



I PRO 305

# User Created Map Content

## Final Presentation - Spring 2011



Sponsored by NAVTEQ and IIT

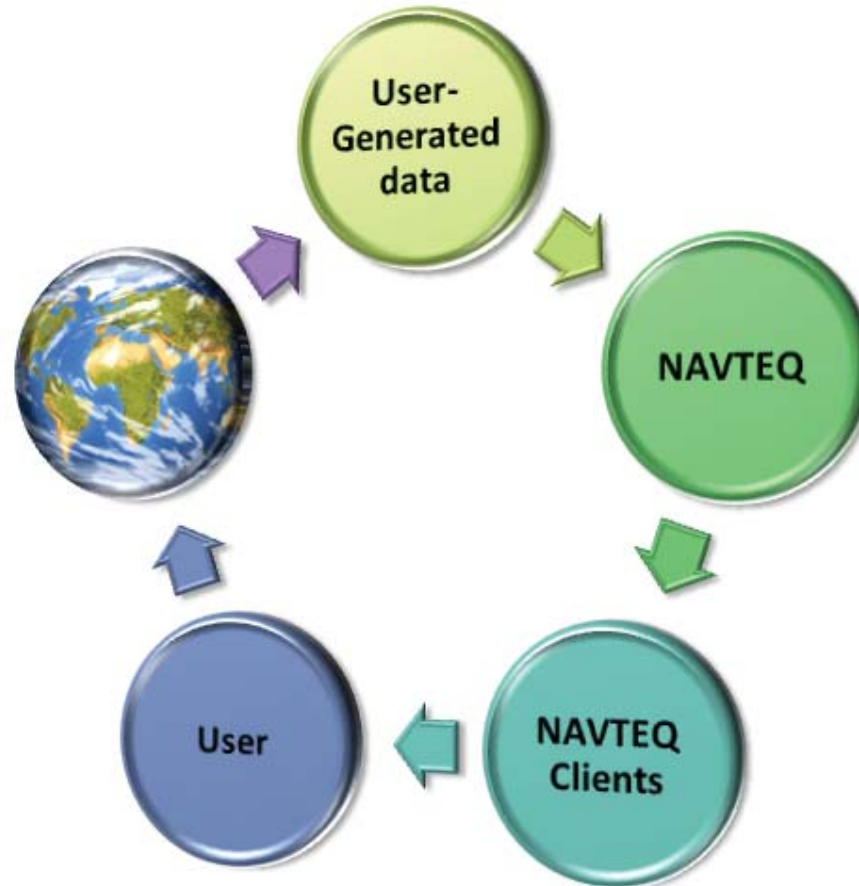
# Navteq North America LLC.

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

The Navteq logo is displayed in a large, bold, black sans-serif font. The word "NAVTEQ" is written in all caps. A blue stylized arrow, resembling a compass needle, is positioned diagonally across the letter 'A' and the letter 'Q', pointing from the top-left towards the bottom-right.

# 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”

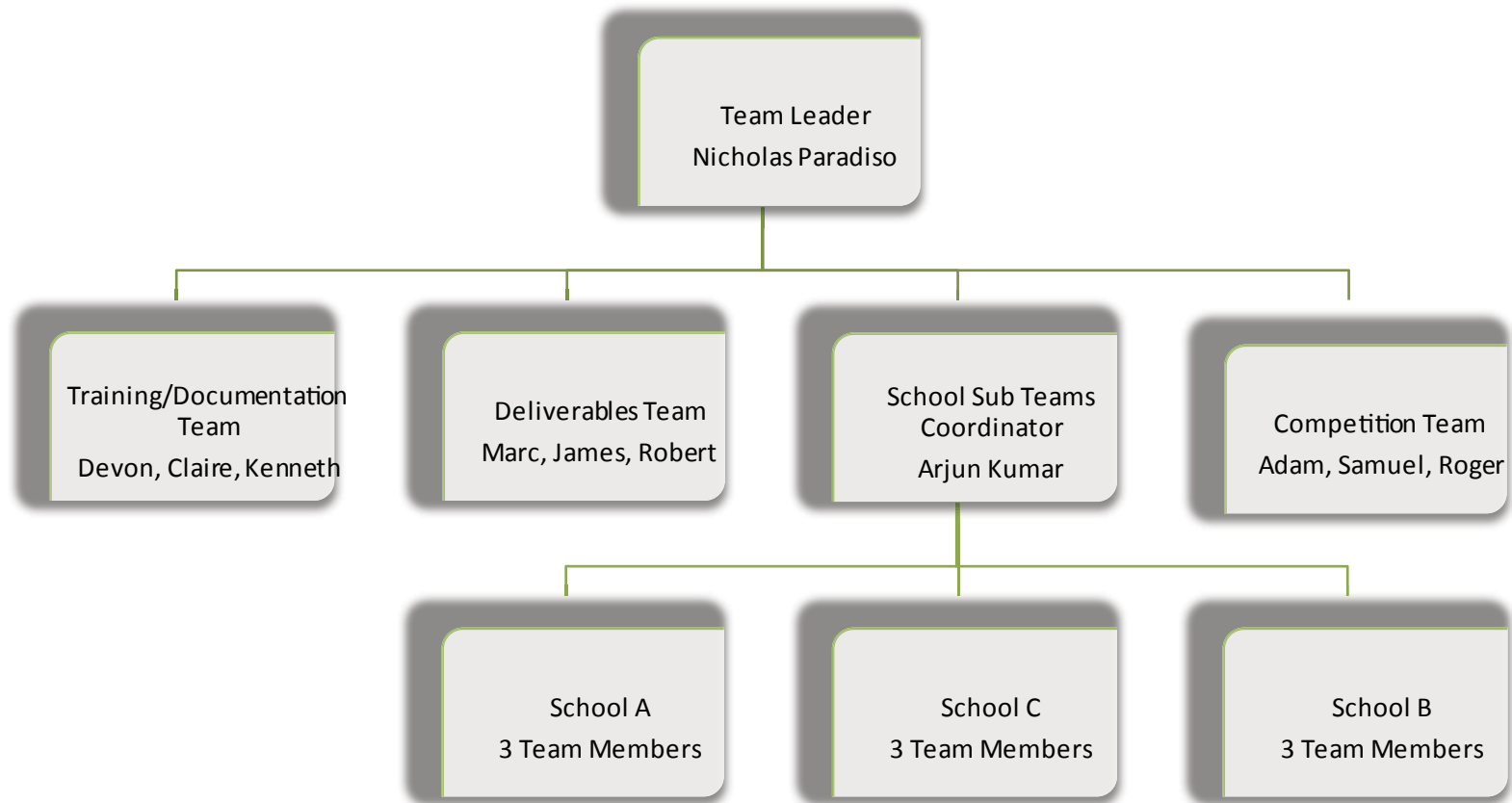


# Goals

- 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



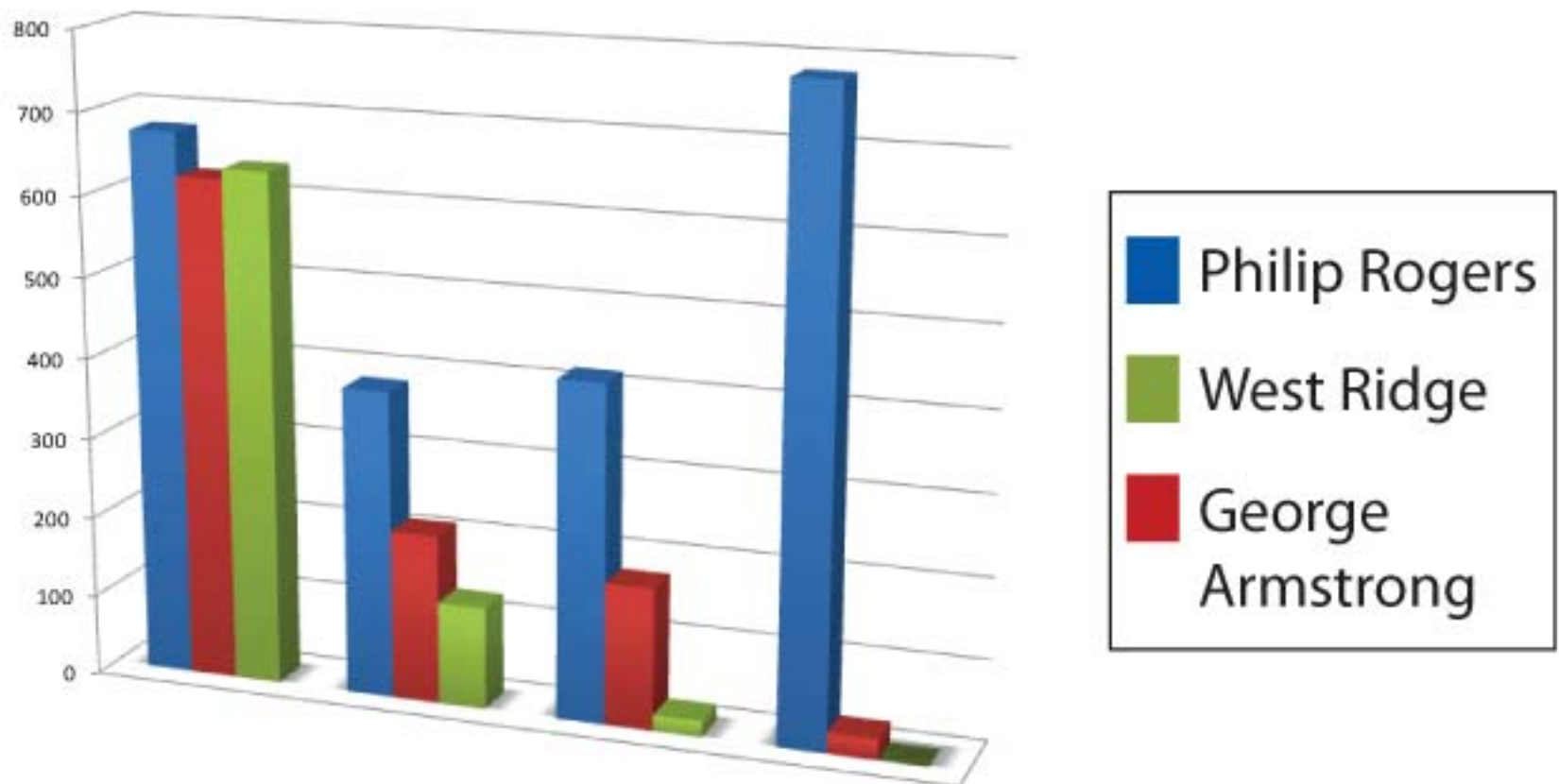
West Ridge

## 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



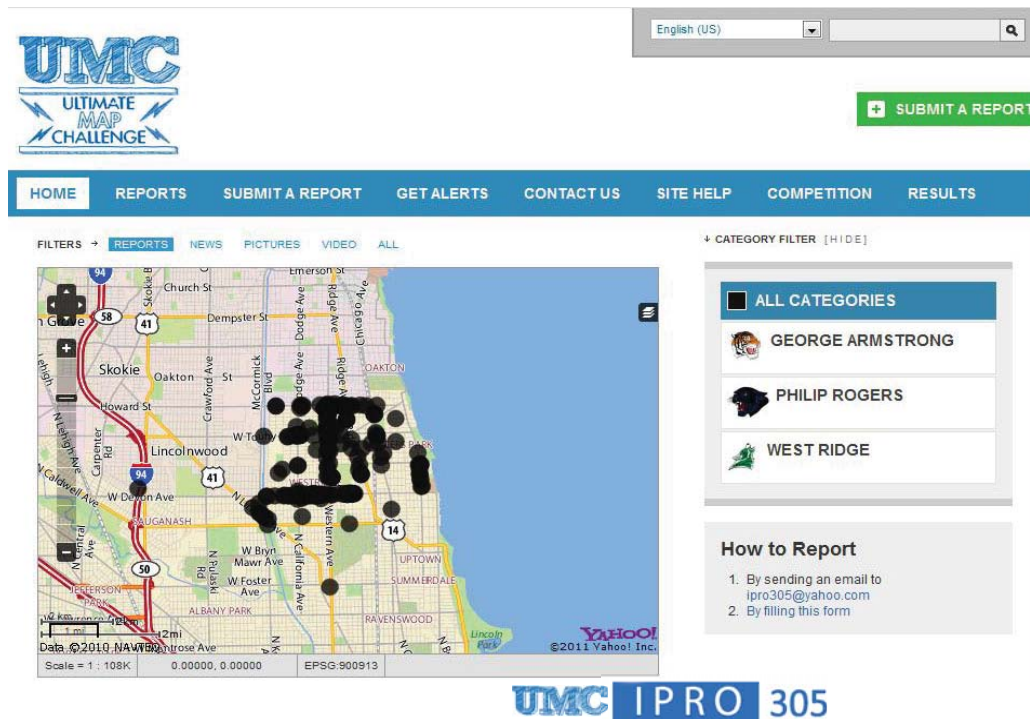
# Challenges

- 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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## ■ West Ridge

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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!

