



IPRO 305

User Created Map Content Final Presentation - Spring 2011



Sponsored by NAVTEQ and IIT



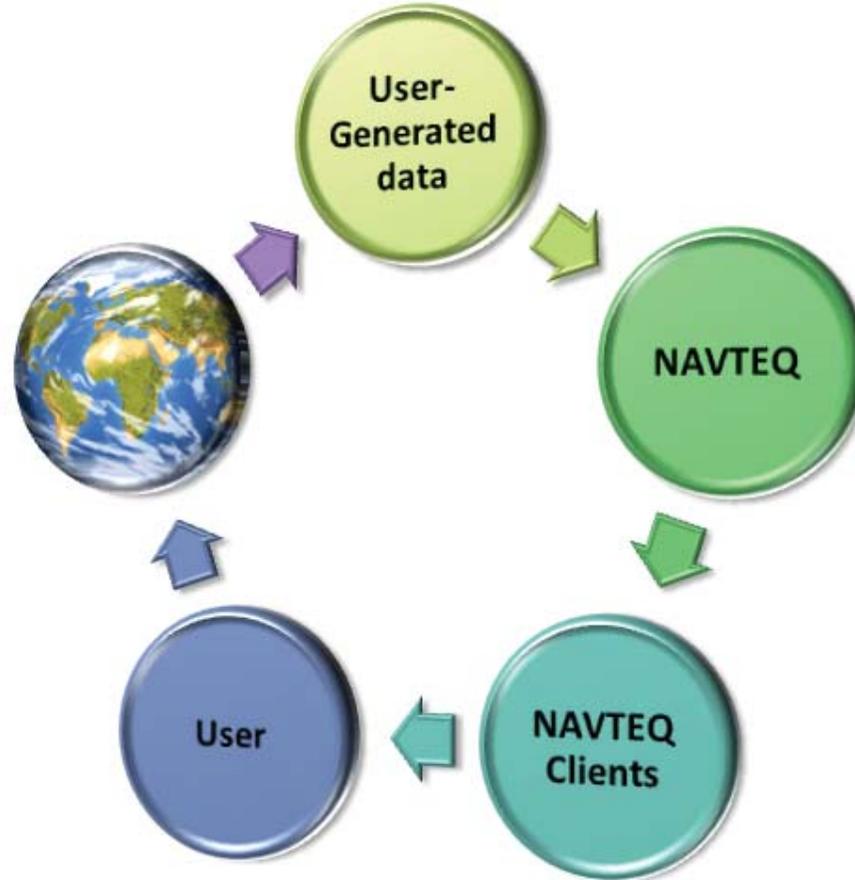
Navteq North America LLC.

- Digital map content provider
 - Robust data
 - 80,000 + data sources
- Navteq data and consumers
 - Internet mapping websites, personal GPS's, atlas books, smart phones

NAVTEQ

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”

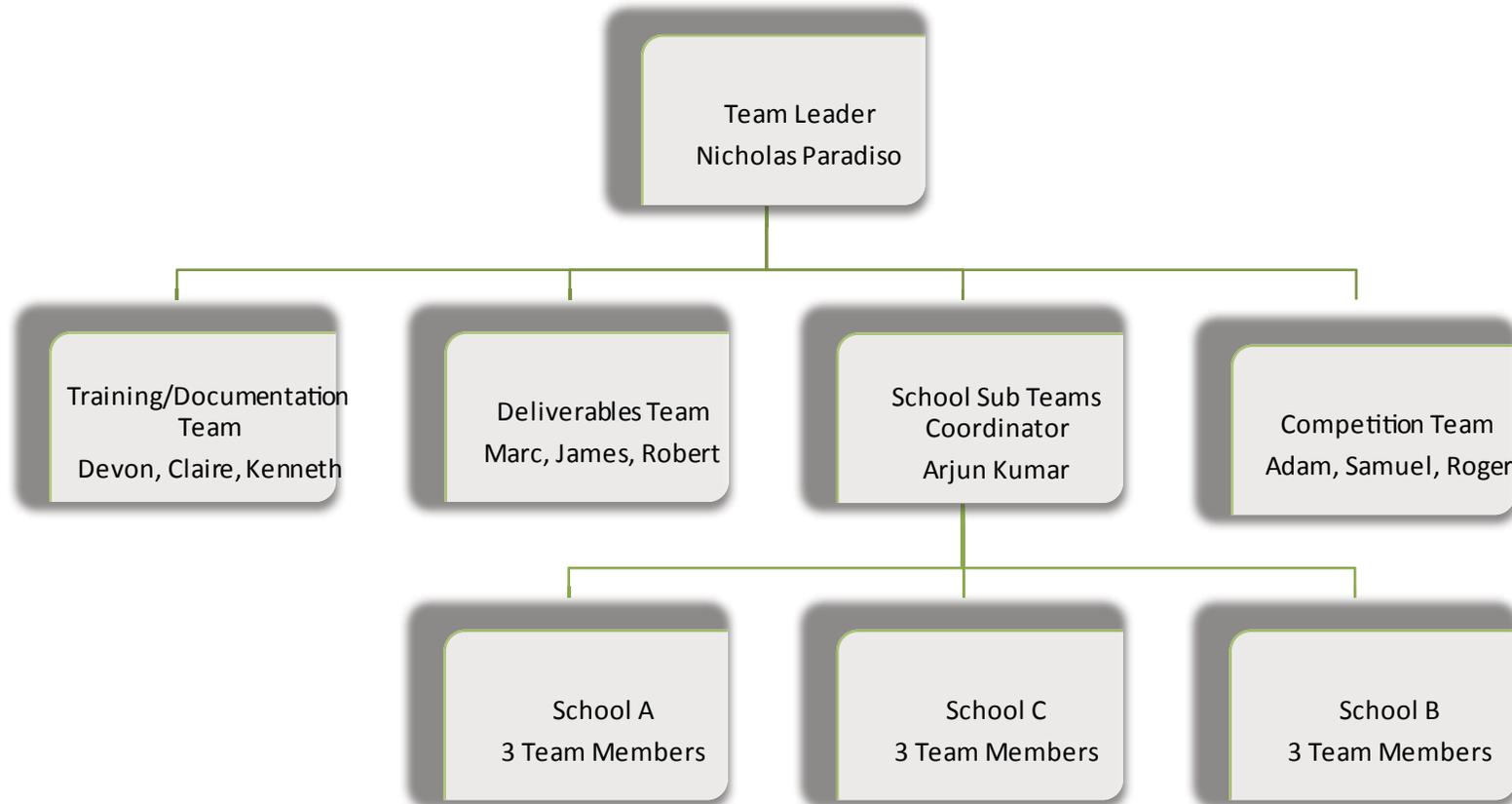


Goals

- 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



Phase 1: Proposal

- Conducted needs analysis
- Met with schools
- Successfully recruited CPS
 - George Armstrong Elementary
 - Philip Rogers Elementary
 - West Ridge Elementary



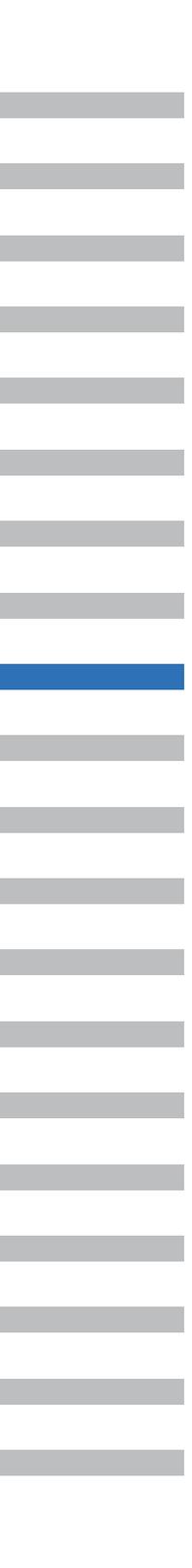
Philip Rogers



George Armstrong



West Ridge

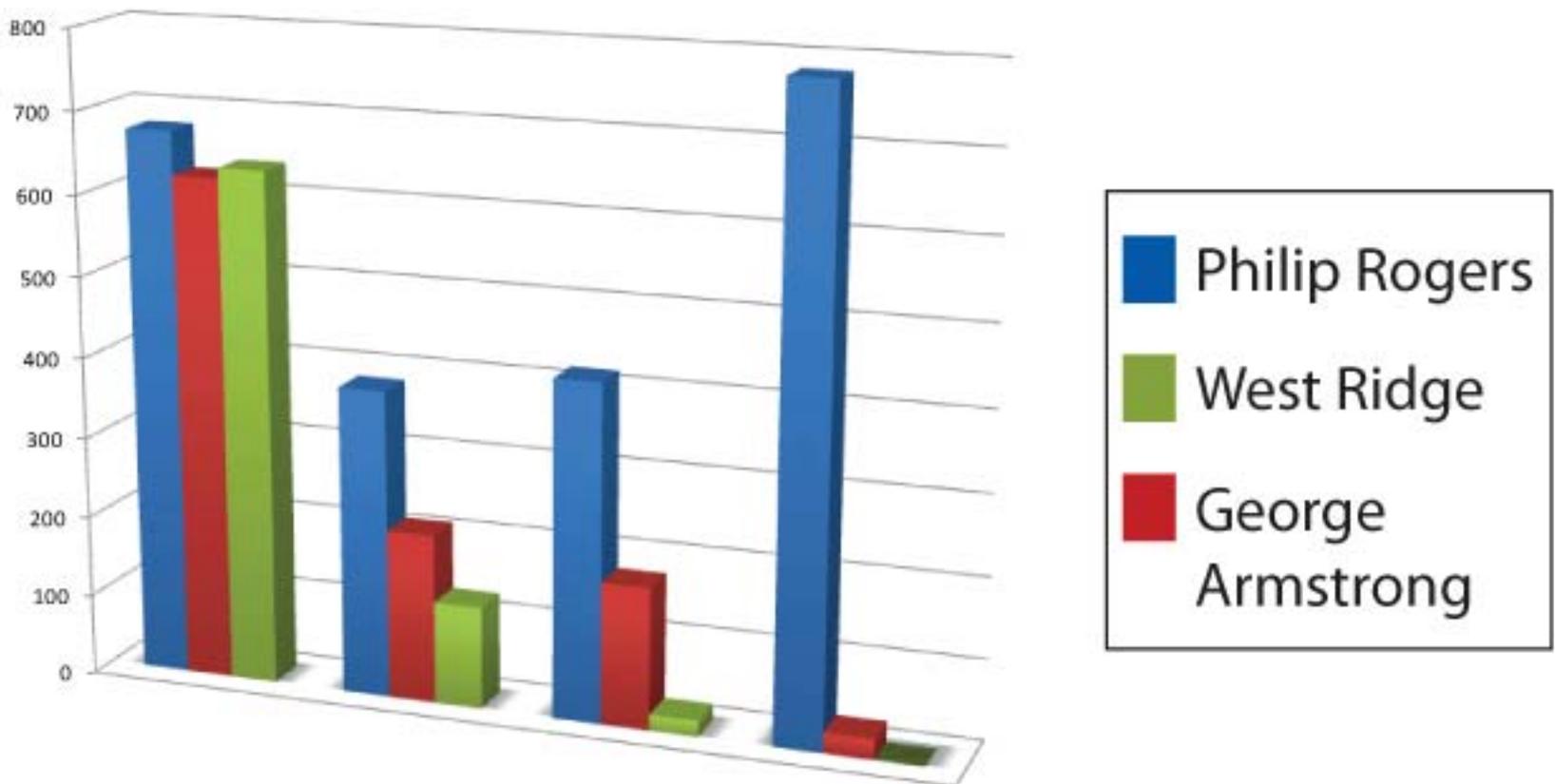


Phase 2: Competition Design

- 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



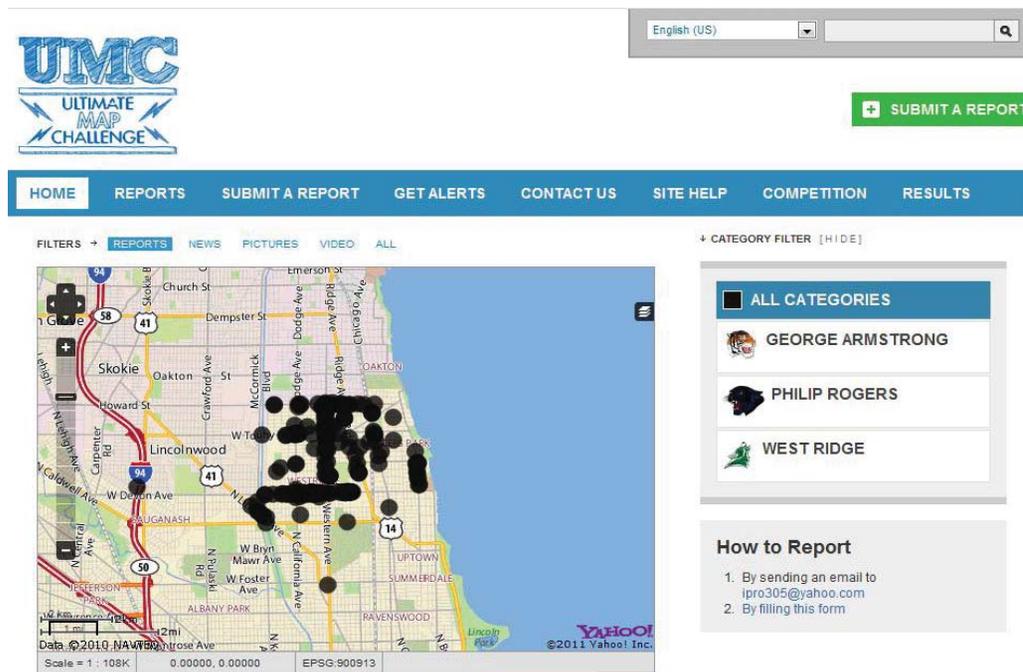
Challenges

- 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



George Armstrong



Philip Rogers



West Ridge

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



Acknowledgements



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But most of all...

Special thanks to all of the amazing students at Philip Rogers, West Ridge, and George Armstrong for all of your hard work!

