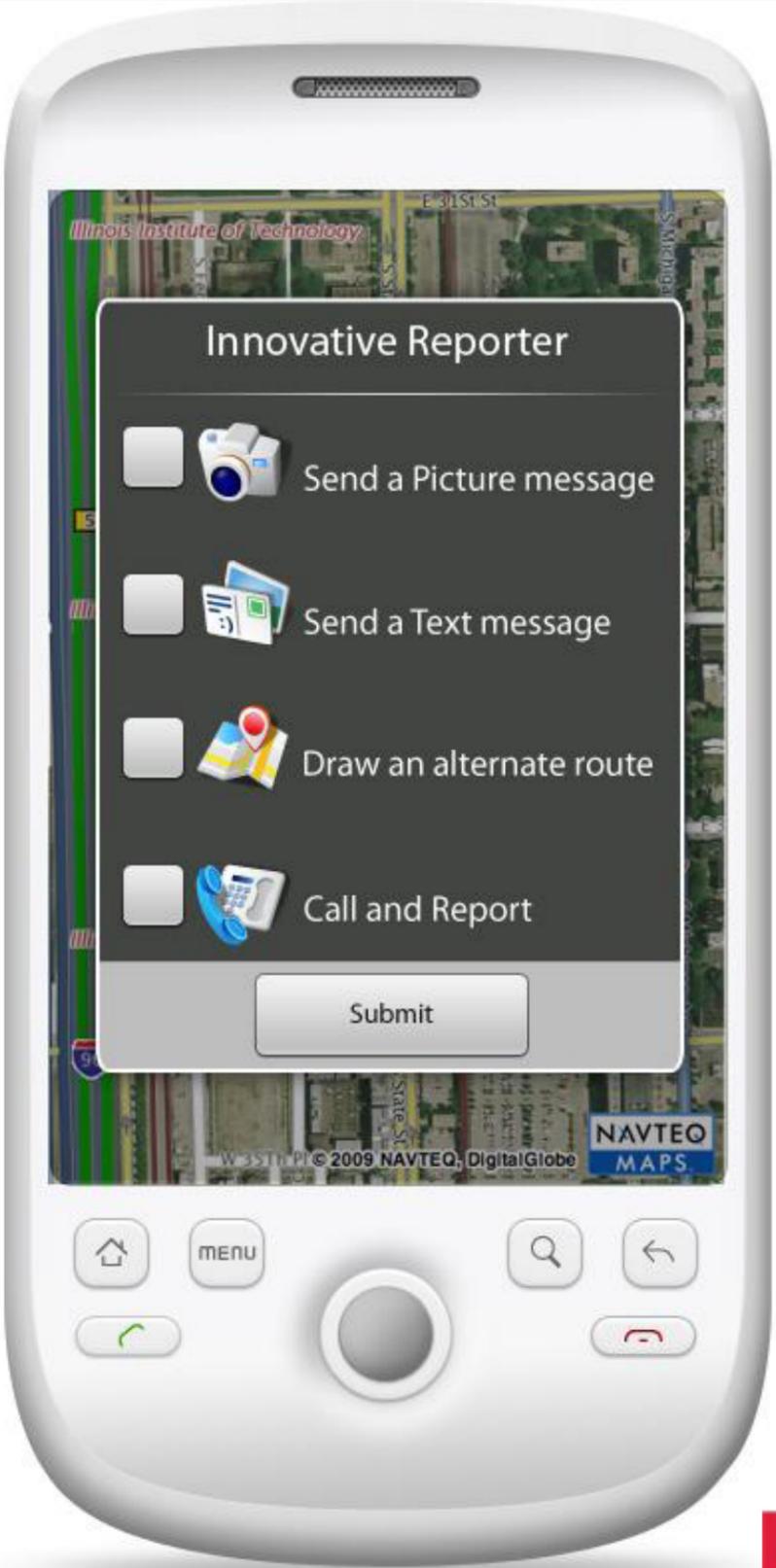
- Built into the Device
- Multiple ways of feedback
- Simple design
- Allows for feedback to the user
- Gets the most data

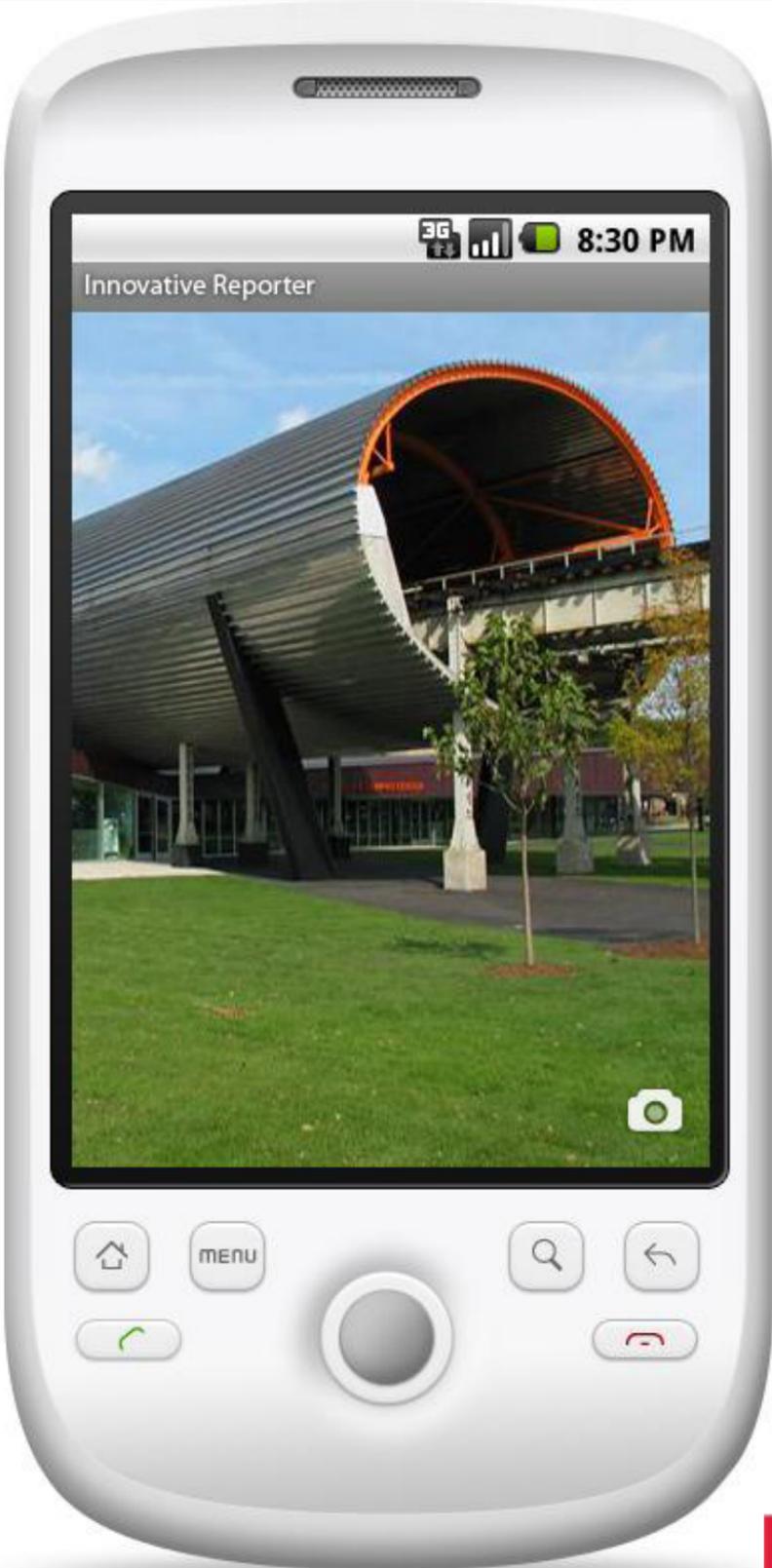


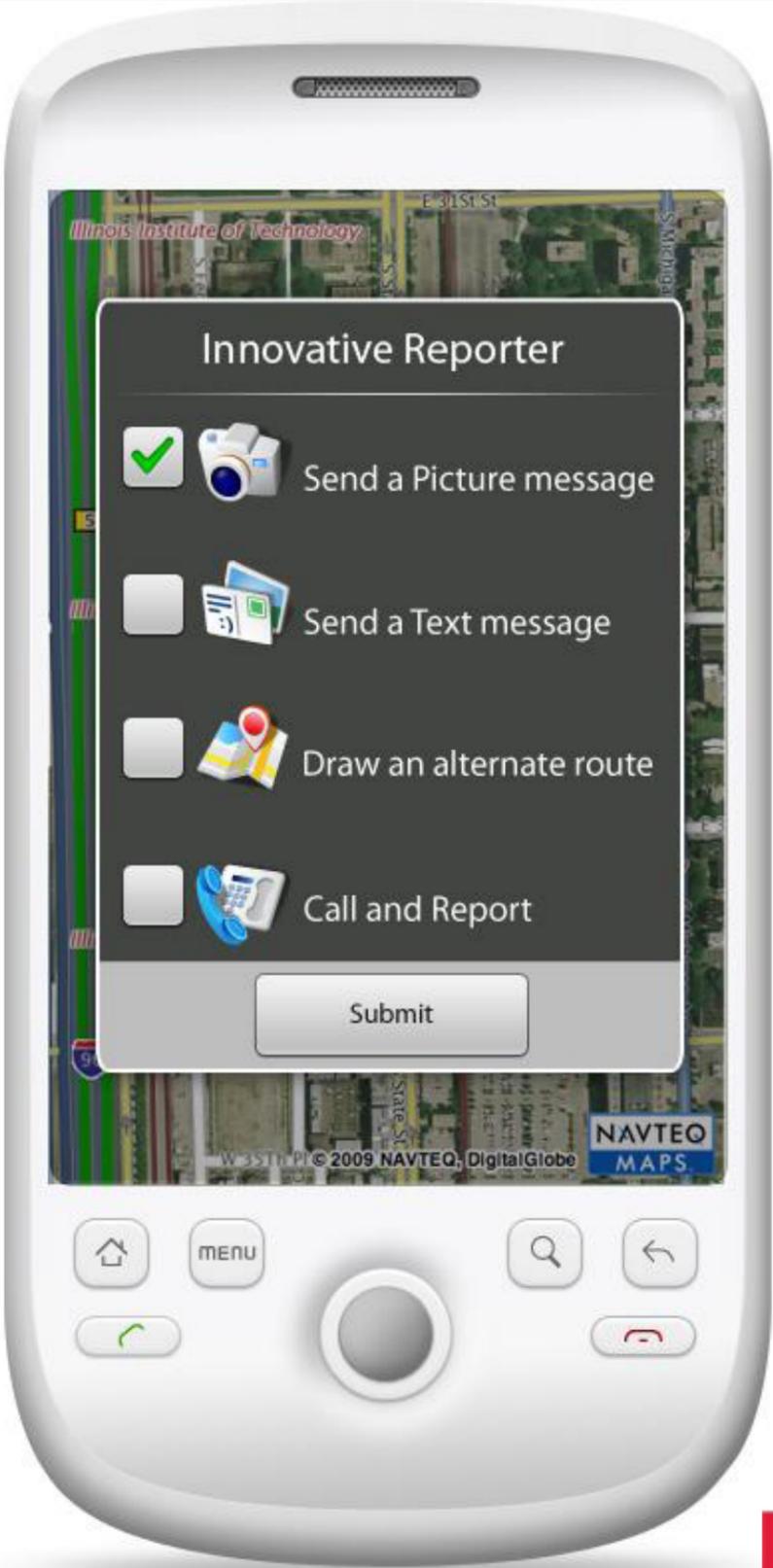
Introduction Research Development **Demo**



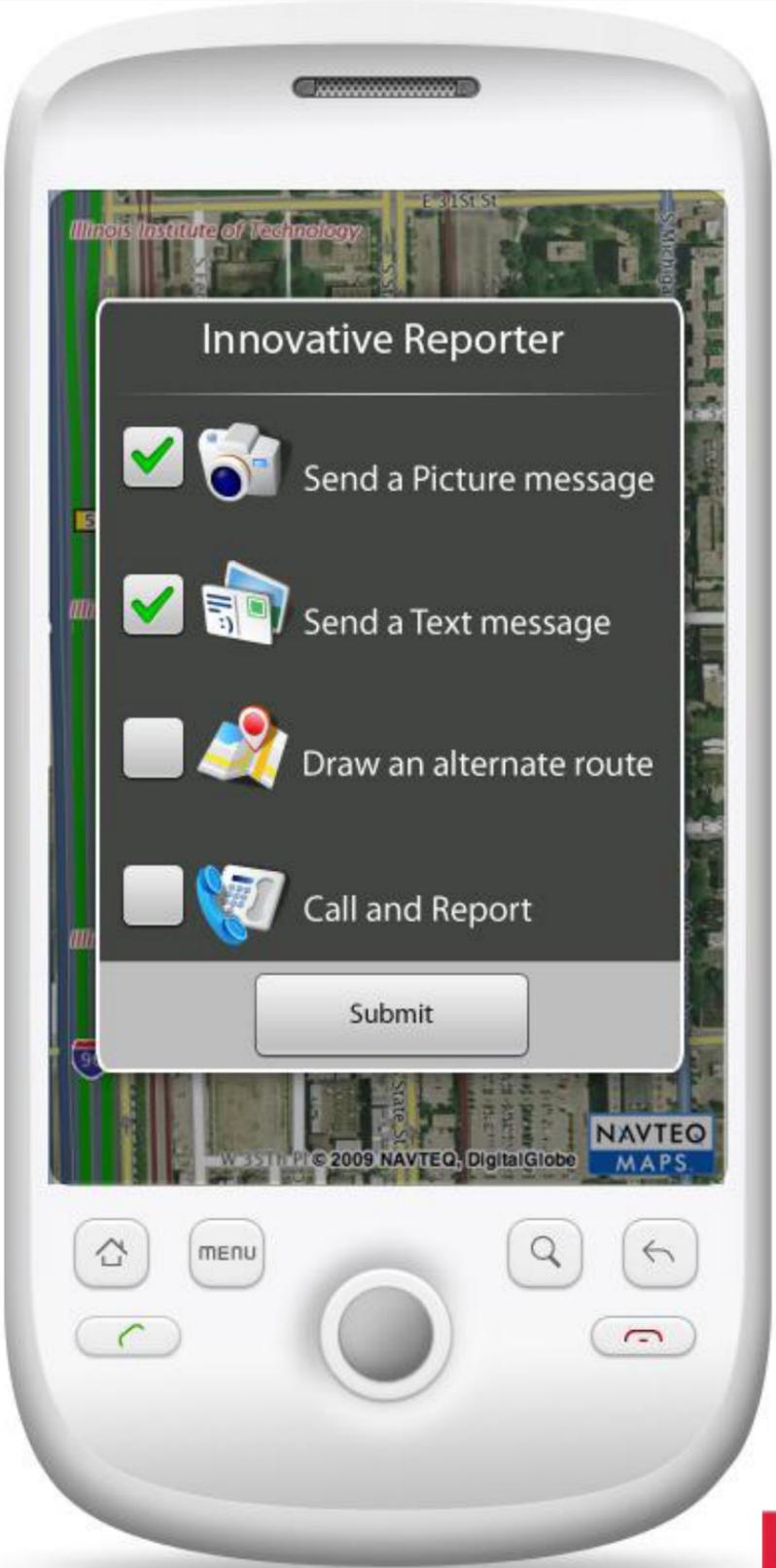




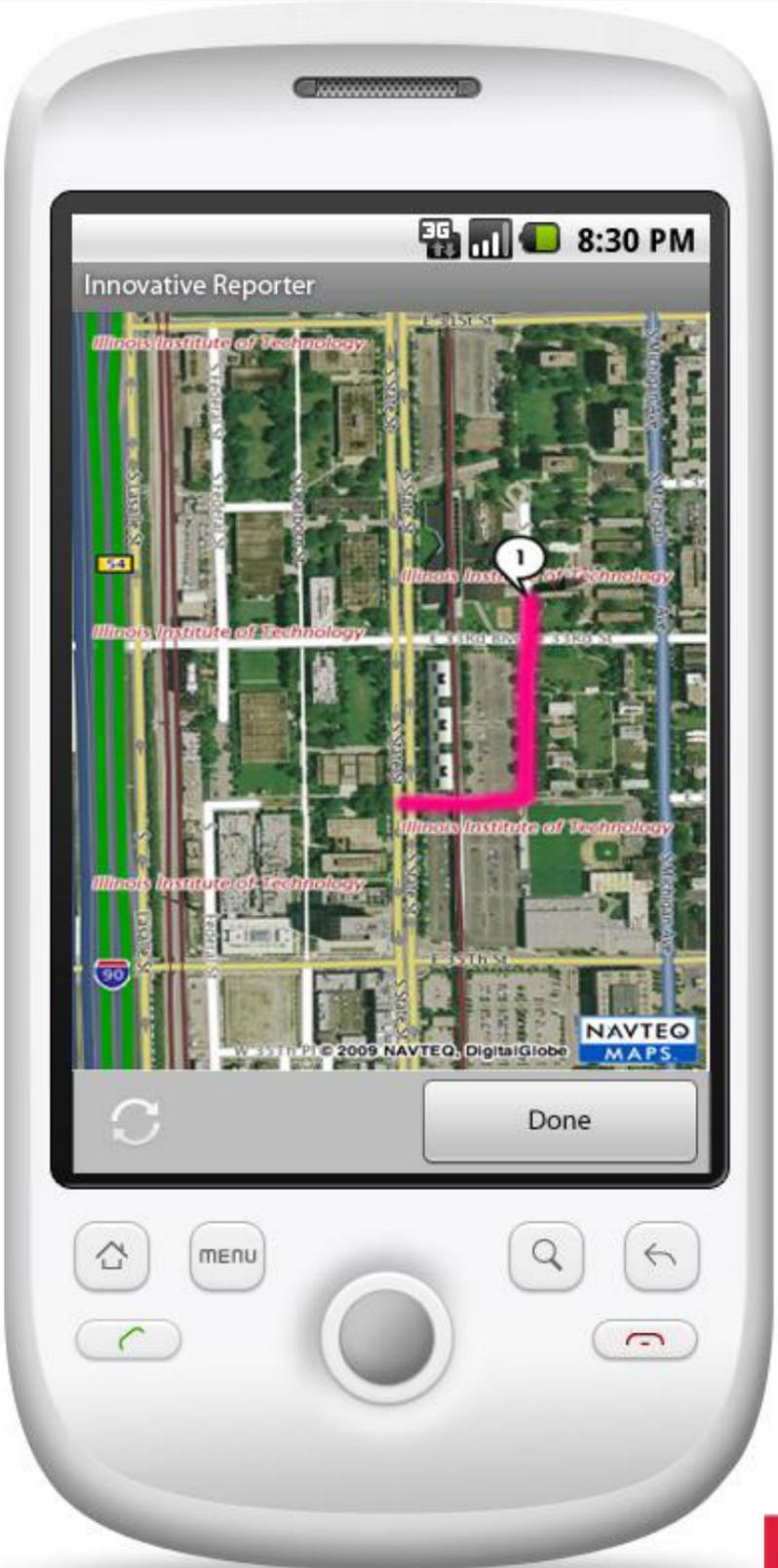


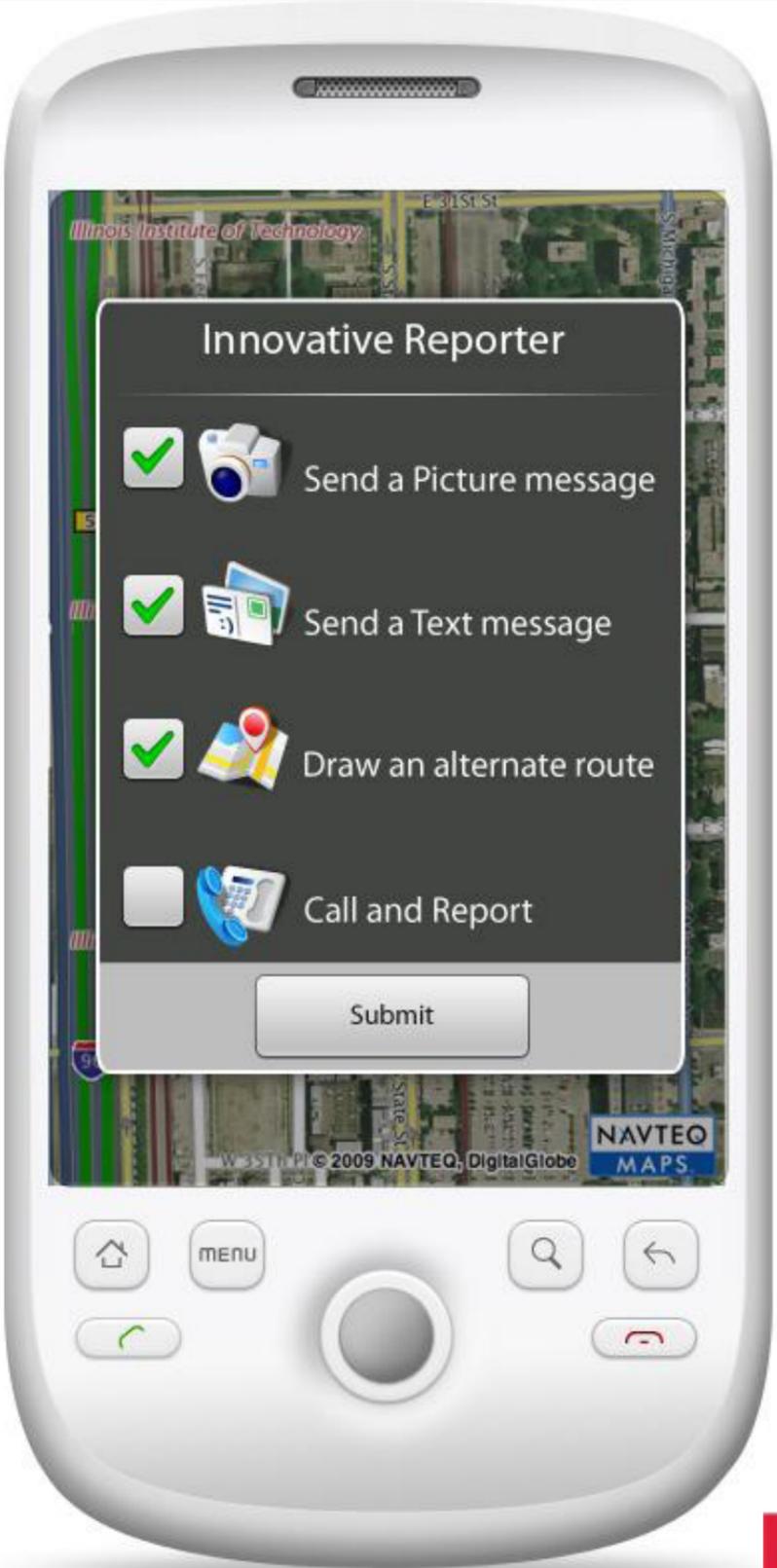




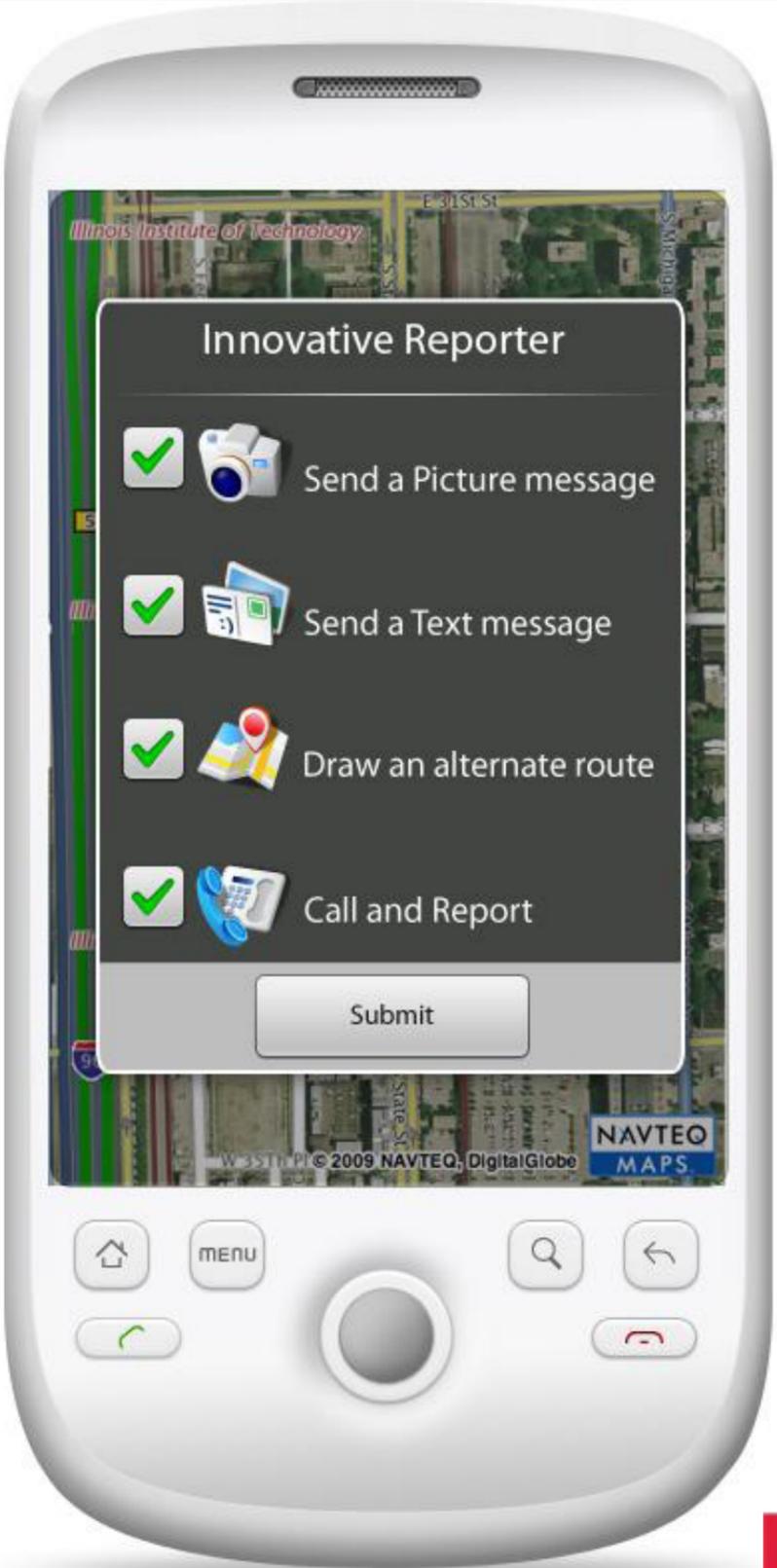


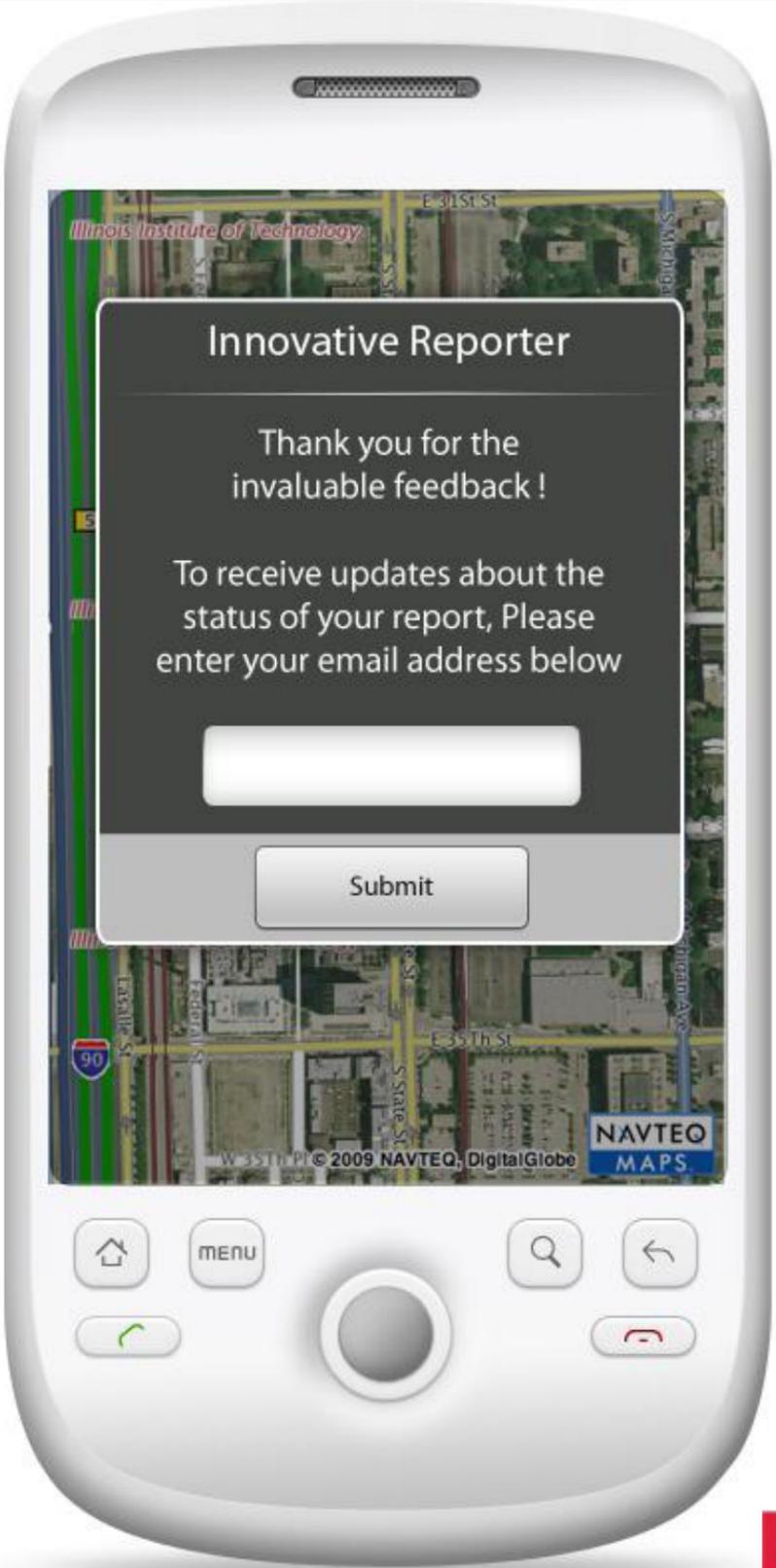
Introduction Research Development **Demo**





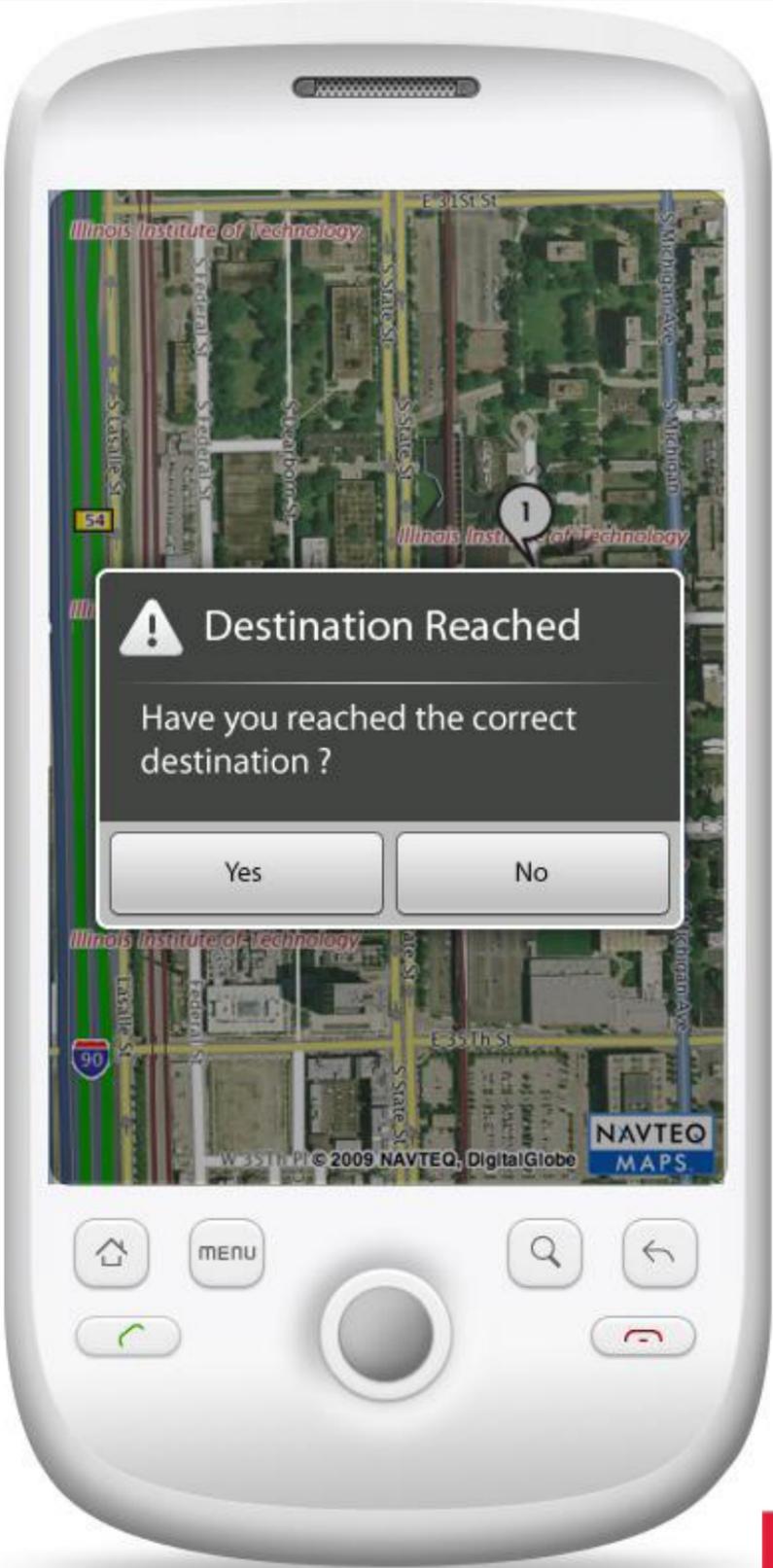


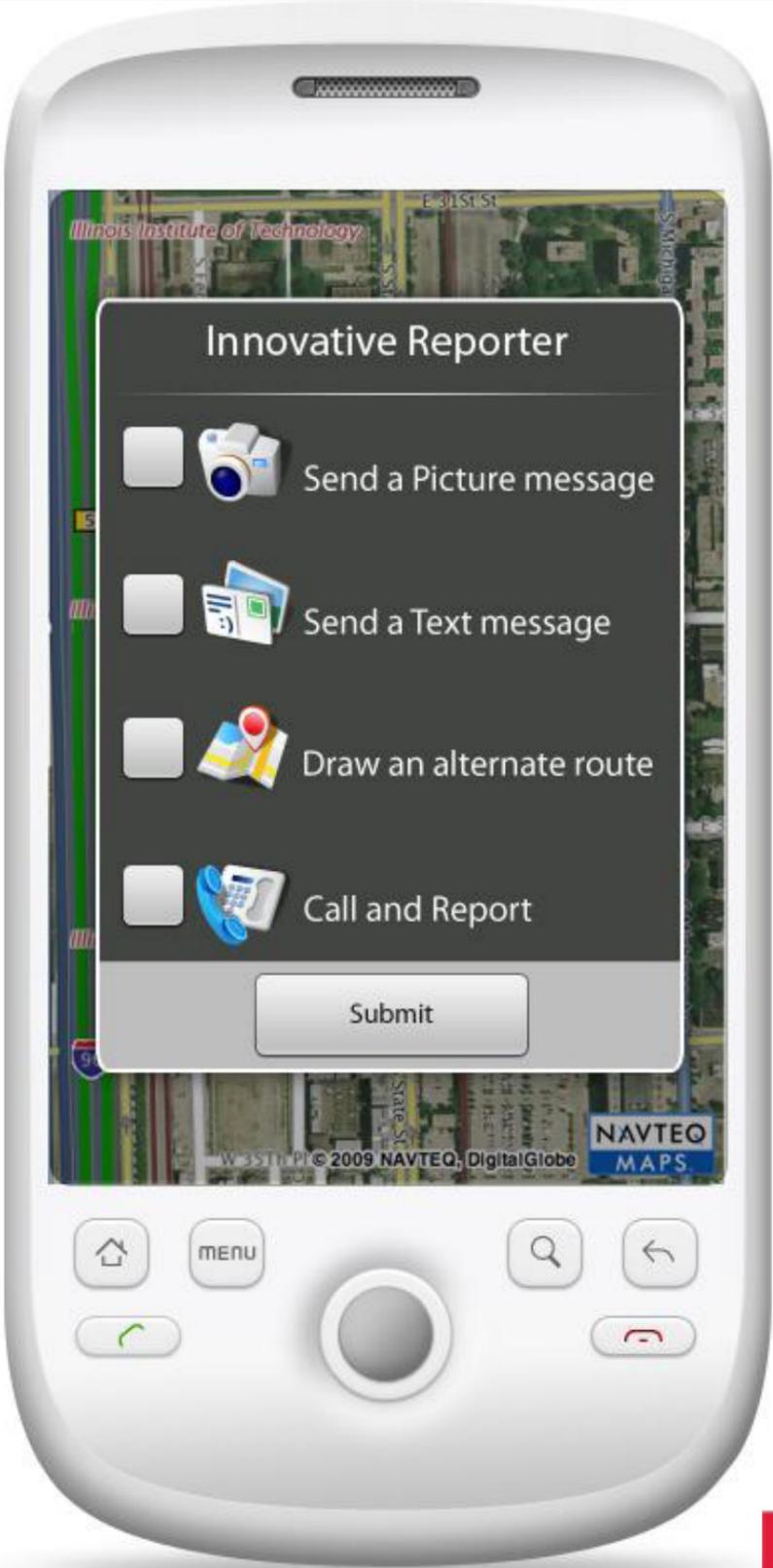


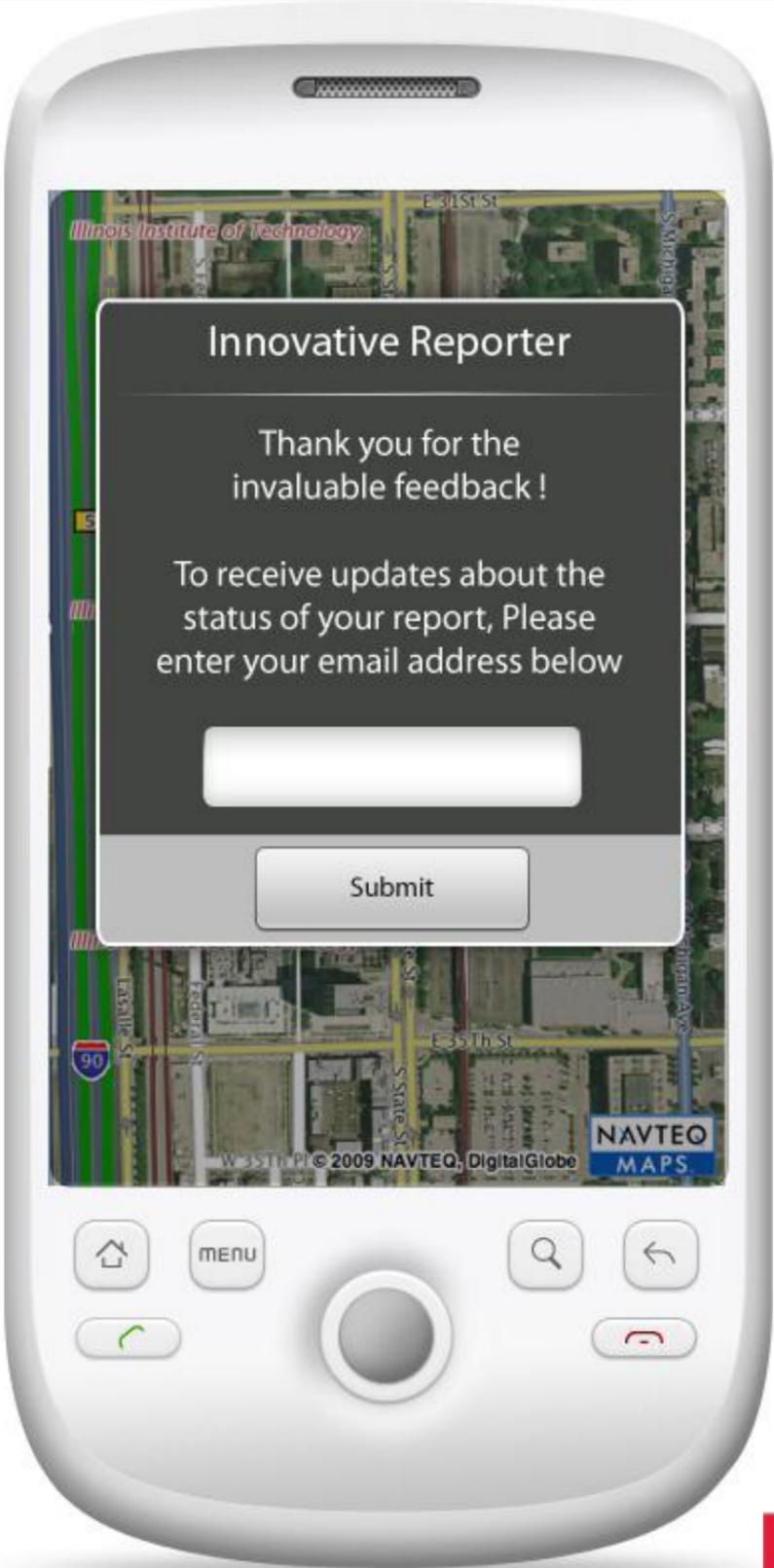


Introduction Research Development **Demo**









Perks

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



Objectives

Direct Feedback System:

- Create a demonstration
- User friendly

Micro-landmark:

- Who would use the feature?
- Would users report new micro-landmarks?

Future Work

Micro-Landmarks

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

Implement current design



Acknowledgements



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Questions