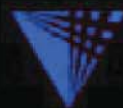# Explore Your World

IPRO 305

NAVTEQ

ILLINOIS INSTITUTE OF TECHNOLOGY

Problem Statement

Establish methods and incentives for crowd sourcing map data

Source: Thermal imaging night vision grant writing tips

IIT: IPRO 305

NAVTEQ Community Mapping Challenge

March 1, 2011

Crowd Sourcing

Crowd Sourcing: Outsourcing tasks usually performed by an employee or contractor to a large group or community

Explaining the Problem
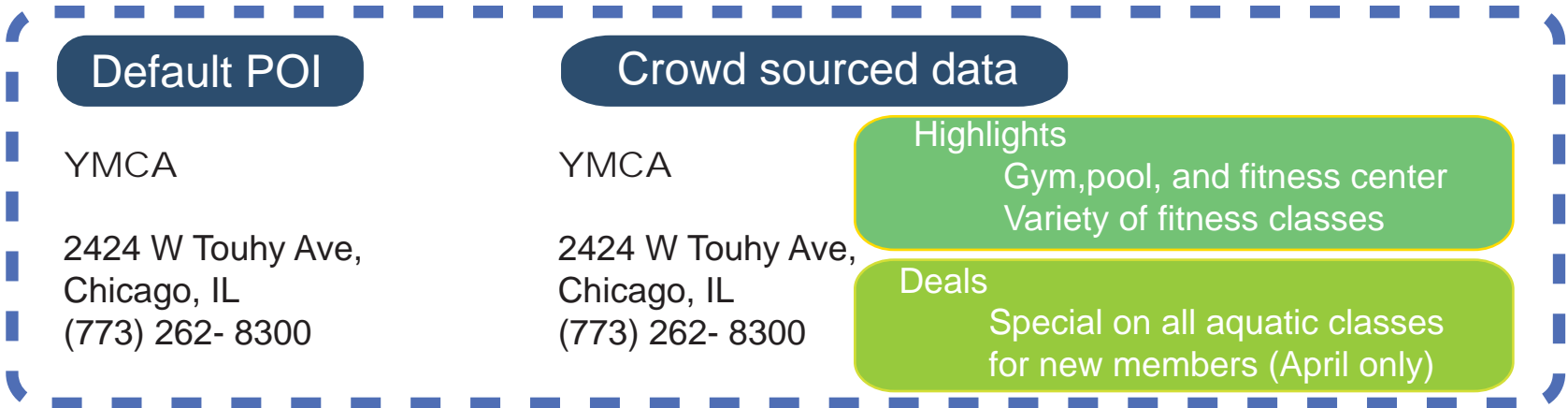
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NAVTEQ Community Mapping Challenge

Man on the street perspective

Local deals and other time sensitive information

Crowd sourced data

Default POI

YMCA

2424 W Touhy Ave,
Chicago, IL
(773) 262- 8300

Crowd sourced data

YMCA

2424 W Touhy Ave,
Chicago, IL
(773) 262- 8300

Highlights
   Gym,pool, and fitness center
   Variety of fitness classes

Deals
   Special on all aquatic classes
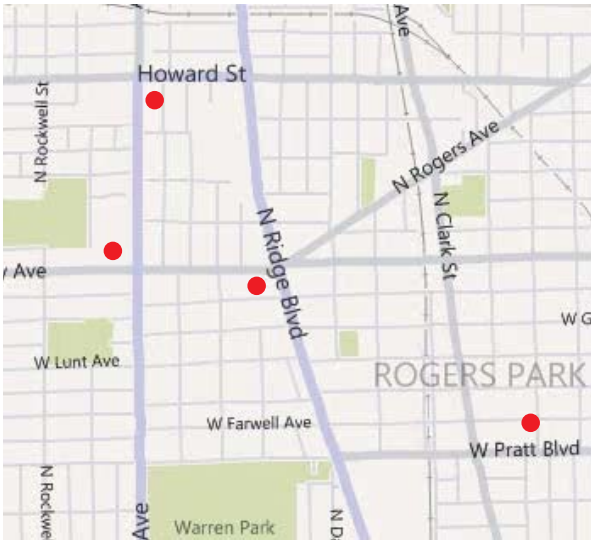   for new members (April only)

March 1, 2011

Goals

Confirm that crowd sourcing can improve information displayed on NAVTEQ's maps

Launch the inaugural for NAVTEQ Community Data Gathering Challenge

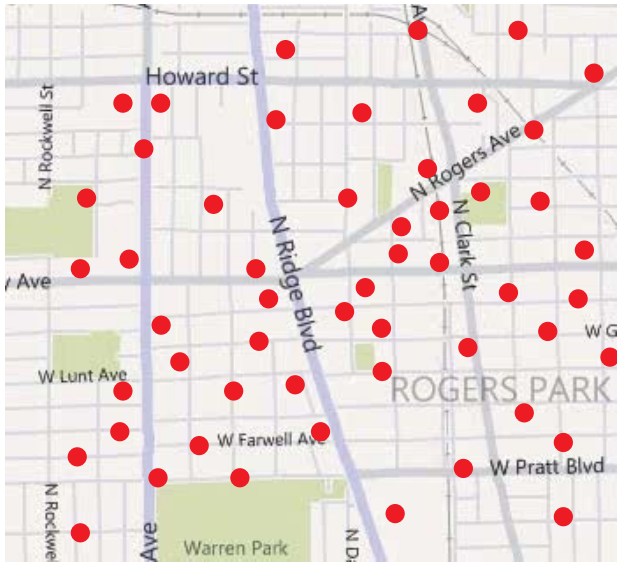Enlist schools in the Chicagoland area to participate
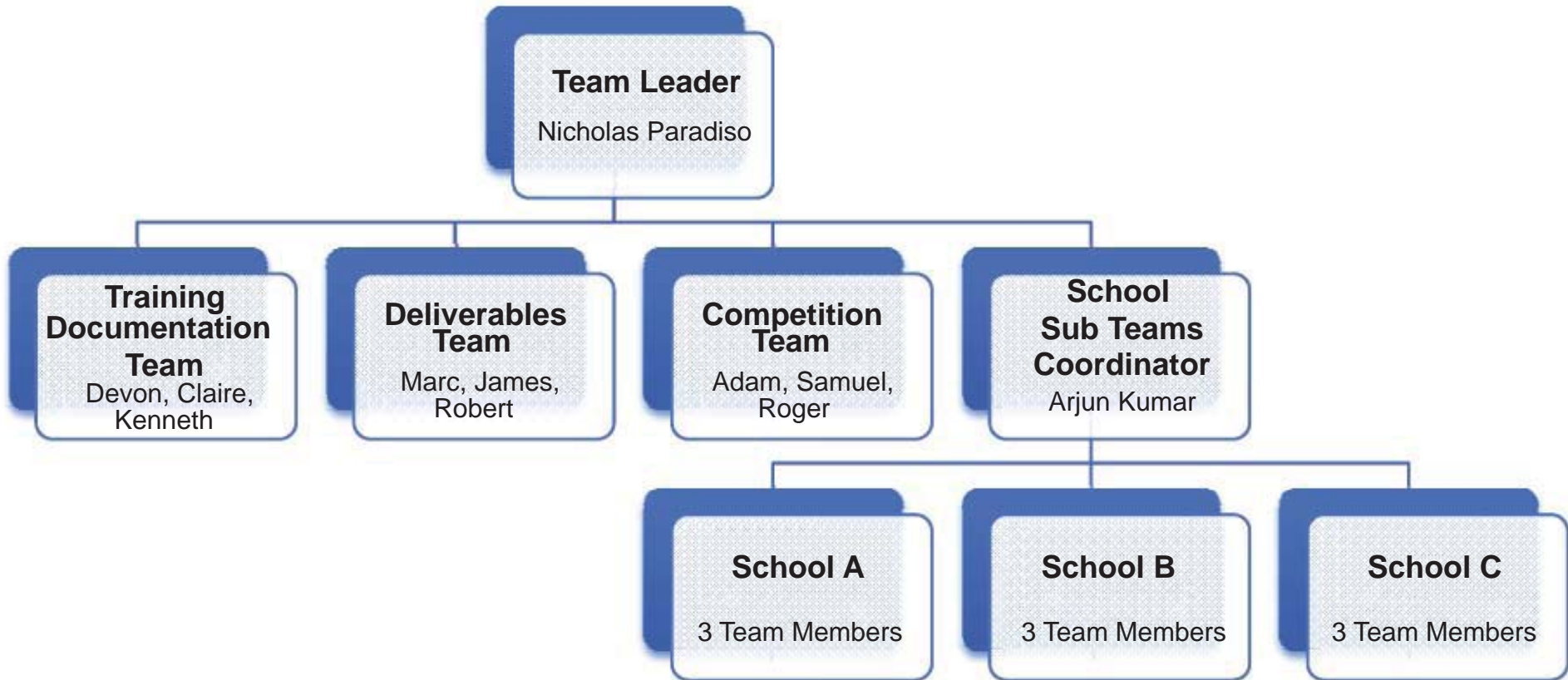
Default data

NAVTEQ

Community Data Gathering Challenge

User created data

Team Structure

```
                        ┌─────────────────────┐
                        │    Team Leader      │
                        │  Nicholas Paradiso  │
                        └─────────────────────┘
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Training Documentation Team	Deliverables Team	Competition Team	School Sub Teams Coordinator
Devon, Claire, Kenneth	Marc, James, Robert	Adam, Samuel, Roger	Arjun Kumar

School A	School B	School C
3 Team Members	3 Team Members	3 Team Members

Progress Towards Goals

Enlist three schools

George Armstrong

Philip Rogers

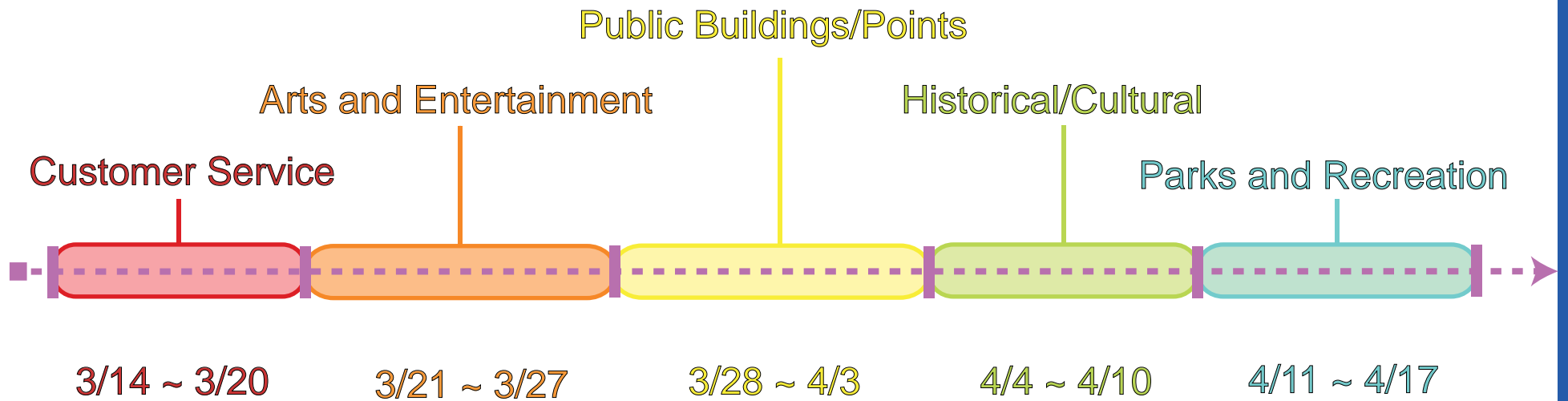PHILIP ROGERS ELEMENTARY SCHOOL

West Ridge

Marketing challenge expansion

Goals

Progress Towards Goals

Developed inter-school competition data collection schedule

Progress Towards Goals
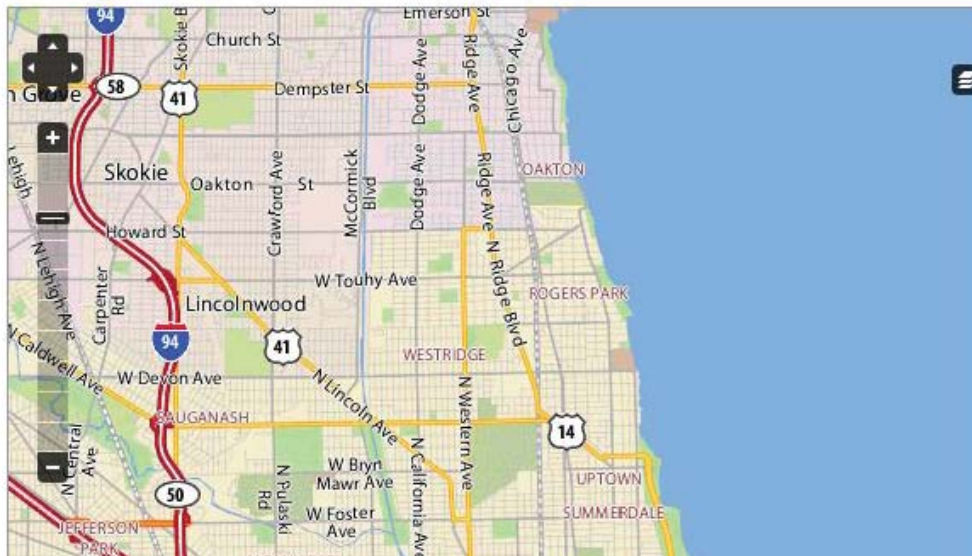
Ushahidi: Open source POI and data collection platform   **Ushahidi**

http://184.73.241.75/ushahidi/main
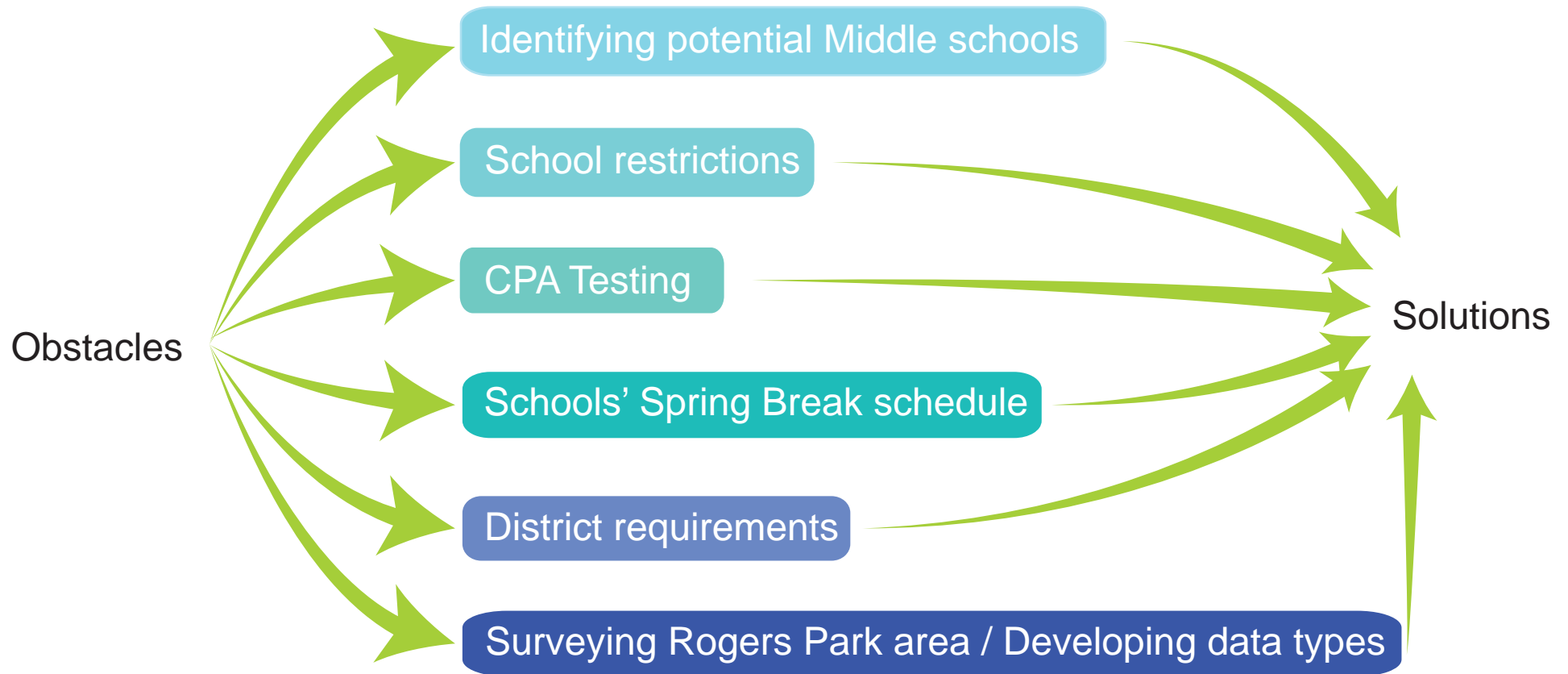
progress_towards_goals   major_obstacles_encountered   anticipated_major_challenges   questions_?

Major Obstacles Encountered

Obstacles

- Identifying potential Middle schools
- School restrictions
- CPA Testing
- Schools' Spring Break schedule
- District requirements
- Surveying Rogers Park area / Developing data types

Solutions

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Anticipated Major Challenges

Challenges

- Accurate data
- Data quality verification
- Keeping students and teachers engaged
- Invalid entries
- Inter-school organization
- Duplicate data

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Questions?

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